Cal**SAWS** | Welcome to BenefitsCal

Apply – Getting Started

DRAFT

Spring 2021

Apply Your Information
What we heard during our research

Insight

Challenges with user navigation and instructions **reduces portal adoption** by customers.

"If I were to look up CalFresh or CalWORKs, **I see a lot of references, however none would actually show me where to apply or if I needed to sign up for benefits**. They don't explain how to apply. I would probably refer to the local county office to apply in person."
– Customer

"**Clients who have language barriers don't know what's being asked**, and they don't know how to answer the questions. Expanding the languages is very important." – Advocate

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Feature Highlights and Usability Testing Insights

New Design Highlights

- Programs - user-friendly explanation programs.
- How to Begin - user-friendly explanation how to apply (the process, what documents to get ready).
- Language Preference - ability to select a language to complete their application.
- Sentiment checks – encouraging, warm welcoming text.
- Language – simple, clear, conversational.
- SOGI categories – inclusive.
- Homeless/Disability statuses – inclusive.
- Short Application – nudge customers to discourage short applications.
- Divider Screens – allow natural points to save and exit.

Impact: Goals and Outcomes

- Programs and How to Apply - reduce calls with questions about programs and applying.
- Submit Completed Applications – decrease anxiety for customers.
- Help Text – increase the accuracy of the homelessness statuses and disability statuses reported.
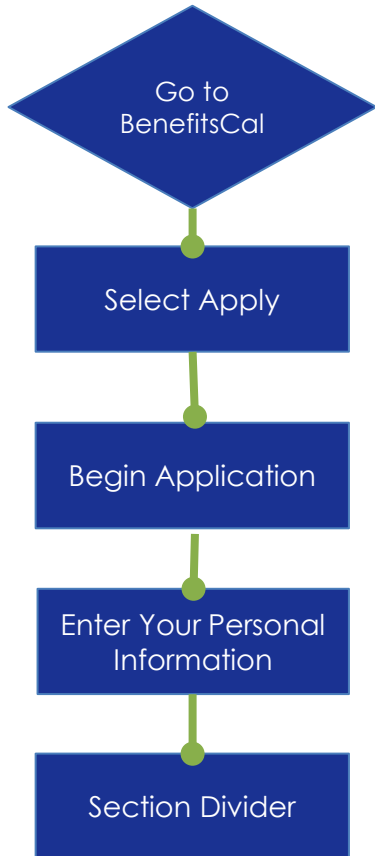
"Oh, I like these icons [on the sentiment check]… I like it. **It's my favorite so far**. It's checking in right away to say how are you feeling about this… like **no matter what I pick we're going to be fine we're going to do it together.**" – Customer

"I like that there **aren't a lot of questions on each screen.**" – Customer

"I liked that there aren't all different places that I might click. For the most part **seems pretty clear on where I'm supposed to go.**" – Customer

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Demo