**Business Process Mapping** is a critical part of documenting, analyzing, and improving how a website like <https://invest.ogunstate.gov.ng/home.php> functions behind the scenes — especially for government investment portals. It visually outlines the processes involved in interacting with or managing the website, from the perspectives of both users and internal administrators.

Below is a breakdown of **Business Process Mapping** for the **Ogun State Investment Promotion and Facilitation Agency (OgunInvest)** website:

## 🗺 Business Process Mapping for OgunInvest Website

### 🎯 Objective

To clearly define, visualize, and optimize the key processes of the OgunInvest website — focusing on how information flows and how user actions are handled — to improve service delivery to investors and efficiency for internal teams.

## 1. ****Current Key Processes on the Website****

### 🔸 A. Investor Information Access

**Users:** Potential Investors, Researchers  
**Process:**

User lands on homepage.

Navigates to “Why Ogun State” or “Investment Sectors.”

Reads content.

May download resources or exit.

**Issues:**

No funnel to capture user interest.

No way to measure engagement.

No CTAs (calls-to-action) to initiate contact.

### 🔸 B. Investment Inquiry Submission

**Users:** Potential Investors  
**Process:**

User looks for contact/inquiry page.

Fills out contact form (if available).

Waits for manual response via email or phone.

**Issues:**

Form is difficult to locate.

No confirmation or ticketing system.

No CRM integration for tracking inquiries.

### 🔸 C. News & Updates Publication

**Users:** OgunInvest Admin Team  
**Process:**

Admin logs into backend.

Uploads news post manually (or contacts web developer).

Post goes live after developer action.

**Issues:**

No CMS or user-friendly backend.

Delays in publishing news.

Poor search engine visibility.

### 🔸 D. Document Downloads (Policies, Forms, PDFs)

**Users:** Investors, Legal Consultants  
**Process:**

User searches for downloadable forms or documents.

Finds PDF links.

Downloads manually.

No data captured about who downloaded what.

**Issues:**

No analytics on document usage.

No access control or user funnel.

### 🔸 E. Administrative Updates

**Users:** Website Admin  
**Process:**

Admin wants to update sectors, staff, contact info, etc.

Must contact developer.

Developer makes hard-coded updates.

**Issues:**

Inefficient process.

No internal control or audit trail.

High dependency on external support.

## 2. Proposed Optimized Processes

### 🟢 A. Investor Engagement Funnel

**New Process Flow:**

Visitor lands on homepage → presented with key sectors.

CTA: “Schedule Consultation” or “Download Investment Brief.”

System captures contact info → sends confirmation → adds to CRM.

Internal team notified → follow-up begins.

### 🟢 B. Smart Inquiry System

User fills out inquiry form with predefined interest categories.

System assigns inquiry ticket & sends auto-confirmation.

Staff dashboard receives inquiry with follow-up priority tag.

Staff responds from internal CRM-integrated interface.

### 🟢 C. CMS-Based News Management

Admin logs into CMS (e.g., WordPress, Drupal).

Adds/edit news with featured images and tags.

Publishes immediately or schedules.

News auto-posts to social platforms (optional).

### 🟢 D. Document Access with Lead Capture

Users see brief description of documents.

To download, they must fill a short form (Name, Email, Interest Area).

System captures data → document download starts.

System logs analytics (who downloaded what).

### 🟢 E. Role-Based Admin Updates

CMS allows multiple admin roles (Content Editor, SEO Manager, Super Admin).

Staff can update contact, sectors, staff bios, etc. without coding.

Logs maintained for transparency and rollback.

## 3. Business Process Mapping Diagram (Concept)

You can visualize the processes above using a **swimlane diagram** or **flowchart** in tools like:

Lucidchart

Microsoft Visio

Draw.io

Figma (for interactive UX flow)

Miro

Example for **Investor Inquiry Flow**:

[Visitor] → [Website Form] → [Auto Confirmation Email] → [CRM Queue] → [OgunInvest Staff Follow-Up] → [Response Sent to Visitor]

## 4. Benefits of Business Process Mapping

✅ Identifies inefficiencies and bottlenecks  
✅ Improves response times and staff productivity  
✅ Enhances investor experience and data tracking  
✅ Aids in automation planning  
✅ Clarifies roles and responsibilities

## 5. Recommendation

🔹 Integrate these optimized processes into the website redevelopment project.  
🔹 Use the mapped flows as functional specs for developers.  
🔹 Adopt a CMS that supports workflow automation and access control.

Would you like a **visual version of the business process maps** or a downloadable PDF version of this document?