

UCD Initial Field Research Overview

The UCD Team conducted initial* in-depth interviews, focus groups, and surveys with a diverse group of stakeholders to better understand the experience of the California benefits customer related to applying for, maintaining, and renewing benefits.

WHO WE SPOKE TO

30

Customer Interviews

One-on-one interviews with customers who are users and non-users of existing CA benefits websites.



Source: Customer Survey Volunteers and CBO/FBO Referrals



Portals Used:

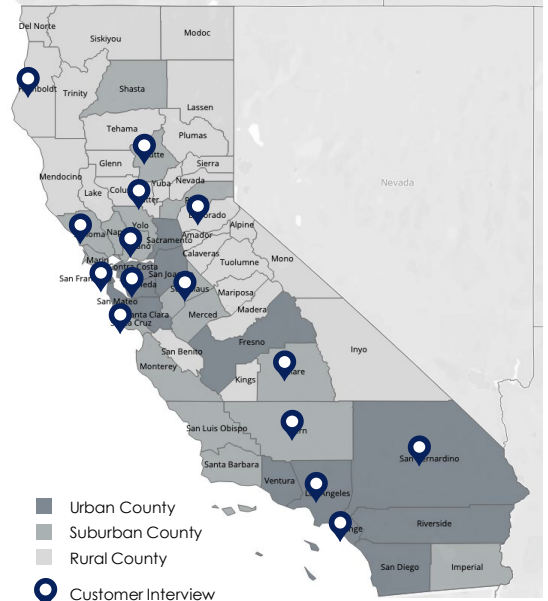
- 10 MyBCW users
- 9 Non-users
- 5 YBN users
- 4 C4Y users
- 2 GCF users



Geography: 15 counties across all community types: Urban (5), Suburban (7) Rural (3)



User Attributes: Immigrant, Formerly Incarcerated, LGBTQ+, Homeless, Older Adults Age 65+, Cognitively & Physically Disabled, Non-English Speakers, Non-Users



73

Focus Groups (FG) Participants

16 FGs with 73 participants: County staff and CBO/FBOs the UCD Team gathered feedback from.



24 Assisters, **18** Caseworkers, **9** Supervisors & Managers, **8** Call Center Staff, **7** Advocates, **5** Clerical Staff, and **2** Authorized Representatives

DATA POINTS ANALYZED

7,809+



691+ Qualitative Observations from Interviews & FGs




7,013 Customer Survey Responses




105 Assister Survey Responses

KEY INSIGHTS*




Cumbersome Application Process

Complex policy regulations make the application process lengthy and cumbersome, which can intimidate customers




Functionality and Usability

The CA Benefits Websites are not optimized for user navigation (e.g., not mobile responsive or intuitive to use); it's a barrier to adoption




Transparency in Process and Benefits Decisions

After customers submit their applications or an ongoing case activity, they do not know what comes next in the benefits process



Technical Terms...

Customers feel that the CA Benefits websites do not use simple language; the text contains too many acronyms and technical terms that are not easily understood



Represent Me!

The existing CA Benefits Websites are not accessible or easy to use for customers of different demographics and user groups



What Website?

Some customers are not aware of the CA Benefits Websites; those who do tend to learn about them through their caseworkers



A One-Way Street...

Customers want better communications with County staff



Partners; Gateway to Success

Assisters and CBO/FBOs could better serve customers with additional account capabilities

These insights are being incorporated into the design of the Statewide Portal/Mobile

*The 30 customer interviews and 16 FGs started on 09/03/2020 and ended on 10/02/2020. The Customer Survey opened 09/14/20 and closed 10/05/20. The Assister Survey opened 09/17/20 and closed 10/09/20.