

# Traveler



Vistor, resident, commuter, commercial driver

# Rule Seeker



Environmental professional, government employee, contractor, commercial vehicle driver, aircraft owner

# Business Partner



Contractor, consultant, job seeker, government employee

# Watchdog



Concerned citizen, legislative staff, member of the media

Quote

**"I want to travel from Point A to Point B."**

**"I want to learn about and comply with rules, regulations and Policies."**

**"I want to work with WSDOT."**

**"I want to know what WSDOT is doing and how they are spending their money."**

I want to

- Find real-time, accessible information
- Learn about possible impacts to travel
- View roadway and airport web cams
- Access my tolling account
- Get a permit

- Stay out of trouble and remain in compliance
- Ensure the safety of my colleagues and community
- Find accurate, curated and accessible information
- Meet the requirements to apply to grants and contracts
- Protect the environment

- Search for open positions, ads, contracts and grants
- Develop a mutually beneficial relationship with WSDOT
- Find clear and accessible requirements
- Leverage WSDOT's resources and expertise
- Learn who got awarded various projects and grants

- Learn about WSDOT's vision, priorities and goals
- Attend a public comment meeting
- Ensure that WSDOT is transparent and accountable
- Understand state and federal requirements
- Find accurate, curated and accessible information

Top 5 pain points

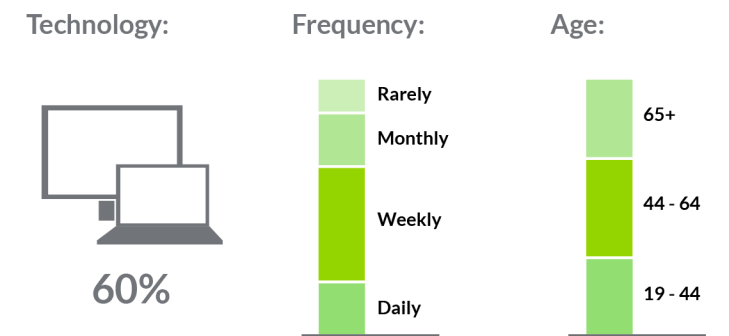
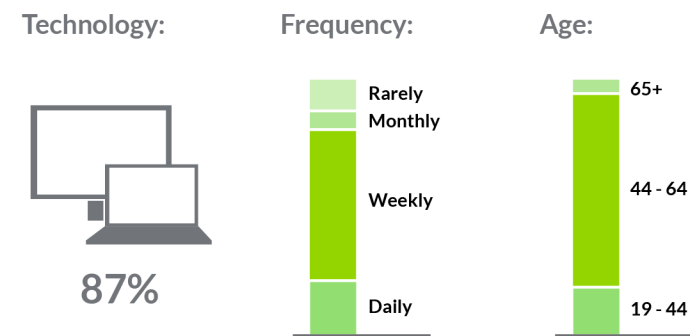
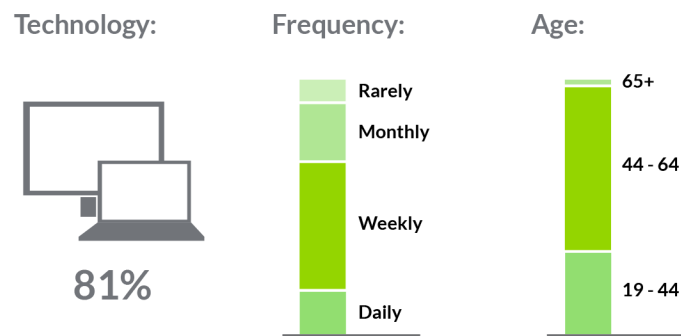
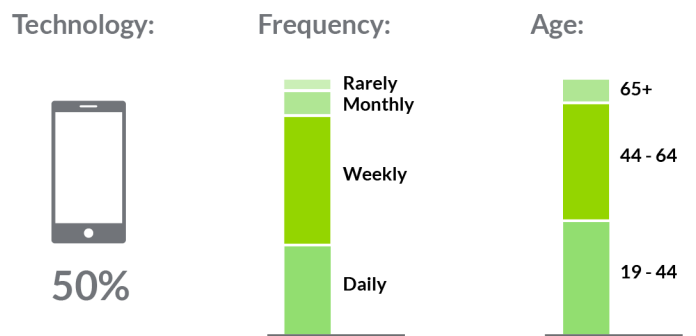
- Information has to be pieced together from several places
- The website is not mobile friendly
- It's difficult to complete transactions online
- Reservations can't be made for all ferries
- Content is overwhelming and confusing

- Requirements can be confusing and hard to follow
- I'm not very familiar with legal terminology
- Content is disorganized and duplicative
- Procedures are inconsistent across different offices
- It's difficult to know which WSDOT office to contact

- Requirements can be confusing and hard to follow
- There's a lot of bureaucratic red tape
- Content is overwhelming and confusing
- I'm not very familiar with legal terminology
- Administrative burden of doing business

- WSDOT is not transparent
- I want more ways to be involved in decision-making
- The website is not written for the general public
- Content is disorganized and duplicative
- Project statuses are not always up-to-date

Demographics



Perceptions

