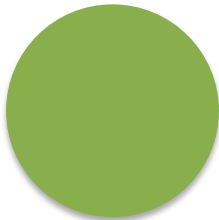


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Apply – Other Review Submit

DRAFT



Spring 2021

# Apply – Review and Submit

## What we heard during our research

### Insight

Customers **want assurance** they are **completing their forms accurately** and that documents are being **submitted successfully**.

“We hear at the community here that they submit documentation or submit applications, but **then many people end up having to call the county, because they are not receiving confirmation that their documentation has been received.**” – Assister

# Apply – Review and Submit

## Feature Highlights and Usability Testing Insights

### New Design Highlights

- Final nudge for SSN.
- Let customers know if they might qualify for expedited food assistance or immediate need.
- Signature page is significantly simplified!!!
- Preferred office selection (new).
- Confirmation Receipt after they submit that they can text, email, or save.
- Sentiment check – verify how their experience was using the website to apply.

I would choose the [preferred office] that is closest to my home...  
**yes, I do like it and having the option to select one that is close** especially since I live in an area near downtown San Francisco. The mission office that is closest to me, is just a few blocks." -Customer

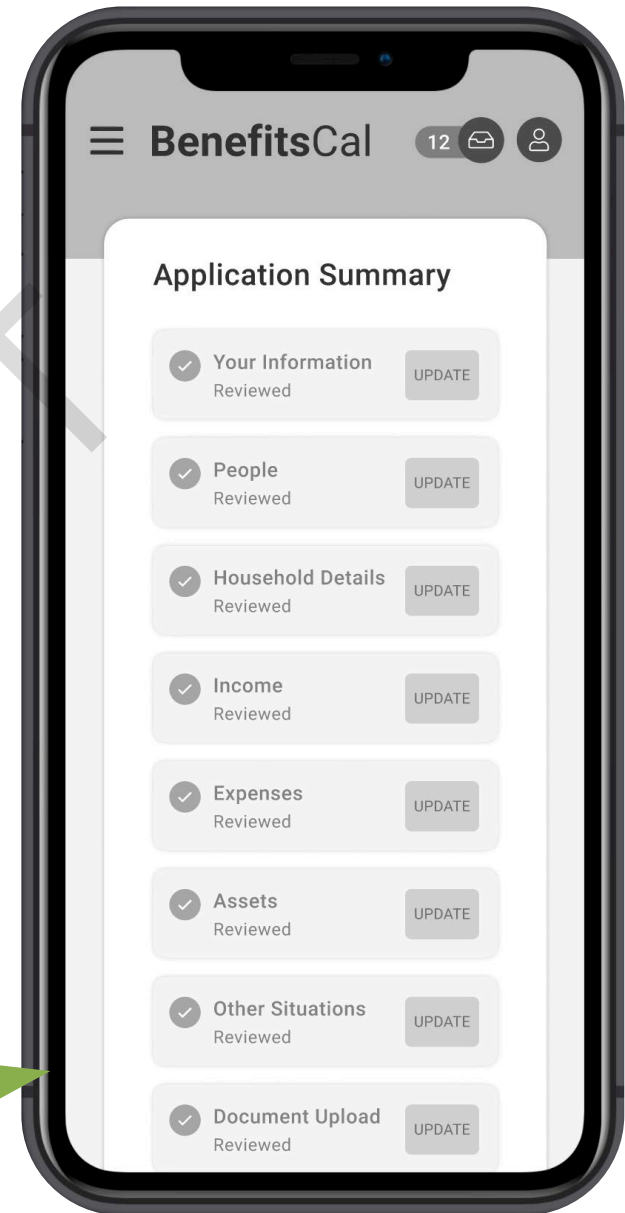
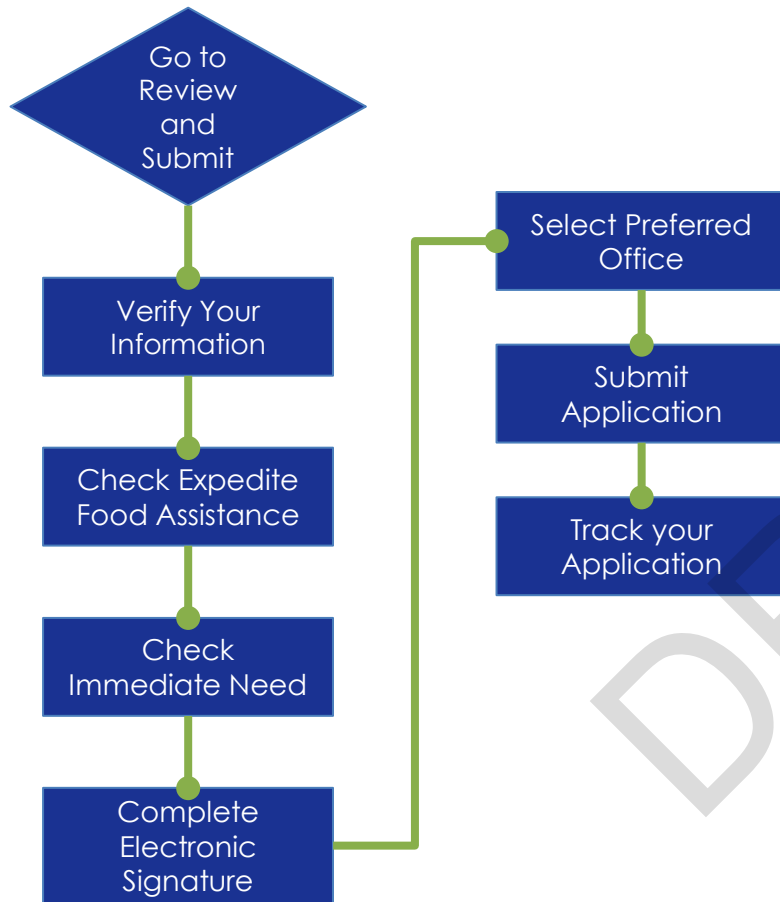
### Impact: Goals and Outcomes

- Fewer calls to call centers to support the signature pages.
- Continuous improvement of the application process as a result of the sentiment check – are folks less nervous by the end? If not, we research.

"It is **always good to see a confirmation and see a receipt...** Even though I have it on my phone, I like to be able to print everything that is done and have it for myself."  
-Customer

# Apply – Review and Submit

## Demo



Hover on the image to play video