

CalSAWS | Welcome to BenefitsCal

Apply - Household

DRAFT



Spring 2021

Apply – People/Household Details

What we heard during our research

Insight

Key terms need to be clearly defined to **provide enough guidance** for customers to feel confident that they are **adding household details and contact information** accurately.

“For household, I got confused because what if I’m living with other people, but we aren’t necessarily sharing food? We are all our own individual people.” – Customer

“I could see how people would get confused and it really throws things off when they don’t define what a household is. **They should make it clear as to what, why, or how we are going to answer the question because that will make a difference from the get go.**” – Customer

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Feature Highlights and Usability Testing Insights

New Design Highlights

- Add Household members – help text to explain who to add.
- SSN – nudge for SSN.
- Contact Information – nudge.
- Summary Screen – review what they entered and make changes if needed.

Impact: Goals and Outcomes

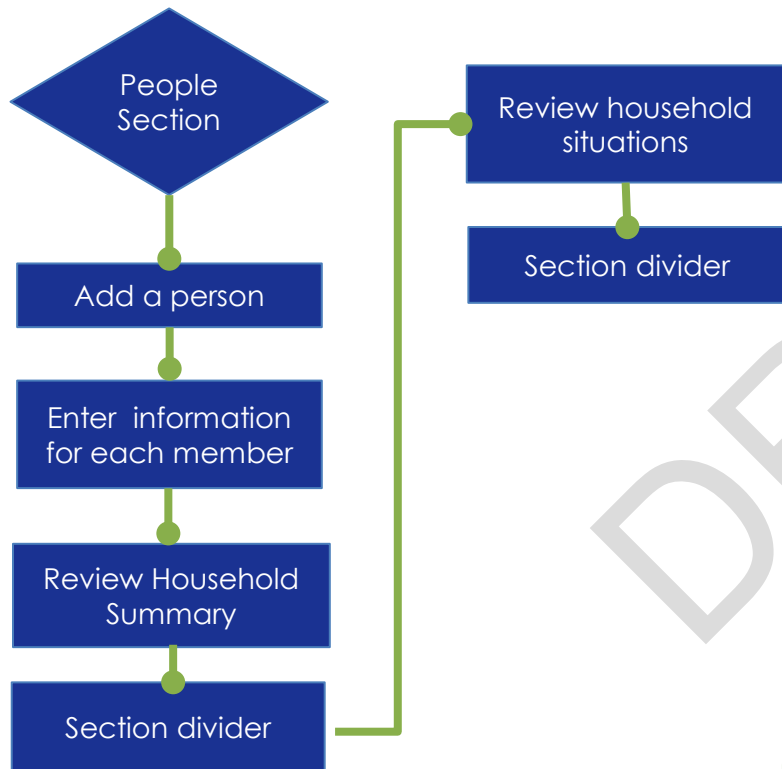
- Application Intake – improve the number of SSNs entered where they are available.
- Contact Information – improve to help follow-ups.
- Correct Household Members – improve reporting based on the program they have selected.

“Definitely [helpful]. Especially on one of the [questions] prior to discussion, **I was a little iffy, but when it has the little print [that helps]**. It helps that there are little descriptions.” – Customer

“If people put their apartment in line one it won’t throw it will it? Will people know not to put it in Address Line 2?... [Address normalization] **I like that. Makes me feel more secure.**” – Customer

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Demo



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Hover on the image to play video

