

WF1 Connect Mobile App

The future of connecting customers to services



Environment

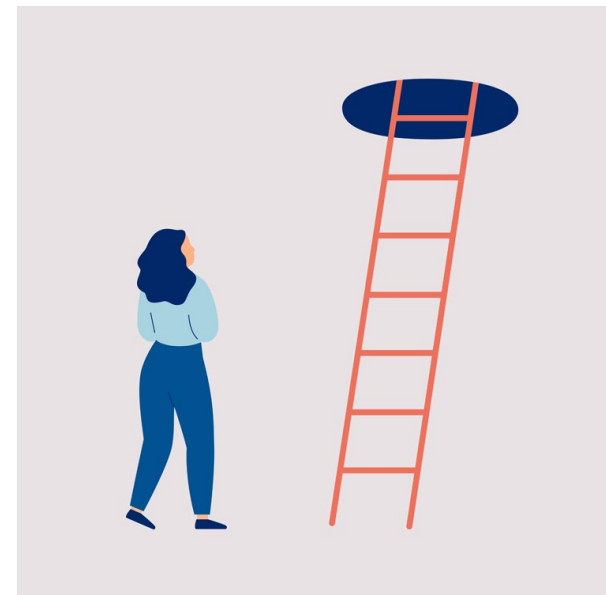
Without mobile access to services, Minnesotans in need may lose services and benefits

Factors:

- Increased economic uncertainty
- Pandemic limits in-person access
- Inequitable access to desktop computers, scanners, fax machines

Outcome risks:

- Homelessness
- Hunger
- Unemployment
- Poor health outcomes



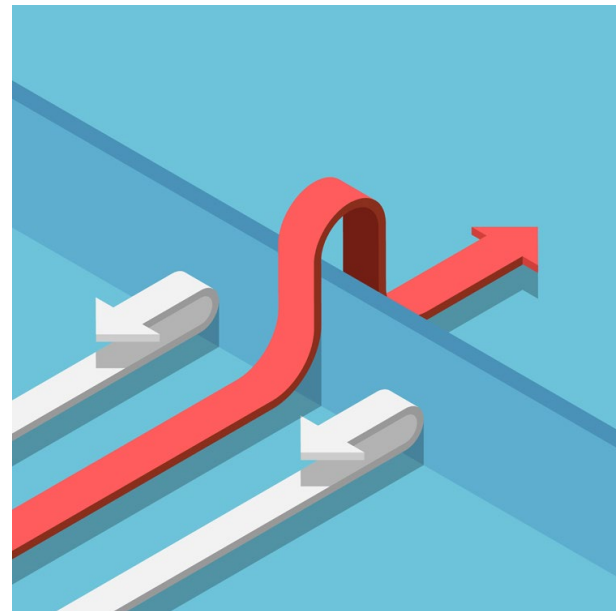
Overcoming Obstacles

Problem

Communication obstacles result in lost services for customers

Solution

A mobile messaging app for customers



WF1 Connect Mobile App

- Accessible
- Easy-to-use
- Simplifies customer access to services



App Core Capabilities

- Allows customer to message their assigned staff
- Messages flow to case management system and are easy to make part of case notes
- Remote document scanning and delivery
- Links to local resources
- Provider contact list



Communications Strategy – Providers

- WF1 Connect informational materials
- Monthly updates from sprint meetings
- DHS learning network meetings
- Provider user guides
- Provider peer support network
- YouTube videos
- Signage for CareerForce locations



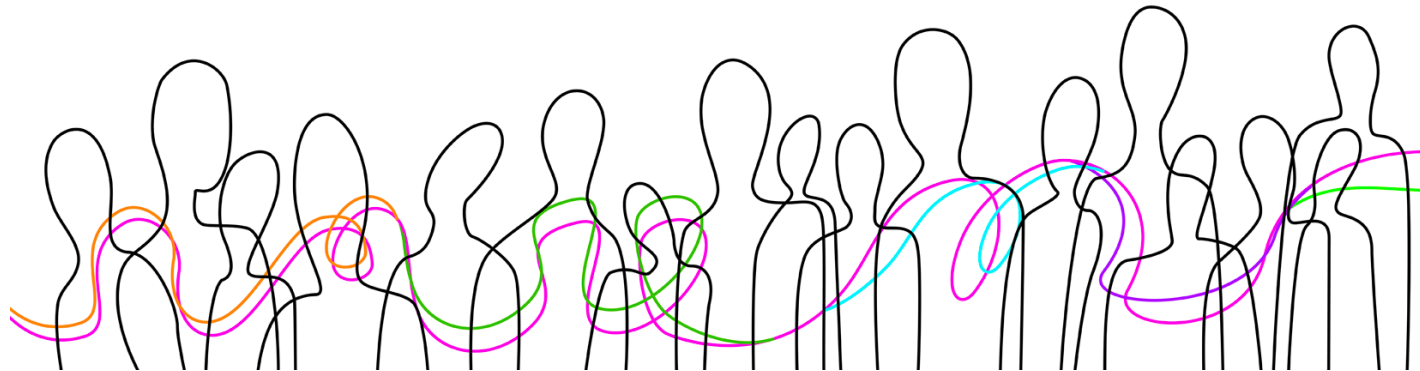
Communications Strategy – Customers

- Opportunity to review app and provide feedback
- Emails that introduce the app, promote engagement, detail benefits and ease-of-use
- How-to guidance one-pagers
- YouTube how-to videos
- User success stories



Public Awareness

- Press releases prior to full launch to create public awareness



User Acceptance Testing (UAT)

Customers & staff will have the opportunity to test how the WF1 Connect app:

- Meets their needs and expectations
- Integrates with provider work flow
- Aligns to program goals and objectives



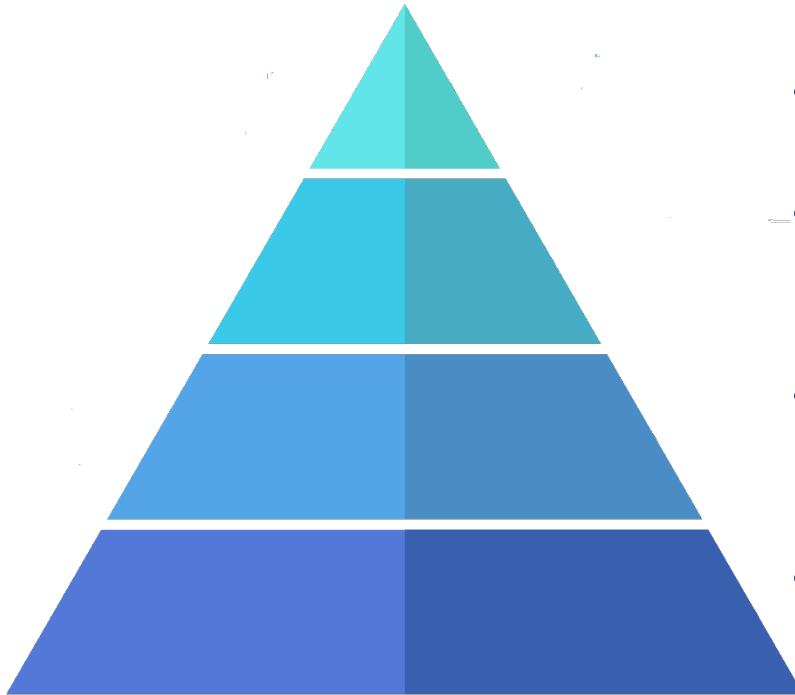
Provider Training

- Champions will be trained
- Provider staff will be trained by their champions
- Short training videos created for refresher courses
- Staff user guides



Customer Support

Support pyramid provides the highest level of support needed to resolve any issue



- Provider experts contact WF1 Team
- Provider champion contacts volunteer team of provider experts
- Case manager contacts provider champions
- Customer contacts case manager for support

Timeline

- November to January – Ongoing app development
- February – User Acceptance Testing (UAT)
- March – Provider training begins
- April – Soft launch of 15 providers
- May – Full launch
- June and beyond – Supporting new users



A Look at the App

WF1 Connect Includes:

- Messages & Documents
- Resources
- Contacts



WF1 Connect Team Leads

Heidi Wilson – Project Manager

- 651–259–7654 (work)
- Heidi.Wilson@state.mn.us – best option

Annie Tietema – Product Owner

- 651–259–7554 (work)
- Annie.Tietema@state.mn.us – best option