



Georgia Gateway: FAMILY EXPERIENCE

In Georgia Gateway, families receive these social services benefits...

Temporary Assistance for Needy Families (TANF)

-Monthly cash assistance for families with children under 18

Supplemental Nutrition Assistance Program (SNAP)

-Assist families with household food resources

Women, Infants, and Children (WIC)

-Nutritional support for pregnant, new mothers and young children

Childcare and Parent Services (CAPS)

-Assists with childcare costs

Medical Assistance, including Georgia Pathways to Coverage™ and PeachCare for Kids®

-Provide access to free and low-cost healthcare

Human Centered Design

A process to problem solving.

Empathize - Define - Ideate - Prototype - Test - Implement

SOURCE: Carl Vinson Institute of Government, University of Georgia

Gateway Recommendations

Simplified Application Process



ONE application

CHOOSE programs the application should be sent to

HELP TEXT for each section of the application

TUTORIAL VIDEOS on each page of the application

CHATBOT for immediate assistance

Mobile app integrated CAMERA

Personalized DASHBOARD

Gateway Recommendations (continued)



Accessible and User-Friendly Communication

CHATBOT – Virtual assistance to answer FAQ questions in real-time

TEXTS & EMAILS - Applicants receive real-time updates to keep users informed.

NOTICES to be written in easy to understand language to ensure clarity



Mobile and Digital Experience Enhancements

MOBILE APP w/ INTEGRATED CAMERA –

Upload required documents easily by taking photos in the app.

DASHBOARD shows programs with program renewal due dates and other actions needed or coming up – Helps families stay on top of tasks

PERSONALIZED DASHBOARD with a user-centered homepage with relevant information.



Flexibility and Empowerment for Families

INTERVIEW APPOINTMENTS can be chosen by families to make the day and time work with their schedules; Supports user autonomy and convenience

SURVEY at the end of every application; Gathers feedback to continuously improve the experience



Additional Support and Resources

RESOURCE PORTAL- (i.e. *FindHelp Georgia*- <https://findhelpga.org/>) available at the end of every application – Offers families more assistance while their application is in process.

CLIENT ADVISORY BOARD to provide input on ways to improve informational screens, status reminders and inquiries, and notices more efficient