

CalSAWS Journey Map

Understanding the Journey Map

- A journey map is a visualization of the process a user goes through to accomplish a goal. It begins with a timeline of process elements leading to user interactions and ends in takeaways.
- Creates a shared vision around the user experience and opportunities for improvement.
- Uncovers high-impact moments to better prioritize transformation activities; link user thoughts, actions, and business impact; and ultimately create a better experience for all system users.

Customer Actions

Specific actions taken by the customer at each step of the journey.

Journey Steps

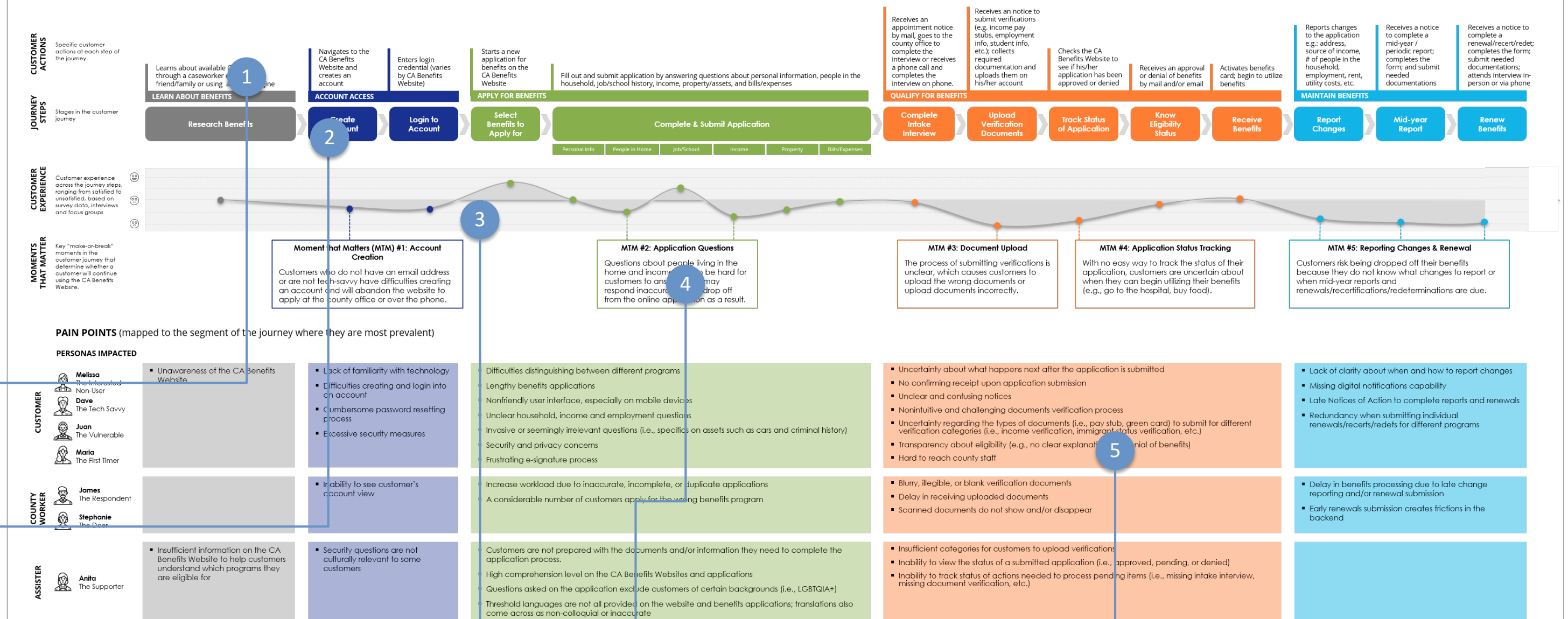
Stages in the customer journey from when they first learn about benefits through to when they receive and maintain them.

Customer Experience

Customer satisfaction is measured quantitatively based on survey responses and qualitatively based on 1:1 interviews and focus groups.

California Benefits Website Customer Journey

The customer journey and corresponding pain points related to using a CA Benefits Website (i.e., C4Yourself, MyBenefitsCalWIN, YourBenefitsNow) to obtain benefits in the State of California.



Moments that Matter

"Make-or-break" moments in the customer journey that determine whether a customer will continue using the CA Benefits Website.

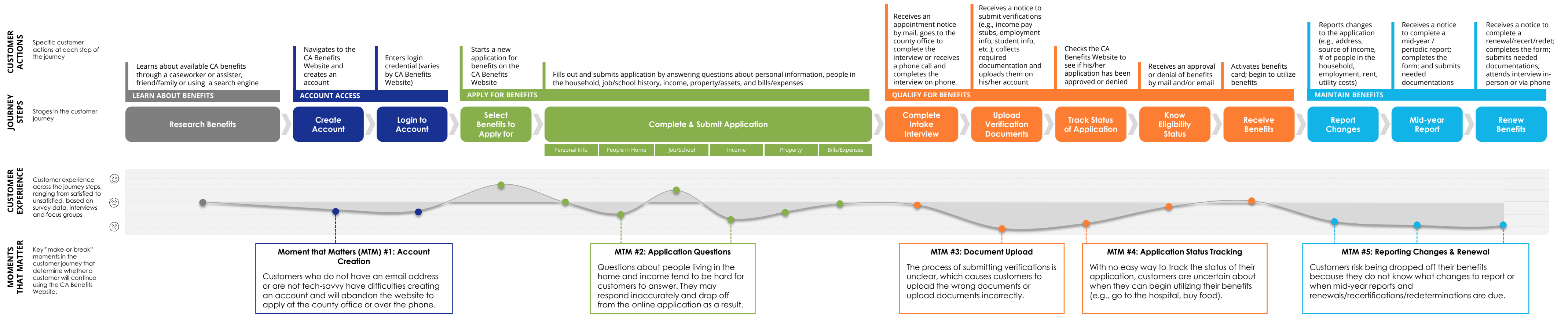
Pain Points*

Main challenges and frustrations of customers, County staff, and CBO/FBOs across the benefits journey.

*Pain points represent insights from users collected during UCD field research. Due to existing California policies and regulatory considerations, not all pain points may be addressed in the design of BenefitsCal.

California Benefits Website Customer Journey

The customer journey and corresponding pain points related to using a CA Benefits websites to obtain benefits in the State of California.



PAIN POINTS (mapped to the segment of the journey where they are most prevalent)

PERSONAS IMPACTED

CUSTOMER	PERSONA	Customer Pain Points	County Worker Pain Points	Assister Pain Points
CUSTOMER	Melissa The Interested Non-User	<ul style="list-style-type: none"> Unawareness of the CA Benefits Website 		
	Dave The Tech Savvy	<ul style="list-style-type: none"> Lack of familiarity with technology Difficulties creating and login into an account Cumbersome password resetting process Excessive security measures 		
	Juan The Vulnerable	<ul style="list-style-type: none"> Difficulties distinguishing between different programs Lengthy benefits applications Nonfriendly user interface, especially on mobile devices Unclear household, income and employment questions Invasive or seemingly irrelevant questions (i.e., specifics on assets such as cars and criminal history) Security and privacy concerns Frustrating e-signature process 		
COUNTY WORKER	James The Respondent		<ul style="list-style-type: none"> Inability to see customer's account view 	
	Stephanie The Doer		<ul style="list-style-type: none"> Increase workload due to inaccurate, incomplete, or duplicate applications A considerable number of customers accidentally apply for the wrong benefits program because they are confused by program requirements 	
ASSISTER	Anita The Supporter	<ul style="list-style-type: none"> Insufficient information on the CA Benefits Website to help customers understand which programs they are eligible for Security questions are not culturally relevant to some customers 	<ul style="list-style-type: none"> Customers are not prepared with the documents and/or information they need to complete the application process. High comprehension level on the CA Benefits Websites and applications Questions asked on the application exclude customers of certain backgrounds (i.e., LGBTQIA+) Threshold languages are not all provided on the website and benefits applications; translations also come across as non-colloquial or inaccurate 	<ul style="list-style-type: none"> Uncertainty about what happens next after the application is submitted No confirming receipt upon application submission Unclear and confusing notices Nonintuitive and challenging documents verification process Uncertainty regarding the types of documents (i.e., pay stub, green card) to submit for different verification categories (i.e., income verification, immigrant status verification, etc.) Transparency about eligibility (e.g., no clear explanations for denial of benefits) Hard to reach county staff Blurry, illegible, or blank verification documents Delay in receiving uploaded documents Scanned documents do not show and/or disappear Insufficient categories for customers to upload verifications Inability to view the status of a submitted application (i.e., approved, pending, or denied) Inability to track status of actions needed to process pending items (i.e., missing intake interview, missing document verification, etc.)
			<ul style="list-style-type: none"> Lack of clarity about when and how to report changes Missing digital notifications capability Late Notices of Action to complete reports and renewals Redundancy when submitting individual renewals/recerts/redets for different programs Delay in benefits processing due to late change reporting and/or renewal submission Early renewals submission creates frictions in the backend 	