

Optimizing the User Experience




Changes in fish & wildlife agency approaches to online recreational license sales

Current Snapshot

- 70% of people visit the website to purchase a license
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Overview of Project & Partnership

Partnership between Florida Fish and Wildlife Conservation Department and Environmental Training & Fishing Foundation.

Moving Forward

- Develop a mobile app for license sales
- Optimize the user experience for mobile devices
- Enable more information for new customers as they purchase
- Support license renewal for full-time and weekend customers

A New Approach to License Sales & the User Experience

- Present Catalog & Prices on Landing Page
- Display Request for Personal Information
- Design for the Mobile Experience First

Include prompts, selections, and decision trees to display licenses based on business rules and requirements.

Online & Mobile E Commerce Stats

70% of people visit the website to purchase a license

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Adapting to Mobile Channels

Optimize the user experience for mobile devices

Current Challenges

- Complex license rules and requirements
- Integration with existing systems
- Mobile device compatibility

?? Questions ??

Brenda Grand
Brenda.Grand@FWC.com
(850) 922-0790

Richard Wise
RichardWise@brandinfo.com
(850) 322-6954

Additional Efforts to Improve the Online User Experience: Implementing Auto Renewal in FL

- Allow customers to set certain licenses to auto-renew annually
- Secure information technologies to protect customer data
- Encourage license renewal & increase agency revenue


Optimizing the Online User Experience in Florida: Recreational Fishing & Hunting License Sales

Optimizing the User Experience



Changes in fish & wildlife agency approaches to online recreational license sales

Optimizing the User Experience




Changes in fish & wildlife agency approaches to online recreational license sales

Moving Forward

FWC, FWRI, & Florida are working together to enhance license sales.

- Identify collected habits and approaches to be incorporated into new and enhanced applications for license sales. Conducting a needs assessment for license sales is critical.
- Optimize the license sales site for mobile devices & user experience.
- Provide more guidance to new customers on how to use the system.
- Support license making for both new and existing customers. Don't forget about Florida's youth!

Current Snapshot

- 70% of users are mobile devices
- 60% of users are on tablets
- 40% of users are on smartphones
- 30% of users are on desktop computers
- 20% of users are on laptops
- 10% of users are on smart TVs

Summary of Current & Next Steps

- Identify current user experience issues
- Conduct a needs assessment
- Develop a user experience strategy
- Implement a user experience strategy
- Monitor and evaluate the user experience


A New Approach to License Sales & the User Experience

Present Catalog & Prices on Landing Page

Display Payment for Personal Information

Design for the Mobile Experience First

Include prompts, selections, and decision trees to display licenses based on business rules and requirements.



Online & Mobile E Commerce Stats

70% of people said that they visit on the go and use their phone to make a purchase.

Products are viewed within 10 seconds and users make a purchase or visit another to make a purchase or visit.

Age 25-44 are the most likely to shop on a purchase.

Mapping to Mobile Channels

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Current Challenges

- Complex and inconsistent user experience across devices
- Limited bandwidth and slow loading times
- Complex and inconsistent user experience across devices
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Additional Efforts to Improve the Online User Experience: Implementing Auto Renewal in FL

- Allow customers to opt certain licenses to auto-renew annually.
- Secure information technologies protect cardholder data.
- Review options to license sales & increase agency revenue.

?? Questions ??

Brenda Dixon
Brenda.Dixon@FWC.com
(850) 922-0780

Richard White
Richard@fwcmail.com
(850) 522-6994

Optimizing the Online User Experience in Florida: Recreational Fishing & Hunting License Sales

Overview of Project & Partnership

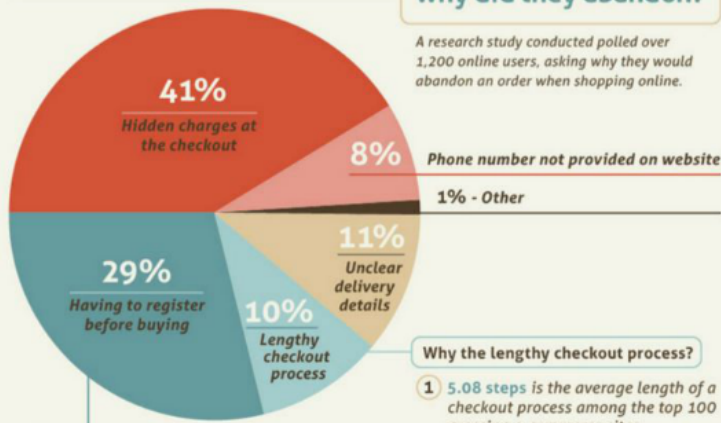
67.4%

Average checkout abandonment rate

Average rate of checkout abandonment from 22 different studies.

why did they abandon?

A research study conducted polled over 1,200 online users, asking why they would abandon an order when shopping online.



Registration

- 24% require account registration.

+ ASOS halved checkout abandonment rate by adding a guest checkout option (2011).

Why the lengthy checkout process?

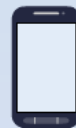
- 1 5.08 steps is the average length of a checkout process among the top 100 grossing e-commerce sites.
 - E-commerce checkouts should have no more than 5 steps maximum.
- 2 50% of e-commerce websites will ask for the same information twice.



FWC & RBFF have identified challenges in converting new customers through online sales channels by partnering and analyzing traffic.



Over 60% of site users leave the online sales site from the landing page, resulting in missed sales, revenue, and participation.



FWC & RBFF have partnered to implement a new site design optimized for a "mobile first" approach, attracts & engages new & existing customers, is less intrusive, and support the decision making process.

Current Snapshot

The screenshot displays the FWC website's 'Locate or Create a Customer Account' page. The page includes a navigation bar with links for 'Customer Lookup', 'Locate an Agent', 'Permit Availability', 'Return to FWC', 'Español', and 'Help'. The main content area is divided into two columns. The left column contains a form with the following fields: 'Date of Birth' (MM/DD/YYYY), 'Step 2 - Enter ONE of the Following Identifiers' (with a radio button for 'US Citizen'), 'Lookup Method' (set to 'Last Four of Social'), 'Social Security #' (XXXX), and 'Last Name' (Last Name). A 'Continue' button is at the bottom of the form, and a 'Privacy Notice' link is below it. The right column features a section titled 'How will I get my license?' with text explaining that internet customers can print licenses immediately. Below this is a section titled 'Buy your Florida recreational fishing or hunting license today. It's as easy as 1...2...3.' with a numbered list of steps: 1. Complete the application form... 2. Select the type of fishing or hunting license... 3. Purchase your fishing, hunting or other recreational license... A note specifies that Florida residents must have a valid Florida Driver's License or ID Card. The page concludes with a thank-you message.

FWC site traffic is tracked through Google Analytics.

Over 50% of online consumers are using a smartphone to access the FWC license sales site.

Online Sales Site Abandon Rates (4/2015-11/2015)





All Traffic - 32.15% TMF Traffic - 48.3%

Florida uses traditional landing page design

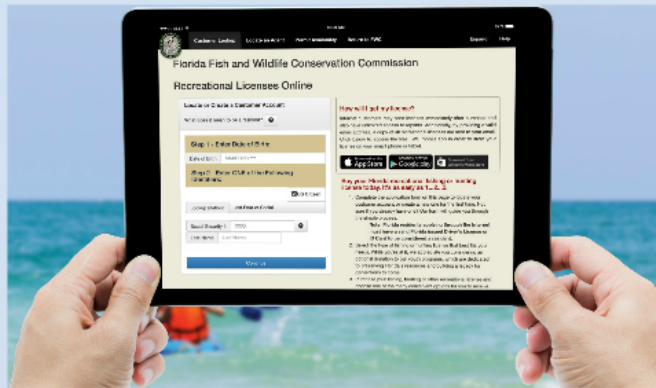
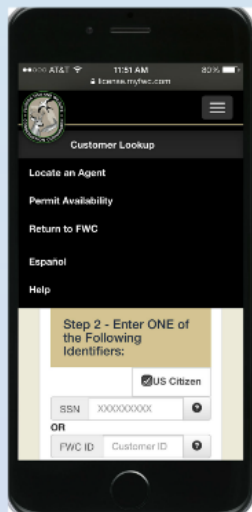
Must create account/provide SSN to view catalog & prices

May be intrusive for new customers

Current Challenges

-  Complex business rules (age, residency, prerequisites, exemptions) must be enforced during the sales process.
-  License choices and availability vary based on business rules.
-  New designs must accommodate new customers & existing customers.
-  Customers are required to provide SSN's & personal information up front.

Adapting to Mobile Channels



- ✓ Florida's current solution uses a responsive, flexible design to accommodate a variety of mobile devices including smartphones and tablets.
- ✓ FWC is taking a "mobile first" approach- design for the mobile user first and then design for traditional PC users.
- ✓ FWC & Brandt are enhancing the solution to accommodate future mobile technologies and devices.

A New Approach to License Sales & the User Experience



Present Catalog & Prices on Landing Page

Delay Request for Personal Information

Design for the Mobile Experience First

Include prompts, selections, and decision trees to display licenses based on business rules and requirements.



Based on business rules and requirements

Florida Fish and Wildlife Conservation Commission

Recreational Licenses Online

Purchase your Florida Fishing and Hunting Licenses today.

- 1 Choose a License
- 2 Enter your Information
- 3 Checkout and Print

All individuals 16 years old and over are required to have their own recreational license. [FAQ](#)

Bought a Florida license online before? Click [here](#) to locate your account

About you:

I'm a Resident Non-Resident

Residents must have a valid Florida-based Driver's License or ID.

Most Popular License Packages

All packages include a hard-copy certificate of purchase.

Saltwater Angler
Saltwater Fishing License with Snook and Lobster Permits
\$65yr - Add to Cart

Avid Angler
Freshwater and Saltwater Fishing Licenses with Snook and Lobster Permits
\$113yr - Add to Cart

Lobster Combo
Saltwater Fishing License with Lobster Permit
\$65yr - Add to Cart

Super Sportsman
Freshwater and Saltwater Fishing Licenses with Snook, Lobster, Archery, Crossbow, Muzzleload, Turkey, Deer, Waterfowl, Mgmt Area, Mgt Bird, Federal Duck Stamp
\$469yr - Add to Cart

[See All Packages >](#)

Licenses, Permits & Gift Cards

Saltwater Fishing Resident

| Term | Price | Add to Cart | Stock/Status |
|----------|-------|--|--------------|
| 3-Day | \$5 | <input type="button" value="Add to Cart"/> | 1 |
| 7-Day | \$5 | <input type="button" value="Add to Cart"/> | 1 |
| 1-Year | \$5 | <input type="button" value="Add to Cart"/> | 1 |
| 5-Year | \$25 | <input type="button" value="Add to Cart"/> | 1 |
| Lifetime | \$25 | <input type="button" value="Add to Cart"/> | 1 |

Hunting Resident

| Term | Price | Add to Cart | Stock/Status |
|----------|-------|--|--------------|
| 3-Day | \$5 | <input type="button" value="Add to Cart"/> | 1 |
| 7-Day | \$5 | <input type="button" value="Add to Cart"/> | 1 |
| 1-Year | \$5 | <input type="button" value="Add to Cart"/> | 1 |
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Special Use Permits - Non-resident

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Florida Fish and Wildlife Conservation Commission

Recreational Licenses Online

Purchase your Florida Fishing and Hunting Licenses today.

- 1 Choose a License
- 2 Enter your Information
- 3 Checkout, Print & Email

All individuals 16 years old and over are required to have their own recreational license. [FAQ](#)

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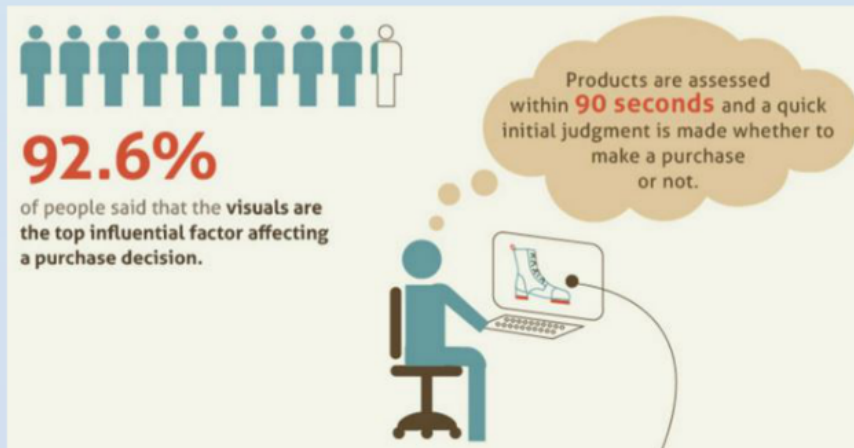
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Online & Mobile E Commerce Stats



92.6% of people said that the visuals are the top influential factor affecting a purchase decision.

Products are assessed within 90 seconds and a quick initial judgement is made whether to make a purchase or not.

Ages 25-44 are the worst offenders to giving up on a purchase.

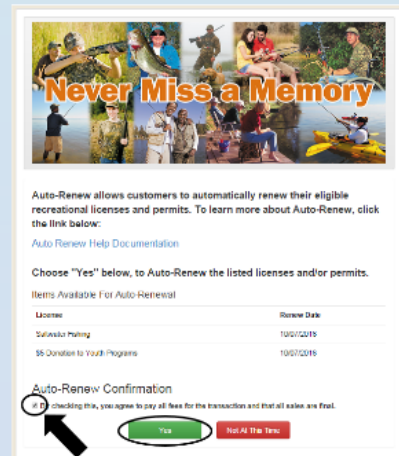
Moving Forward

FWC, RBFF, & Brandt are working together to develop innovative designs to:

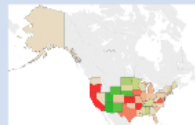
- ➔ Break outdated habits and approaches to accommodate new workflows and approaches to license sales. (Such as taking a retail approach to license issuance and outreach.)
- ➔ Optimize the license sales site for mobile devices & technologies.
- ➔ Provide more information to new customers up front
- ➔ Support decision making for both new and existing customers. (Don't forget about Avid Angler)

Additional Efforts to Improve the Online User Experience: Implementing Auto Renew in FL

- Allows customers to set certain licenses to auto renew annually.
- Secure tokenization technologies protect cardholder data.
- Reduces lapses in license sales & increases agency revenue.



Since October 14, 2015...

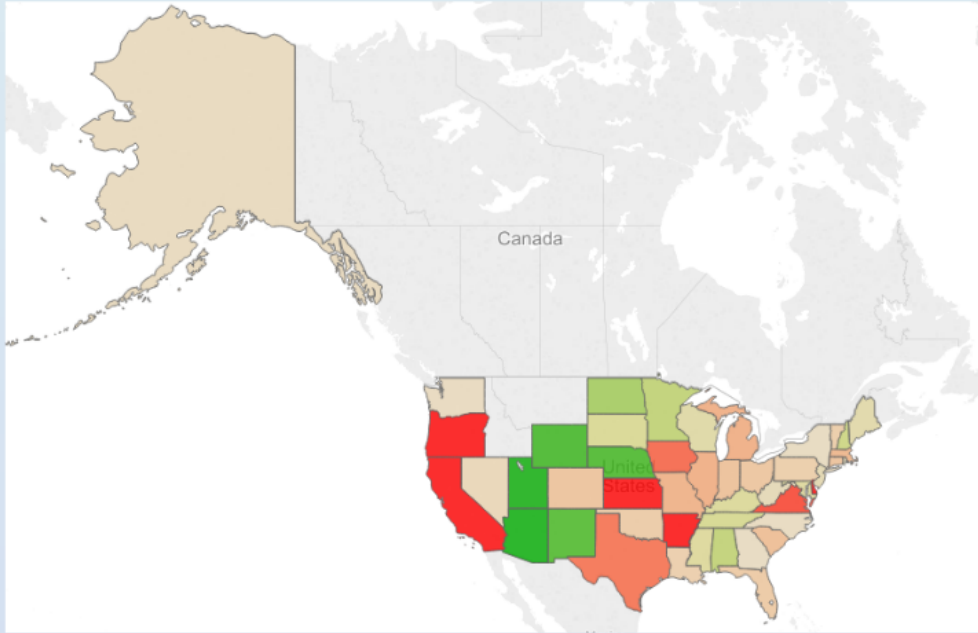


- Customers from 47 of 50 states have signed up for auto renew
- Over 16,000 customers have registered for auto renew
- Over 26,000 licenses have been registered for auto renew
- Over 200 auto renew transactions already processed

My Current Licenses

| License | Description | Type | Term | Effective Date | Expiration Date | Auto Renew | Extra Information |
|------------------------|-------------|----------|--------|----------------|-----------------|------------|-------------------|
| Gulf Reef Fish Angler | | Resident | 1 year | 10/23/2015 | 10/23/2016 | | |
| Subsided Fishing | | Resident | 1 year | 10/23/2015 | 10/23/2016 | ON | |
| Lobster Permit | | Resident | 1 year | 07/23/2016 | 07/23/2016 | OFF | |
| Hunting | | Resident | 1 year | 03/17/2016 | 03/17/2016 | ON | |
| Archery Season Permit | | Resident | 1 year | 03/17/2016 | 03/17/2016 | OFF | |
| Management Area Permit | | Resident | 1 year | 03/09/2016 | 03/09/2016 | ON | |
| Freshwater Fishing | | Resident | 1 year | 03/03/2016 | 03/03/2016 | ON | |
| Snook Permit | | Resident | 1 year | 02/19/2016 | 02/19/2016 | OFF | |

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Questions



Brenda Brand
Brenda.Brand@MyFWC.com
(850) 922-0780

Richard Wise
RichardW@brandtinfo.com
(850) 322-6954



Optimizing the User Experience




Changes in fish & wildlife agency approaches to online recreational license sales

Moving Forward

FWC, ITRF, & ITRF are working together to deliver innovative solutions:

- Develop additional tools and approaches to accommodate the new and enhanced application processes. Work on being a model approach to license application and sales.
- Optimize the license sales site for mobile devices & user experience.
- Provide more detail on the new customer support.
- Support license making for both new and existing customers. Don't forget about ArchAngels!

Current Snapshot

- 70% of users are mobile devices
- 60% of users are on mobile devices
- 50% of users are on mobile devices
- 40% of users are on mobile devices
- 30% of users are on mobile devices
- 20% of users are on mobile devices
- 10% of users are on mobile devices


Summary of Current & Next Steps

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A New Approach to License Sales & the User Experience

Present Catalog & Prices on Landing Page | **Deliver Payment for Personal Information** | **Design for the Mobile Experience First**

Include prompts, selections, and decision trees to display licenses based on business rules and requirements.



Online & Mobile E Commerce Stats

70% of people said that they visit on the mobile device prior to making a purchase decision.

Products are viewed within 10 seconds and users make purchase or not.

Age 25-44 are the most likely to give up on a purchase.

Mapping to Mobile Channels

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Current Challenges

- Limited bandwidth and slower speeds
- Limited screen size and resolution
- Limited data and connectivity
- Limited user interaction and navigation
- Limited user interaction and navigation
- Limited user interaction and navigation

Additional Efforts to Improve the Online User Experience: Implementing Auto Renewal in FL

- Allow customers to opt certain licenses to auto-renew annually.
- Secure information technologies protect cardholder data.
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