



modernizing nutritional support access

redefining and shaping a new vision for how
New York delivers the WIC experience

My role: **Service Design Lead** | **Research & Strategy** | **UX Designer**

My team: **Theo Gibbs, Gabrielle Solis, Rebecca Michelson, Diego Echeverri, Mike Samawi, Crystal Ibarra**

Client: **New York State Department of Health**

modernizing nutritional support access

the goal

Support New York State Department of Health (NYSDOH) in piloting a live chat program as a mechanism for WIC feedback.

Identify opportunities to improve the WIC participant experience.

- Conduct participant and staff research through interviews, user testing and shadowing
- Map out the experience of participants and staff using WIC
- analyze live chat transcripts as a means to gather data on client support needs

the opportunity:

Improve WIC benefits enrollment, support, and retention in New York by improving the WIC digital experience through a series of modernization ideas and efforts..



about WIC

WIC is a program that supports pregnant individuals, breastfeeding parents, caregivers, and their children under five by providing access to healthy food, nutrition education, and breastfeeding resources.

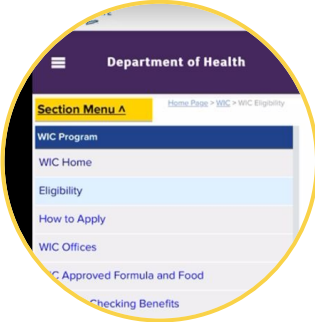
There's a growing desire to improve the way the program is delivered in NY to drive enrollment and sustainable retention.

Only 44.8% of eligible young children age 1-4 participated in WIC in 2022, while 68.6% of eligible infants participated (NYSDOH, 2024)

1. In Nearly Every State, People of Color Are Less Likely to Own Homes Compared to White Households

2. Albuquerque program aims to increase Black homeownership

our approach:



Usability testing:
Tested the website to evaluate the access and comprehension of resources for participants

2 rounds of usability testing (as of now)



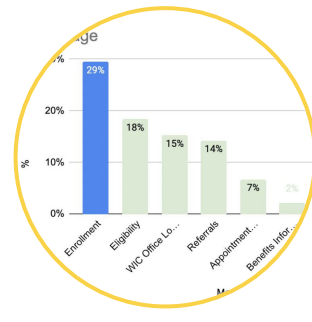
Transcript Analysis:
Track emerging themes and data in live chat conversations

Over 400 chats analyzed



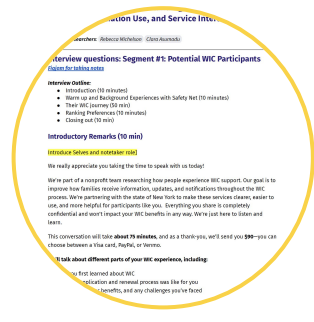
Agent Feedback:
Met with live chat agents weekly to learn about what was and wasn't working

Weekly 1 hr meetings from Oct. 2024-Feb 2025 led by our client success manager



Quant Data:
Reported on live chat performance metrics

Survey data analyzed by our solutions engineer



Interviews:
Spoke with WIC Participants and local agencies to gather feedback on their WIC experience

12 interviews, 6 local agency shadowing

my role:



research

- helped draft the interview guides
- created visual artifacts for interviews (mock ups)
- helped build and analyze user tests.
- facilitated interviews and shadowing

service design

- designed the current-state and future state service blueprint based on learnings
- facilitated workshops with stakeholders
- support development of final set of recommendations

ux design

- designed research-backed, and accessibility standards-informed screens for a mobile-first and easier to navigate NY WIC website

the research

understanding
**the current
experience** WIC
participants and
staff



learning goals:

We approached research with the following goals:

LEARNING GOALS:

We sought to understand:

AWARENESS OF WIC:

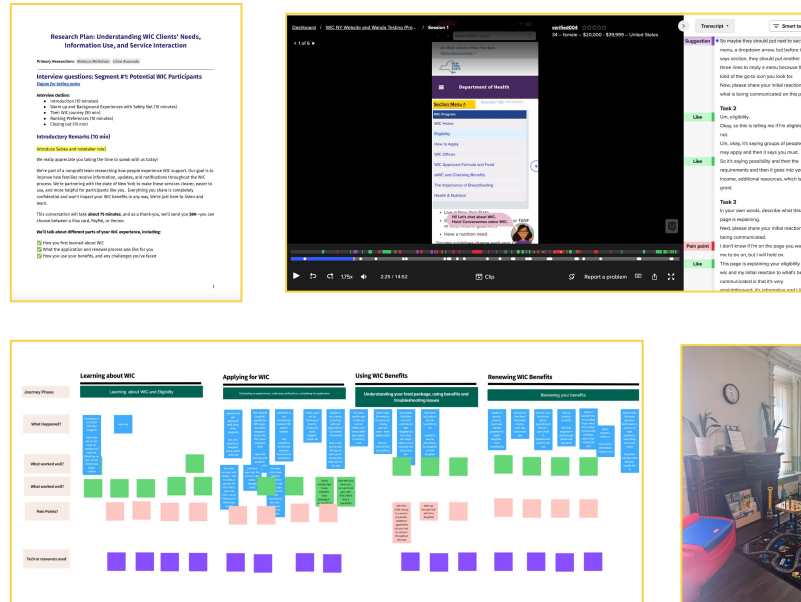
How do people interested in applying learn about WIC, understand eligibility and navigate the certification process

USING AND MAINTAINING BENEFITS:

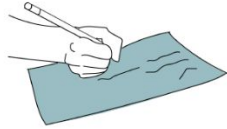
How people use their benefits, how they shop, how they, navigate common concerns and questions and how they renew benefits

USING DIGITAL TOOLS:

How people navigated the website, the Wanda Chatbot on the website and livechat



the overall wic journey



1
Look for
support

2
Apply for
benefits

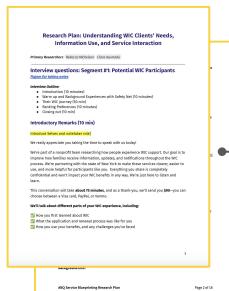
3
Prove
Eligibility

4
Use
Benefits

5
Maintain &
Recertify
Benefits

participant engagement

participant interviews pt 1:



First discussion guide was mostly about the live chat experience

We spoke with 5 people about their experience

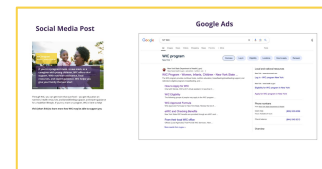
Overall, livechat was a good experience. CSAT scores were at 3.4 out of 4 stars.

participant interviews pt 2: beyond live chat

Thinking of how we could provide more value to NYSDOH, we then pivoted to talk more broadly about the holistic WIC experience. We spoke to 7 individuals about **their current WIC experience and explored future opportunities** that NYSDOH had on a modernization roadmap



current state experience

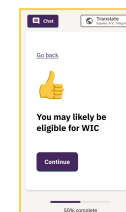


Communication Preference

How do you prefer to be contacted? (Select all that apply)

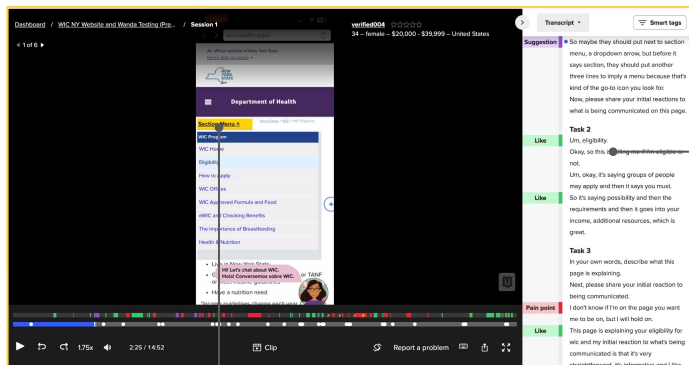
	Learning about WIC	Digital	Application	Gathering information	Agency Appointment	Appointment	Appointment	Appointment	Appointment	Appointment
Phone call	1	1	1	1	1	1	1	1	1	1
Text message	1	1	1	1	1	1	1	1	1	1
Email	1	1	1	1	1	1	1	1	1	1
Facebook	1	1	1	1	1	1	1	1	1	1
Instagram	1	1	1	1	1	1	1	1	1	1
Twitter	1	1	1	1	1	1	1	1	1	1
LinkedIn	1	1	1	1	1	1	1	1	1	1
Other	1	1	1	1	1	1	1	1	1	1

exploring future opportunities



participant engagement

user testing:



We also conducted user tests with 3 groups of users:

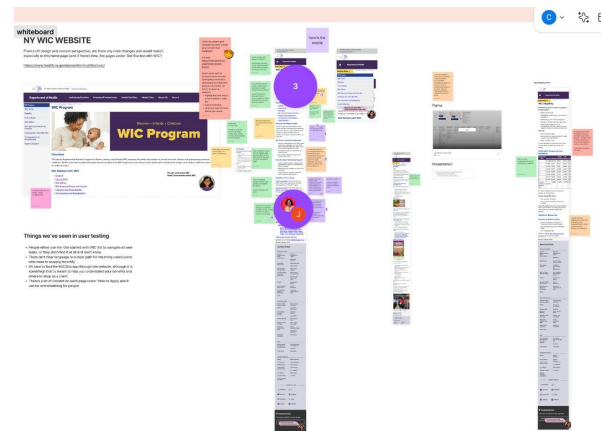
- 4 unenrolled participants
- 4 enrolled participants
- 3 participants who need to recertify

The website had a major navigation bar issue that made it hard to navigate. We gave NYSDOH some initial feedback, they made some changes, and then we ran the user tests again.

We are now supporting them in making changes to the website

design critique:

we also brought the website to our UX and Service designers to get feedback on the content and design:



local agency shadowing

we also visited local agencies, who are help deliver WIC services to clients at the local level. They get participants certified and recertified, and offer support through nutrition and breastfeeding education, answering questions, and connecting people with any additional support services. This helped us build in the local agency experience on our blueprint

local agency shadowing



what we learned:

OPERATIONAL INCONSISTENCIES ACROSS AGENCIES

Local WIC agencies use different documentation systems, workflows and policies create inefficiencies and difficulties in standardizing processes.

CERTIFICATION AND RECERTIFICATION CHALLENGES

Major hurdles exist in obtaining and uploading required documents, especially proof of income and medical forms.

CLIENT BARRIERS TO ACCESSING BENEFITS

Logistical barriers (like transportation, work schedules) significantly impact WIC utilization, and many participants have difficulty shopping with WIC benefits and understanding food packages.

APPOINTMENT SCHEDULING CHALLENGES

Missed appointments are a persistent issue, despite staff effort in sending reminders via text, email, and mail.

challenges **and reflections**

livechat is great so...

Overall, responses about the experience of using live chat was positive. However, usage volume was low, and it was primarily being used to refer people to their local agency.

beyond live chat

Thinking of how we could provide more value to NYSDOH, we then pivoted to talk more broadly about the holistic WIC experience, and explored future opportunities that were on the NYSDOH modernization roadmap. This roadmap detailed ideas NYSDOH was considering to improve the WIC experience.

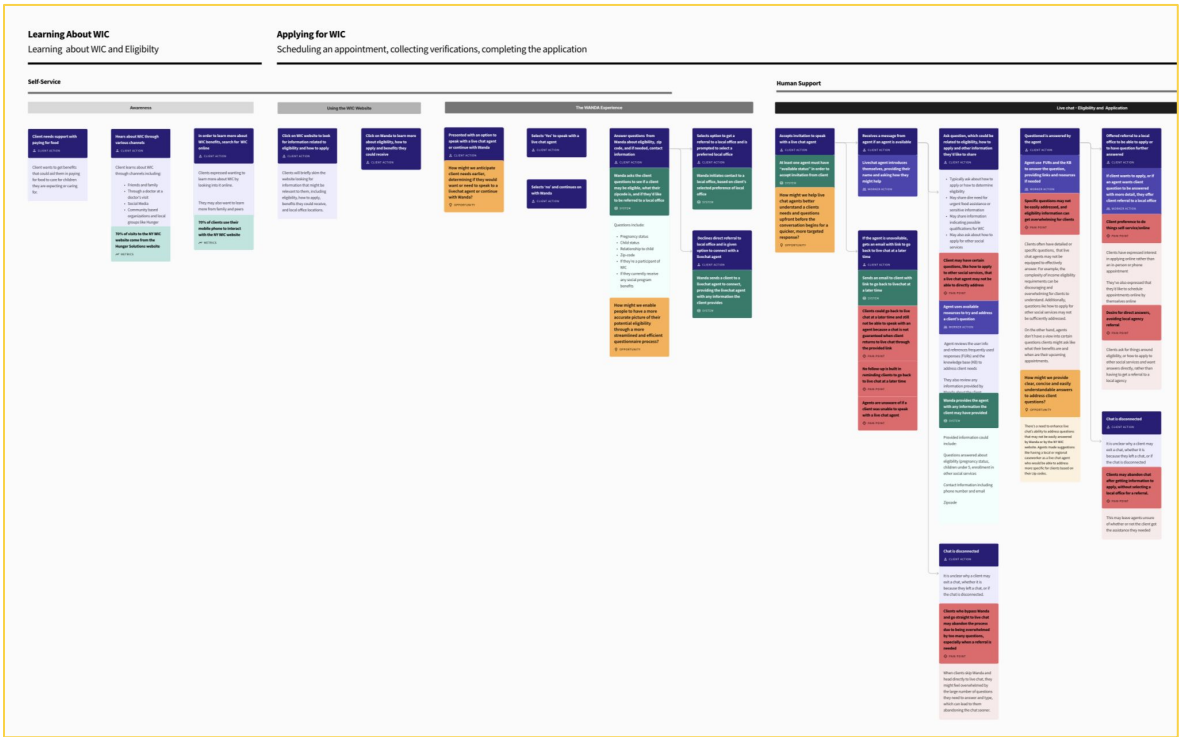
We validated those ideas through interviews, and used them to envision the future state blueprint

the envisioning

beyond
livechat:
mapping the
current state
**and building
the future
experience**

the current state blueprint

All of these learnings helped us build the current state blueprint, a participant centered map that detailed the experience of a WIC participant, the staff that support them in their journey, and the tools and technology used at each step or stage in the journey.



The current state blueprint helped us identify opportunity areas which we paired with NYSDOH's modernization ideas in order to eventually design a future state blueprint that addresses these opportunities.

blueprinting process

blueprinting development

5 interviews on live chat

7 current state experience and future opportunities interviews

1 feedback session with live chat agents

6 local agency visits

elements of the blueprint

Phase

Phase description

Self-Service - determines touch-points where a participant completes tasks on their own

Human support - determines touch-points where a participant interacts with a person, like a live chat agent or WIC staff member at a local office

Participant Journey:

The key touch points that shape a participant's journey

🔗 CLIENT ACTION

Key touchpoints that might cause frustration for a potential participant

🔗 PAIN POINT ○○○○○

Ideas from the NY WIC Modernization project that has the potential to impact a participant's experience

🔗 OPPORTUNITY

Staff Journey:

The touchpoints in which a staff member (livechat agent or local agency WIC staff member) supports a participant

🔗 WORKER ACTION

Key touchpoints that might cause frustration for a staff member

🔗 PAIN POINT ○○○○○

Ideas from the NY WIC Modernization project that has the potential to impact a staff member's experience

🔗 OPPORTUNITY

Indicates severity/frustration caused by a pain point from a scale of 1-5

System processes:

The tools and technology that support a participant or staff member in completing a task

🔗 SYSTEM

Awareness, Eligibility & Application

How clients learn about the WIC program, eligibility requirements, and apply to receive benefits



Awareness, Eligibility & Application cont: Local Agency Support

How clients learn about the WIC program, eligibility requirements, and apply to receive benefits

After a Wanda or livechat referral, I receive a call or email and I'm told what documents I need to provide before my certification appointment

👤 CLIENT ACTION

I gather my required documents and either send them to the local agency by text or email before my appointment or bring them with me if attending in person.

👤 CLIENT ACTION

Some participants have to go through extensive steps to prepare necessary documents for certification.

🔹 PAIN POINT

I attend my certification appointment in-person or over the phone.

The appointment includes a certification and a meeting with a nutritionist

👤 CLIENT ACTION

In Live chat, many participants expressed wanting to be able to apply online due to logistical barriers such as a busy schedule and lack of access to transportation.

Local agency WIC staff members also shared that most appointments are over the phone due to these logistical barriers.

🔹 PAIN POINT

After certification, I either pick up my eWIC card from my local agency or have them sent to me if I can't visit in person.

👤 CLIENT ACTION

I sign up for WIC2Go to be able to start using my benefits

👤 CLIENT ACTION

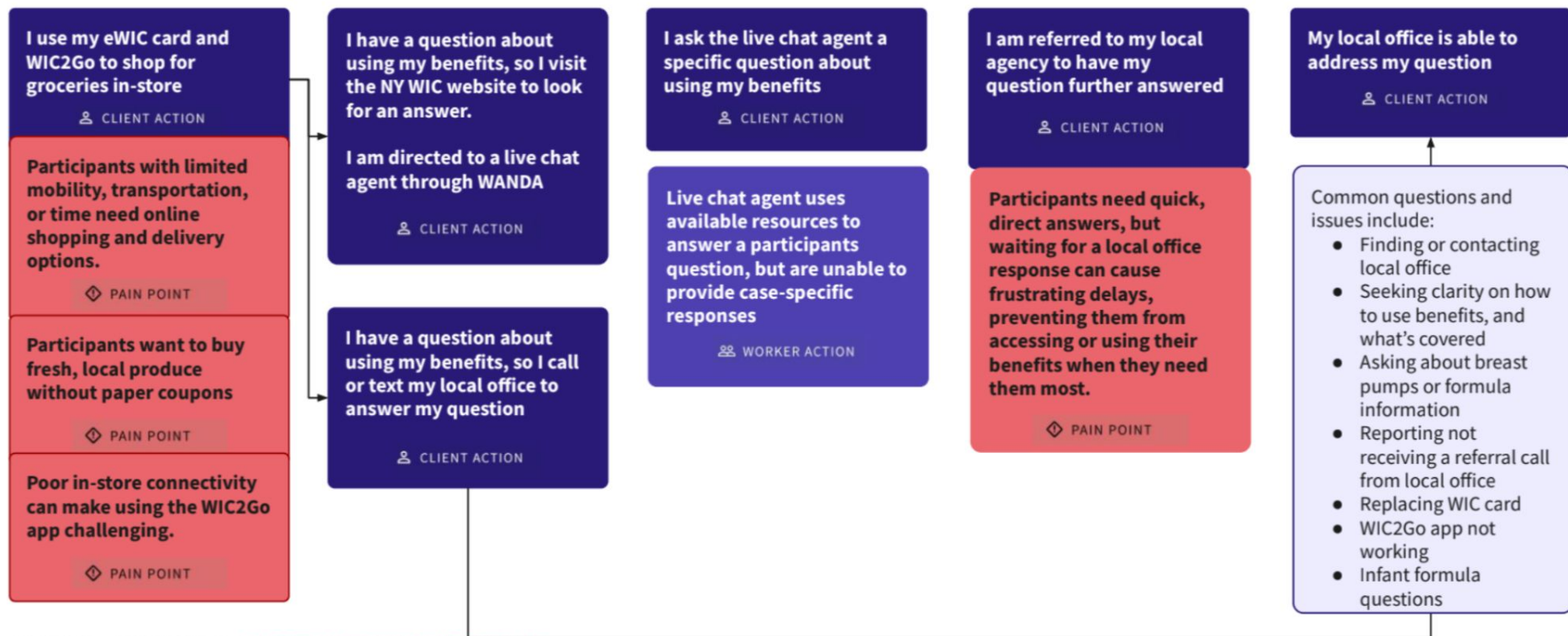
Participants with lower digital literacy have trouble downloading and navigating WIC2Go

Local agency staff need to walk participants through using the app

🔹 PAIN POINT

Benefits Utilization

How clients find out where to shop and use their benefits



Recertification

How clients certify that they are still eligible for WIC so that they can continue to receive benefits



★ key takeaway 1:

Most people came to live chat to apply for WIC. But since state-level DOH staff can't certify participants, **live chat added an inefficient extra step** for participants.

live chat transcript data:

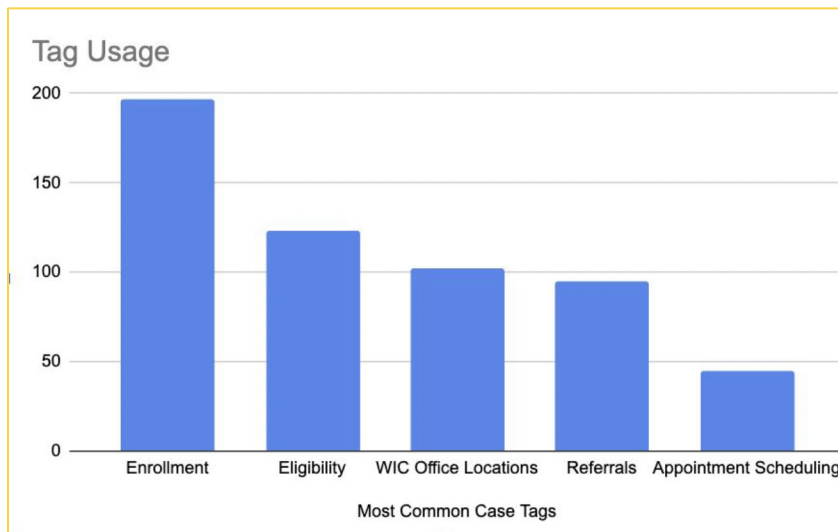
48% of chats were participants seeking certification or eligibility support.

Application guidance and eligibility information were the most frequently-used resources by live chat agents

Transcript analysis showed 20% of chats focused on WIC application support specifically

Live chat agents had limited ability to directly resolve participants' certification needs, and so recommended that they speak with a local office.

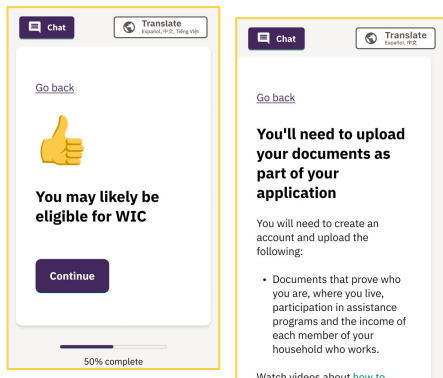
41% of overall chats ended in a local agency referral.



★ key takeaway 1:

We conducted **remote interviews and in-person field visits with local agency staff** to test out screens we designed that looked at things like an online application, uploading documents and more.

testing an online eligibility tracker and online application:



Client quote: "I mean this (online application prototype) is beneficial for me. I wish this was existed back then, back in the day when I first started...I'm not going to be sitting there looking lost trying to figure out what they're asking me. Seems pretty simple. [An online application] is just much easier... you work at your own pace as well."

Local Agencies Ask: Will an Online Application Save Time?

Potential Benefits

- ✓ Could streamline the certification process if clients submit all required info & documents upfront
- ✓ May reduce administrative workload at the first touchpoint

Key Considerations

✍ Incomplete Applications = Delays. If clients submit partial info, follow-ups could negate time savings

✍ Efficiency Gains Depend on Execution. A well-designed application process could improve workflows, but poor implementation could create additional burden

key takeaway 1:

We conducted **remote interviews** and **in-person field visits with local agency staff** to test out screens we designed that looked at things like an online application, uploading documents and more.

using prototypes to learn from participants and local agency staff

Finding out if you're eligible

The first screen, 'Here's how the WIC Program works', explains that the application is a guide to help with steps and that it should take about 10 minutes. It includes a 'Submit proof of your situation' section with instructions on how to provide proof (e.g., via email, text, or in person) and a 'Get ready for your appointment' section with instructions on how to prepare (e.g., bring ID, proof of income, and a list of household members). The second screen, 'What language do you want to apply in?', offers options for English, Spanish, Vietnamese, and Tagalog. The third screen, 'What's your ZIP code?', asks for the user's ZIP code and provides a 'Continue' button. The fourth screen, 'What's your first name?', asks for the user's first name and provides a 'Continue' button. The fifth screen, 'Do you or does anyone in your household take part in any of these?', lists various programs (e.g., SNAP, TANF, Medicaid) and asks if the user or anyone in their household is currently receiving any of them. The sixth screen, 'You may likely be eligible for WIC', shows a thumbs up icon and a 'Continue' button.

Applying for WIC

The first screen, 'Choose an option to apply for WIC', offers two options: 'Apply online' and 'Apply to phone'. The second screen, 'You'll need to upload your documents as part of your application', lists the required documents (e.g., ID, proof of income, proof of residence) and provides a 'Continue' button. The third screen, 'Your documents have been successfully uploaded', shows a thumbs up icon and a 'Continue' button. The fourth screen, 'Tell us a bit more about you and the support you need', asks for the user's contact information and provides a 'Continue' button. The fifth screen, 'Congratulations! You've successfully completed your application', shows a thumbs up icon and a 'Continue' button. The sixth screen, 'The you for submitting your application', shows a thumbs up icon and a 'Continue' button. The seventh screen, 'Once your application is reviewed and approved, they will send you...', lists the next steps (e.g., 'An email will be sent to you with a link to your WIC account', 'A phone call from the WIC agency', 'A home visit from the WIC agency') and provides a 'Continue' button.



opportunity 1:

Enhance Online Tools to Increase Speed
and Efficiency of WIC Certification

recommended solution:

- Create a more user-friendly WIC pre-screening tool and chatbot support to:
 - Enable participants to apply and upload certification documents online
 - before scheduling a certification appointment
 - Schedule appointments with local agency

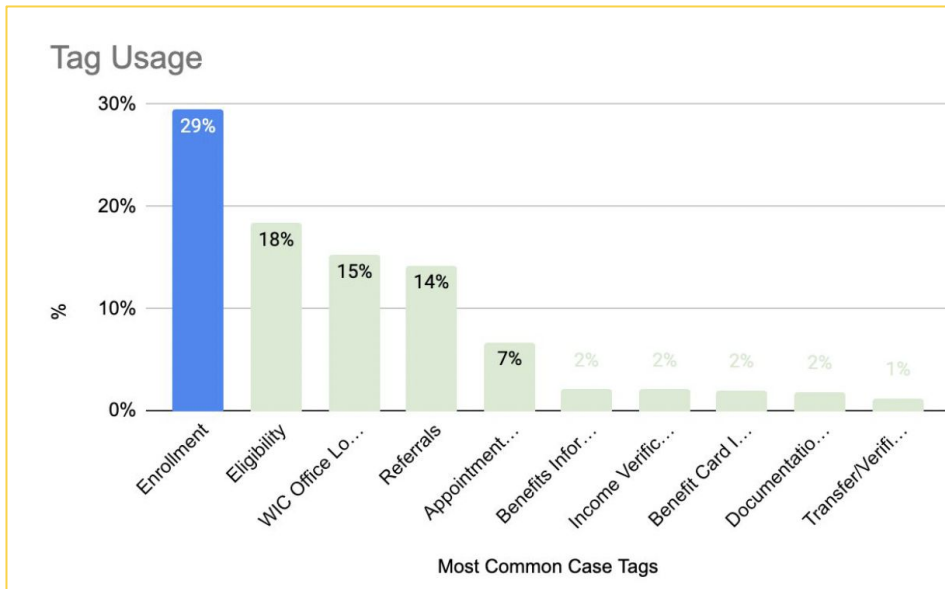
key takeaway 2:

Participants with general questions can likely be more effectively served through expanded self-service tools and improvements to Wanda, the WIC website chatbot

live chat transcript data:

People are using live chat for easy-to-answer general questions

- Nine of the top ten live chat tags used by agents were related to general support needs that self-service tools could help address including:
 - Eligibility pre-screening
 - WIC office locations
 - Referrals for certification
 - Appointment scheduling
 - Documentation requirements



key takeaway 2:

Participants with general questions can likely be more effectively served through expanded self-service tools and improvements to Wanda, the WIC website chatbot

What were some common requests on live chat?

Eligibility

- "I want it to know if I'm eligible for wic I don't work but I babysit. I'm currently 9 months pregnant"
- "I have Medicaid and also my twins that I just had on the 2nd have Medicaid"
- does that automatically qualify me?

Benefit Utilization Requests: Lost cards, WIC2Go access, transferring benefits, appointment needs

- "I have lost the family WIC card. I'm looking for a link or a number to report it lost and to seek replacement."
- "I am struggling to log in in the wic2go application"
- "hello, i wanted to apply for wic here in ny, i just moved here and had wic in TN. is there any way i can transfer it?"
- "I have an in person appt today to apply for wic...what do i need to bring with me"

Local Agencies handle a high volume of common questions that could be proactively addressed

TOP QUESTIONS INCLUDE:

 Income Eligibility – Who qualifies & required documentation

 Food Packages – What's included & substitution rules

 WIC2Go Troubleshooting – App issues & navigation support

 Card & Benefits Issues – Balance inquiries, lost/stolen cards

 Shopping & Benefits Use – Approved items & checkout process

 Store Locations – Where to shop & authorized vendors

 Infant Formula Coverage – What's provided & availability

 Referrals to Other Social Services – Connecting clients to additional support



opportunity 2:

Expand Self-service Tools For Faster and Easier WIC Access

recommended solution:

- Expand self-service options by improving website resources and chatbot capabilities to provide quick and easily accessible answers to the most common participant questions, such as:
 - Am I eligible for WIC?
 - WIC2GO app troubleshooting
 - Lost or stolen WIC cards
 - WIC office locations
 - Documentation requirements

☀️ See the next slides for proposed screens I designed as part of the expansion of self-service tools ☀️

if live chat exists, it should only address case-specific inquiries like:

- Troubleshoot any online application issues
- Give live doc upload support when applying (interim, in absence of AI solution)
- Resolve escalated eWIC card issues
- Address specific nutrition, formula, food package questions

Expanding Self-service Tools For Faster and Easier WIC Access

Department of Health

Messages > WIC Overview

WIC Program

Women • Infants • Children

WIC Overview

WIC helps you buy healthy food for you and your family. Check if you're eligible, apply online, or get help from your local WIC office.

What is WIC?

Am I Eligible?

Apply for WIC

Using Your eWIC Card

Feeding & Nutrition Support

Frequently Asked Questions

Hi I'm Wandal! Let's chat about WIC! [How?](#)
Conversamos sobre WIC.

Understanding WIC

What is WIC?



What is WIC?
WIC stands for Women, Infants, and Children. It's a free nutrition program for:

- People who are pregnant
- People who are up to 6 months postpartum
- Children under the age 5, supported by parents and caregivers (including foster parents and grandparents)

Get started with WIC

Am I Eligible?

Apply for WIC

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On this page

Benefits

Quality for WIC

Apply for WIC

Previous WIC Participants

Get More Help

Benefits

• Money to buy infant formula and healthy food

• Nutrition classes and workshops

• Support your pregnancy and/or growing child

• Breastfeeding and chest feeding support and access to breast pumps for parents who need them

Quality for WIC

• If you currently participate in SNAP, Medicaid, TANF, Essential Plan, or Head Start/Early Benefits, your income limits are automatically eligible for WIC.

• There are other ways to qualify for WIC. [Click here](#) to see if you are eligible.

Apply for WIC

1. Chat with Wandal, the WIC Assistant, to get connected to your preferred local office for a phone or in-person appointment.

2. Gather a few documents like proof of ID (like a driver's license), income (like a pay stub), and where you live (like a utility bill).

3. Meet with staff at a local WIC office. You'll talk with a WIC staff member either in person or over the phone – to review your documents.

4. Get your WIC card. Pick it up at the office or have it mailed to you.

Previous WIC Participants

Chat with Wandal or [click here](#) to see if you are eligible.

Get More Help

• Call the Hotline anytime at:
T: 609-527-5006, TTY: 1-800-655-1788

• The Hotline connects families and pregnant individuals with the help they need.

Your WIC Rights and Responsibilities

As a WIC participant, you have the right to receive respectful treatment, privacy, nutritional support, and access to health services. You are also responsible for providing accurate information and notifying WIC of any changes in your circumstances. For a full list of your rights, responsibilities, and how to request a fair hearing, [click here](#).

Click below for your WIC Right and Responsibilities in other languages:
[Arabic](#), [Bengali](#), [Burmese](#), [Chinese](#), [English](#), [Farsi](#), [French](#), [German](#), [Haitian Creole](#), [Hindi](#), [Italian](#), [Japanese](#), [Korean](#), [Korean](#), [Nepali](#), [Polish](#), [Russian](#), [Scrab](#), [Spanish](#), [Tamil](#), [Urdu](#), [Vietnamese](#), [Yiddish](#)

Breadcrumb navigation

Expanding Self-service Tools For Faster and Easier WIC Access

Department of Health

WIC Program

**WIC Program**
Women • Infants • Children

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Viewing eligibility

Department of Health

More information about WIC Program



Am I Eligible?

You may qualify for WIC if you:

- Live in New York State
- Are pregnant, breastfeeding, or had a baby within the last 6 months
- Have a child under 5 years old
- Are a guardian or foster parent of a child under 5
- Meet income limits (you can be working and still qualify)

Every eligible family can be certified for WIC regardless of immigration status. You can also receive WIC even if you and/or other household members are working.

On this page

[Income Limits](#)

[How to Apply](#)

[Previous WIC Participants](#)

[Questions?](#)

Income Limits

WIC helps many families with low to moderate incomes. You're automatically eligible if you already receive Medicaid, SNAP (food stamps), TANF (cash assistance), Essential Plan, or Head Start/ Early Benefits. You can also participate in WIC if you don't participate in one of these programs, but you meet the WIC income limits.

Check the 2024-2025 WIC Income Limits here:

Household size	Annual income
1 person	\$27,861
2 people	\$37,814
3 people	\$47,767
4 people	\$57,720
5 people	\$67,673
6 people	\$77,626
7 people	\$87,579
8 people	\$97,532
For each additional member, add:	+ \$9,953

How to Apply

If you think you're eligible, you can:

- **Chat with Wanda to get connected to your local WIC Office.** A WIC office staff member will reach out to check if you qualify
- **Call your local WIC office directly.** Find a [WIC office](#) near you

Previous WIC participants

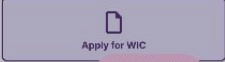
Previous WIC participants

You may still qualify! Recertify by chatting with Wanda

Questions?

You can talk to someone from your local WIC office or get help through Wanda, your WIC personal assistant

Want to get started?



about WIC | Helat Conversaciones sobre WIC



(End of Page)

Clear next steps

Department of Health

Tutorials > WIC Overview

Wendy • Wendy • Children

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Hi I'm Wendal! Let's chat about WIC | Hola! Conversemos sobre WIC

Applying for WIC

expanded
view



Chat with Andrea

to get connected to your preferred local office for a phone or in-person appointment

You can also [find your preferred office](#) and contact them directly

Step 2: Get ready for your appointment

You'll need to have a few things ready to share with the WIC staff:

- Proof of identity** (for you and/or your child, if you are also applying for a child)
- Proof of address** (a bill, lease, or mail with your name on it)
- Proof of income** (your most recent pay stubs from the last month, Medicaid/SNAP/TANF card, or other income proof for each member of your household who works)

Your local office will let you know if there are any additional documents you might need.

Click below to see examples of the type of proof documents that are accepted:



Proof of Identity

Click below to see examples of the type of proof documents that are accepted:



Proof of Identity

Bring **ONE** proof of identification

- ☐ Photo ID card (examples):
 - Driver's license or learner's permit
 - Non-driver's ID card
 - Military ID card
 - Employment ID card
 - School ID card
- ☐ Birth certificate
- ☐ Baptismal record
- ☐ Citizenship document (examples):
 - Passport/Visa
 - Permanent Resident card (Green Card)
 - Certificate of Naturalization
 - Certificate of Citizenship
- ☐ Court document (examples):
 - Adoption record
 - Foster care placement letter
 - Custody papers
- ☐ Health care provider or shot record
- ☐ Hospital record/infant crib card/hospital ID bracelet (up to 6 months of age)
- ☐ Mexican Matricula Consular ID card
- ☐ Voter registration card
- ☐ Social Security card



Proof of Address

[+ See Examples](#)



Proof of Income

[+ See Examples](#)

☐ Voter registration card
☐ Social Security card


Proof of Address



Proof of Income


Step 3: Meet with WIC

At your appointment on the phone or in person, a WIC staff member will:

- Check your eligibility and review your documents
- Talk with you about nutrition and your family's needs
- Help you set up your WIC benefits, if you qualify

Already used WIC before?

You may need to reapply by following the same steps as above

Need help right now?

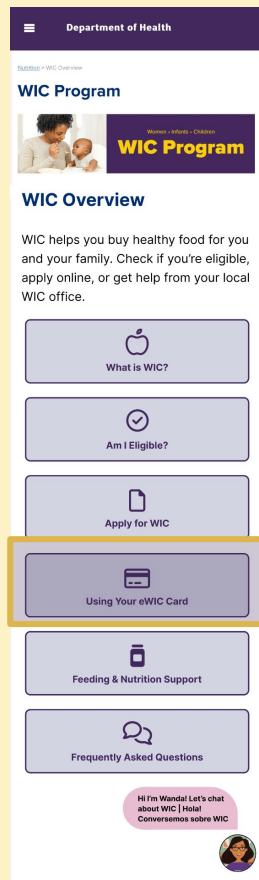
- Call your [local WIC office](#)
- Chat with Wanda who can help you find your local office

Hi I'm Wanda! Let's chat about WIC | Heal Conversences sobre WIC

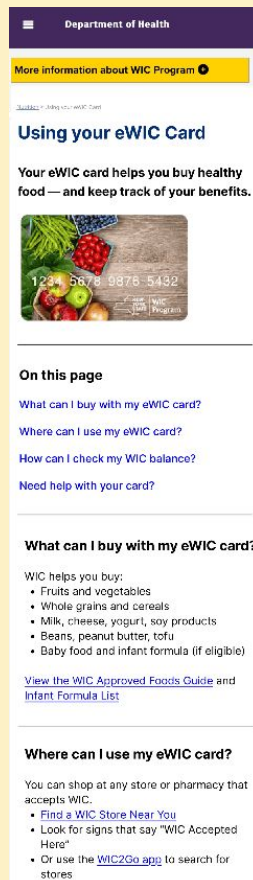


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Expanding Self-service Tools For Faster and Easier WIC Access



Once enrolled



How can I check my WIC balance?

There are five ways to check your eWIC card benefit amount:

1. WIC2Go mobile app (most popular)
2. Your last store receipt
3. The store's customer service desk
4. Call eWIC Customer Service: 1-844-540-3013
5. Visit [WIC Connect](http://www.wicconnect.com)

Need help with your card?

If you're having issues, try these options:

- Talk to your [WIC office](#)
- Call eWIC Customer Service: 1-844-540-3013
- Visit: www.wicconnect.com

Need more support? [Check out the eWIC Card Guide \(multi-language\)](#)

The WIC2Go Mobile App can help you:

- Check your food benefits balance and expiration dates
- Scan items to see if they're WIC-approved
- Track your WIC appointments
- Get reminders and notifications
- Find WIC offices and WIC stores

Download WIC2Go on:

- [Apple App Store](#)
- [Google Play Store](#)

If you are on a computer, you can scan the QR code below with your phone to download the WIC2Go app



To create an account, you'll need:

- Your eWIC card number
- Your date of birth
- Your zip code and mailing address

[Watch a quick video on how to get started with eWIC WIC2Go app](#)

[Watch a quick video on how to get started with eWIC WIC2Go app](#)



Also available in: [Spanish](#) and [Chinese](#)

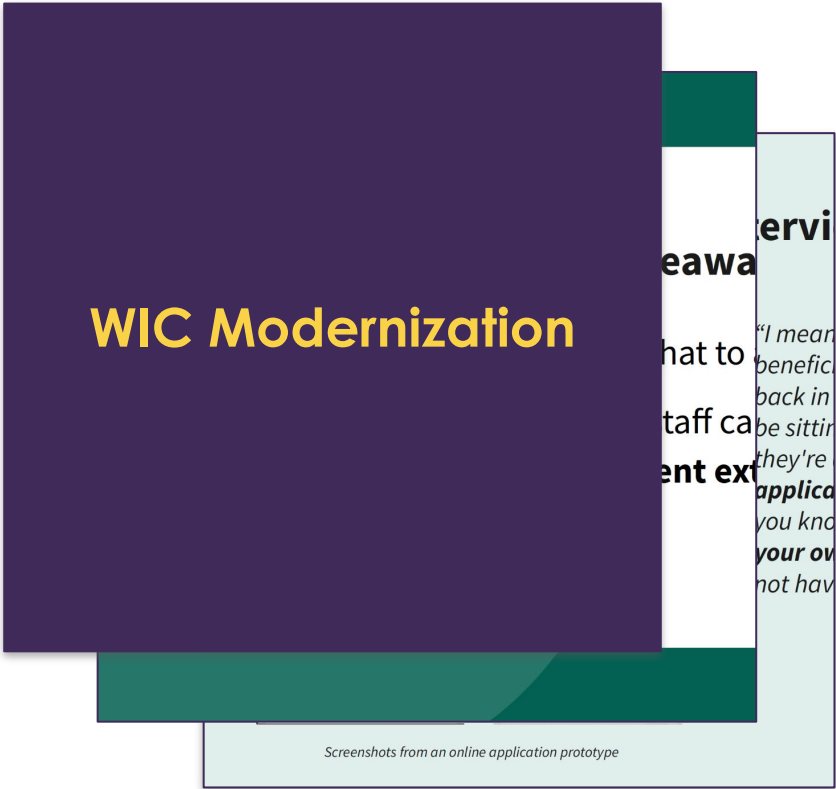
Please click [this link](#) to see the full proposed screens.

Visit

<https://www.health.ny.gov/prevention/nutrition/wic/> on your mobile phone to see the incorporated screen designs

the vision & next steps

mapping the future state and our recommendations to NYSDOH



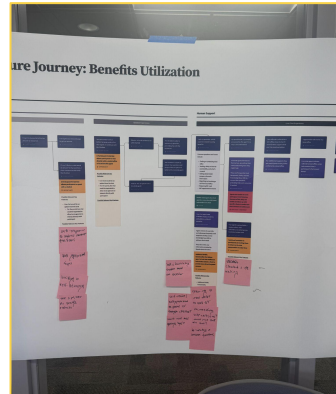
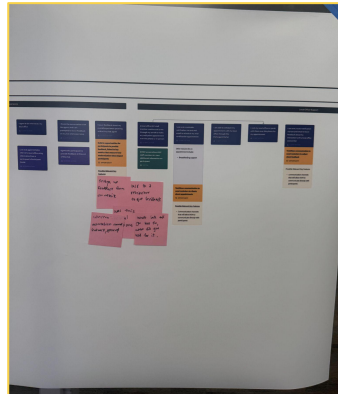
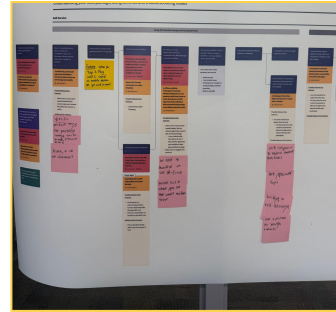
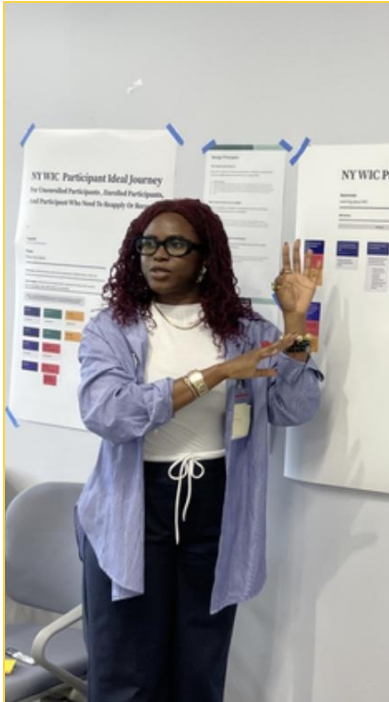
WIC Modernization

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Screenshots from an online application prototype

future state blueprint workshop

Our researched validated the high value of these opportunity areas, and gave us ideas to refine it to build a future state blueprint. **This blueprint would then be used in a workshop with NYSDOH to continue to build out and refine the ideas on the modernization roadmap.**



activity:

1. Introduce yourselves! (Name, Role)
2. As a group, read the client and staff pain points & Opportunity areas for your journey phase
3. Use the discussion questions to refine and expand on the modernization opportunities in your section of the blueprint
4. Write your ideas and responses to the discussion questions on sticky notes and add them to the respective area. Try to write one thought per sticky-note

inspiring human centered-design: design principles

Meet people where they are

WIC outreach is inclusive, representative, and easy to understand so that every eligible family knows how WIC can support them.

Make it easy to know if you're eligible

Simplify and digitize the eligibility and application process, eliminating confusion and reducing barriers to certification.

Empower choice & autonomy for participants

Equip participants with the tools and knowledge to access and use their benefits in ways that work best for them.

Make it simple to maintain benefits

Recertification should be seamless for eligible families, eliminating hurdles, preventing unnecessary gaps in benefits, and prioritizing accessibility and flexibility.

Be There When It Matters

Deliver fast, reliable, and accessible support that makes problem-solving easy for participants.

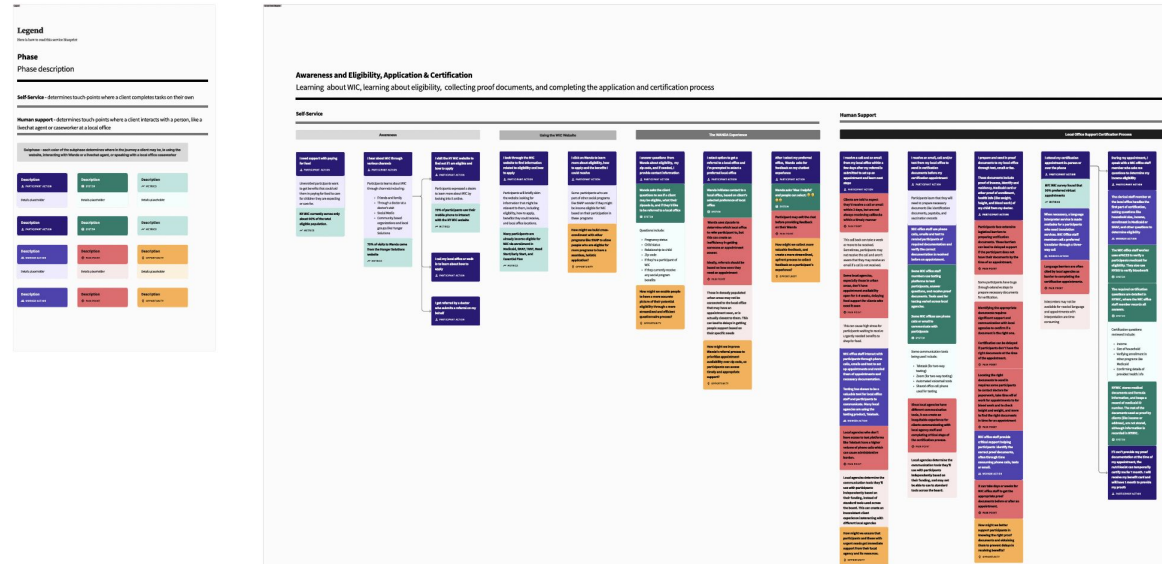
Listen, Learn and Improve

Build systems, channels and processes for a feedback-driven WIC experience that evolves based on real participant needs.

revised ideal state blueprint

To make sure the blueprint is a valuable, sustainable and iterative artifact to NYSDOH stakeholders, we had multiple conversations with them to define the people who will use this tool, and the way it could be used. These conversations shaped a revised future state blueprint with feedback and perspectives included

NY WIC Experience Journey For Unenrolled Clients , Enrolled Clients, And Clients Who Need To Recertify



Click image to view the full service blueprint I designed

website redesign:

WEBSITE & CHATBOT

As part of our recommendations, we supported NYSDOH in making content and mobile-first design changes to the website based on areas that needed improvement. Based on these new changes, we also created a revised chatbot flow, with UI recommendations to Wanda, the NYWIC chatbot

Please click [this link](#) to see the full proposed screens.

Visit <https://www.health.ny.gov/prevention/nutrition/wic/> on your mobile phone to see the incorporated screen designs

challenges **and reflections**

meeting content and technical constraints

The NY digital and content team initially pushed back on the amount of language changes we recommended.

For the content team, our content changes felt like an overhaul of original content, and there were concerns that the information may be too simplified

For the design and engineering teams, there were concerns about how much freedom they had in making changes, considering that the site had certain standards and was tied to the NYSDOH main website.

plain language and mobile-first is the way forward

I worked with them to understand these constraints, and we came up with a roadmap for redesign, and also showed evidence from interviews of people's responses to some screens and language we tested out to think through what a midpoint of redesign could look like. After many conversations, we were able to decide on redesigns that would work for real users while considering their constraints.

challenges **and reflections**

livechat: a go or no go?

One of our main goals of this project was to provide NYSDOH with a recommendation on whether or not to continue live chat

a go, with considerations

Our recommendation was that they discontinue live chat for now. It would be most valuable to them to start to prioritize some of the other ideas, and focus on a live chat design and process that supports these efforts.

otherwise, we advocate for designing more self-service options for WIC, while maintaining necessary high-touch, human interactions

how might our artifacts help?

As we near the end of our project, we are wrapping up different artifacts, like the blueprint and questioning how we might position them to provide the best value to NYSDOH

driving towards the vision

Through multiple conversations with NYSDOH, we learned that they would like to use the blueprint to spark conversation about the future of WIC, help technical and design folks align on this vision, and showcase the tools/technology, processes and policies needed to bring this vision to life.