

# Chat with WIC

Texas WIC Program

WIC Special Project Grant

Final Report

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## Attachments

***Attachment A: Detailed survey results for Goal 1, Objective 2 ..... Word attachment***

***Attachment B: Development flowcharts..... PDF attachment***

***Attachment C: Staff chatbot training presentation..... PowerPoint attachment***

***Attachment D: Chatbot question and answer database.....Excel attachment***

## Executive Summary

This report describes the USDA’s WIC Special Project Grant-funded development, implementation, and evaluation of the Texas WIC chatbot. The aim of the chatbot was to optimize the delivery of Texas WIC services delivery by allowing participants and potentially eligible participants to ask questions and manage certain WIC related tasks 24 hours a day, 7 days a week in a real-time interactive way.

The project was accomplished through three major goals; Goal 1: Engage with key stakeholders and the intended users of a Texas WIC chatbot to develop specific recommendations for the design and implementation of a Texas WIC chatbot; Goal 2: Implement the chatbot; and Goal 3: Deploy and evaluate the chatbot.

### Goal 1. Engage with key stakeholders and the intended users of a Texas WIC chatbot

Development of the Texas WIC chatbot was guided by a systematic, iterative framework based on User Centered-Design (UCD).<sup>1</sup> The key principle of UCD is that the perspectives of a product’s intended users – in this case, WIC staff, participants, and potentially eligible participants – provide the most valuable design insights. Hence, the project began by engaging the intended users to form recommendations for the design and development of the chatbot. First, input was sought from WIC administrators and staff via a series of group interviews. Findings from these interviews informed the development of online surveys that were disseminated to WIC staff, participants, and potentially eligible participants. The interview and survey results indicated that staff, participants, and potentially eligible participants were overwhelming enthusiastic about the prospect of a WIC chatbot. Staff and clients believed that a chatbot would make communication easier, improve information accessibility, and ultimately improve the WIC customer experience. In corroboration, >90% of clients and prospective clients indicated that they prefer to communicate via text rather than speaking via phone. A substantive finding was that a WIC chatbot needs to be inclusive. Staff members in all groups interviewed expressed that a chatbot should be accessible to all users regardless of age, gender, race/ethnicity, family structure, experience with WIC, residency status, and language. There is a belief that easy to use technology may predict successful adoption.

### Goal 2. Implement the chatbot

The development and implementation of the Texas WIC chatbot followed a hybrid-Agile development methodology. The Agile development approach is a project management philosophy that takes an interactive approach to development. The Texas WIC chatbot was developed and released in two phases, with the Phase 2 chatbot introducing feature and usability improvements over the Phase 1 release. First, a team of internal Texas WIC Subject Matter Experts (SMEs) was assembled to guide the development of the chatbot. Identifying chatbot specifications included the following steps: (1) identifying chatbot infrastructure and

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<sup>1</sup> McCurdie T, Taneva S, Casselman M, et al. mHealth Consumer Apps: The Case for User-Centered Design. *Biomedical Instrumentation & Technology*. 2012;46(s2):49-56.

platform and features, (2) generating flow charts to determine decision points, end points and the user's journey, (3) finalizing chatbot specifications, development approach, and timelines, and (4) developing the chatbot. The choice was made to build an in-house design platform motivated by cost, flexibility, adaptability, and speed of development. The conversational capabilities of the Texas WIC chatbot were mapped out by creating flow charts and a timeline of development was created accordingly. The development process was a collaborative effort between members of the SMEs and the development team. At each stage of the development process, the chatbot was tested to ensure flows were working correctly, the appropriate endpoints were achieved, and appropriate answers were provided for the "Ask a Question" feature.

### Goal 3. Deploy and evaluate the chatbot

In the final stage of the project, the usability and user satisfaction of the Texas WIC chatbot was assessed via online surveys and interviews. The online survey assessed chatbot user satisfaction and chatbot usability with validated instruments (i.e., the Usability Metric for User Experience Lite (UMUX-L) <sup>2</sup> and Net-Promoter Score (NPS). <sup>3</sup> Generally, most participants perceived the chatbot to be useful and easy to use; however, usability scores indicated some room for improvement for the chatbot during Phase 1. Potential usability issues were explored with a series of interviews that collected users' impressions and comments as they engaged with the Texas WIC chatbot. Usability strengths included: the ability for users to quickly find information, the perception that information was tailored to the user, and the wide array of available features. Issues of usability were identified in the chatbot flow, including formatting, amount and type of information presented, location of the chatbot on the Texas WIC website, communication with WIC staff and chatbot developers, accessing the main menu, chatbot association with WIC, and the target audience of certain questions. Addressing these usability issues in the Phase 2 chatbot resulted in improved usability and satisfaction scores.

### Conclusion

The Texas WIC chatbot was well-received by staff and clients and usability metrics indicate high user satisfaction. The process of developing the chatbot highlighted organizational lessons that may be of use to other WIC programs interested in chatbot development, such as taking a phased, flexible approach to development and considering the use of an in-house development team. Overall, this project demonstrates a successful effort in developing and implementation a digital product aimed at improving clients' experience with the WIC program.

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<sup>2</sup> Borsci, Simone, et al. "Assessing user satisfaction in the era of user experience: comparison of the SUS, UMUX, and UMUX-LITE as a function of product experience." *International journal of human-computer interaction*. 2015; 31.8: 484-495.

<sup>3</sup> Krol, Maarten W., et al. "The Net Promoter Score—an asset to patient experience surveys?" *Health Expectations*. 2015;18.6: 3099-3109.

## Purpose of the Project

The purpose of the Chat with WIC Project is to **optimize service delivery** by developing a robust WIC chatbot that can answer participant and potentially eligible participant questions and manage certain WIC related tasks 24 hours a day, 7 days a week in a real-time interactive way.

## Background

Today's parents lead busy lives, juggling many tasks between home and work. Millennial and Generation Z parents are using technology more than ever and expect WIC to use technology and to provide quick service. Texas is a large state and houses the second largest WIC program in the nation behind California. Texas WIC is comprised of 64 Local Agencies, 5 Lactation Centers, Local Agencies, 512 WIC Offices, and, in September 2021, had a monthly participation rate of 677,580 individuals.

Keeping up with communication needs and preferences is a challenge in a state as large and diverse as Texas. Prior to the development of this project, learning about whether you are eligible for the program and scheduling an appointment necessitated interaction with WIC staff via the phone. In smaller agencies, these calls are handled by staff in the clinic. Using the phone for these tasks can disrupt operations and contribute to long wait times and reduced customer service for participants who are in the clinics waiting for services. Some local agencies have independent call centers to help handle the call volume. However, the call center model presents several challenges, including limited hours of availability and lengthy hold-times. These challenges can result in difficulty scheduling initial certification appointments or no-shows because participants cannot easily change their appointments or obtain general information about WIC.

In sum, issues that cause participants to wait -- be it related to making appointments, waiting for an appointment, or having questions answered outside of the clinic--can reduce the perceived benefit of WIC versus the cost for clients. This may contribute to decreases in enrollment and retention.

In 2018, the Texas Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) program was awarded a WIC Special Projects grant from the US Department of Agriculture to develop and implement a chatbot focused on answering questions and helping participants make and change appointments. A chatbot is an application that can answer standard questions in a window similar to a live chat or Facebook messenger. Today's chatbots can be programmed to use multiple platforms and interact via a web page, text messages or Facebook.<sup>4</sup> Chatbots can be programmed to understand user intent, common misspellings, and answer client questions. They can also do tasks such as updating contact information or making appointments through integration with other database systems such as Dynamics CRM (customer related management), which is what the Texas WIC Management Information

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<sup>4</sup> Bibault J-E, Chaix B, Nectoux P, Pienkowski A, Guillemasé A, Brouard B. Healthcare ex Machina: Are conversational agents ready for prime time in oncology? *Clinical and Translational Radiation Oncology*. 2019;16:55-59.

Systems (MIS) is built on. Chatbots reference a database to answer questions and therefore the content can be added by non-programmers to further expand the types of questions and information available with minimal cost. Recent research indicates that the millennial age group is interested in interacting with chatbots and nearly 60% of millennials have used chatbots.<sup>5</sup>

## Goal and Objectives

Goal 1: Engage with key stakeholders and the intended users of a Texas WIC chatbot to develop specific recommendations for the design and implementation of a Texas WIC chatbot.

Objective 1: Engage key stakeholders within WIC to investigate how a Texas WIC chatbot may impact WIC's flow of services.

Objective 2: Investigate attitudes towards and preferences for a Texas WIC chatbot among Texas WIC staff and current/prospective clients via an online survey.

Objective 3: Translate findings into specific recommendations to inform the development of a Texas WIC chatbot.

Goal 2: Implement the chatbot.

Objective 1: Build capacity and sustainability by establishing a development team.

Objective 2: Identify chatbot specifications.

Objective 3: Develop and deploy the Texas WIC chatbot.

Goal 3: Evaluate the usability and acceptability of the Texas WIC chatbot.

Objective 1: Disseminate a survey to chatbot users to measure the chatbot's usability and user satisfaction.

Objective 2: Conduct a series of interviews with current/potential WIC chatbot users to examine potential usability issues and user satisfaction with the Texas WIC chatbot.

Objective 3: Translate findings into specific recommendations for the refinement of the Texas WIC chatbot.

## Implementation

Development of the Texas WIC chatbot was guided by a systematic, iterative framework based on User Centered-Design (UCD),<sup>6</sup> and a hybrid-Agile development methodology.

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<sup>5</sup> Arnold A. How chatbots feed into Millennials' need for instant gratification. Forbes.com. <https://www.forbes.com/sites/andrewarnold/2018/01/27/how-chatbots-feed-into-millennials-need-for-instant-gratification/?sh=50a19a023675>. Published 2018. Accessed December 9, 2021.

<sup>6</sup> McCurdie T, Taneva S, Casselman M, et al. mHealth Consumer Apps: The Case for User-Centered Design. *Biomedical Instrumentation & Technology*. 2012;46(s2):49-56.

UCD is a design framework that has been used in the successful development of a variety of health-related technology innovations. UCD incorporates input from intended users in each step of design, development, and testing, in a series of iterative cycles that comprise concept generation and ideation, prototype design and system development, and evaluation.<sup>6</sup> The key principle of UCD is that the perspectives of a product's intended users – in this case, WIC staff, participants, and potentially eligible participants – provide the most valuable design insights.

The Agile development approach is a project management philosophy that takes an interactive approach to development. A key tenant of Agile development is continuous engagement and evaluation by end users.

The alignment of this project's goals and objectives within a UCD/Agile framework are given in Figure 1.

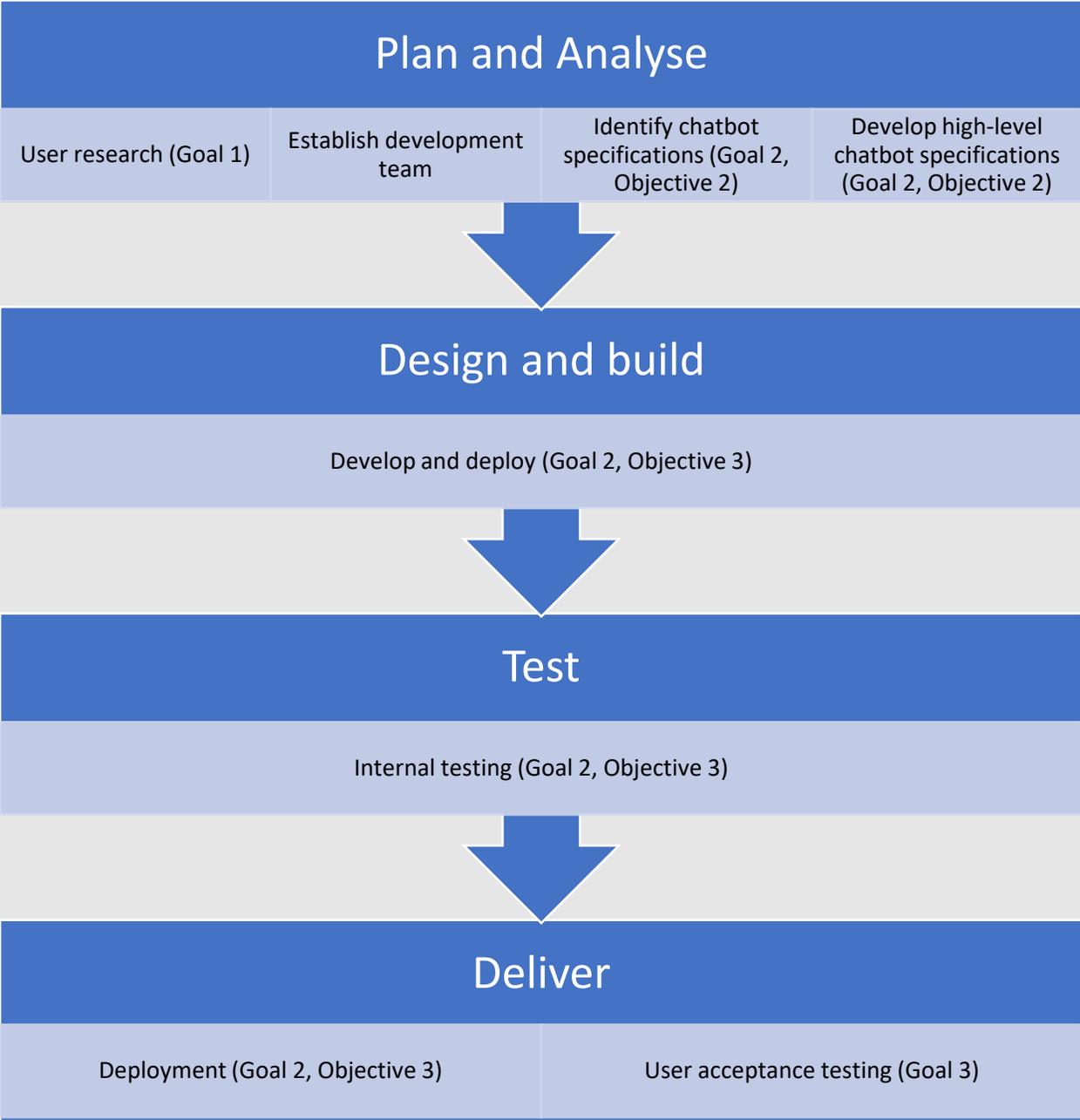


Figure 1. Development framework for the Texas WIC Chatbot.

All research activity for this study was approved by the Texas State University Institutional Review Board (2018682) and reviewed and deemed exempt by the Texas Department of State Health Services (DSHS) Institutional Review Board (18-029).

Goal 1: Engage with key stakeholders and the intended users of a Texas WIC chatbot to develop specific recommendations for the design and implementation of a Texas WIC chatbot

Goal 1, Objective 1: Group interviews with Texas WIC staff

### *Methods*

Group interviews were conducted with three categories of WIC staff, including state level administrators, local agency administrators, and frontline staff working in local Texas WIC clinics and call-centers.<sup>7</sup> A semi-structured guide was developed to be led by an informed interviewer with an empathetic tone. This was facilitated by a trained member of the research team.

### *Recruitment*

Group interviews were conducted in three sequential phases with state level administrators, local agency directors, and frontline or call center staff. A state level WIC communication specialist issued personal invitations to state administrators and local agency directors to participate. In the final grouping, Texas WIC frontline clinic and call-center personnel were invited to participate via a monthly Texas WIC newsletter. WIC staff expressed their interest in the study by completing an online recruitment survey that collected contact information and availability for group interviews.

### *Data collection*

Prior to the group interviews, those interested in the study completed a pre-interview survey. The survey described the study, provided an informed consent process, and collected demographics. In addition, the survey included questions about how familiar they were with chatbots and their previous experience using chatbots. Survey data were analyzed descriptively using R Studio.<sup>8</sup>

The semi-structured guide used for group interviews was developed via collaboration among researchers and the Texas WIC chatbot development team. The interview guide was organized as a series of interactive activities aimed to facilitate “creative collaboration” among participants while exploring predisposing, reinforcing, and enabling factors of chatbot implementation within Texas WIC. (Table 1). Group interviews were held by trained moderators via Zoom video conferencing software.<sup>9</sup>

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<sup>7</sup> Frey JH, Fontana A. The Group Interview in Social Research. *The Social Science Journal*. 1991;28:175-187.

<sup>8</sup> Racine, JS. "RStudio: a platform-independent IDE for R and Sweave." (2012): 167-172.

<sup>9</sup> Security guide. Zoom Video Communications Inc. <https://d24cgw3uvb9a9h.cloudfront.net/static/81625/doc/Zoom-Security-White-Paper.pdf>. Published 2016. Accessed December 5, 2021.

Table 1. Overview of Group Interview Semi-Structured Guide

Activity	Description
Customer service experiences	Participants were asked to describe their own experiences with positive and negative customer service experiences, as well as those experienced by WIC participants.
Flow of WIC services	Participants were shown a diagram of the typical WIC service flow and asked to identify how technology in general, and chatbots specifically, might impact the flow of services.
Hypothetical clients	Participants were asked to ideate how a chatbot could improve the customer service experience of three types of potential users: (1) an individual who wants to apply to WIC but does not follow through with making an appointment, (2) a current WIC participant who plans to leave after their child's first birthday, (3) an individual who is upset after a negative WIC experience.
Chatbot personality and features	Participants were asked to evaluate the chatbot interface presented by three different personas, including (1) professional, (2) casual professional, and (3) casual. Participants were also asked to share which chatbot features they thought would be most helpful.
Support needed to promote a chatbot	Participants were asked to share what organizational support they might need to competently adopt and promote a WIC chatbot.

### Data analysis

Interviews were audio and video recorded and transcribed. Transcripts were coded using the classic analysis strategy. This process involved printing transcripts, organizing participants' comments in Microsoft Excel, and ultimately grouping them to develop themes.<sup>10</sup> An abductive approach was used during the coding process,<sup>11</sup> involving the development of a structured code list. After each transcript was initially coded, the coders met to clarify code definitions, remove redundant codes, and highlight disagreements, consulting a third member of the research team as required to reconcile disagreements. The coders re-coded transcripts repeatedly until coding discrepancies were reconciled. Overall intercoder reliability was calculated (98.4%).<sup>11</sup>

### Results

#### Pre-interview survey

A total of 11 group interviews were held, with two to five participants in each interview (n=32). Three group interviews were conducted with state WIC administrators (n=7), 4 group interviews were conducted with local agency administrators (n=13), and four group interviews were conducted with frontline WIC staff (n=12).

<sup>10</sup> Miles MB, Huberman AM, Saldana J. *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications; 2018.

<sup>11</sup> Campbell JL Quincy C OJ, Pedersen OK. *Coding in-depth semi structured interviews*. Vol 42: Sociological methods & Research; 2013.

A description of characteristics of the stakeholders who completed the pre-interview survey and participated in group interviews is included in Table 2. The majority of participants were female (88%), between the ages of 31-50 (66%), White (47%) or Latinx (38%), and had received a bachelor's degree (56%). The majority of local agency administrators (69%) and state administrators (71%) reported a high level of experience with chatbots, compared to only 17% of frontline or call center staff.

### Interview results

A summary of quotes supporting interview findings can be seen below. Key themes discussed during the group interviews included current technology usage in WIC, the perceptions of how a chatbot may be useful, perceived barriers to chatbot adoption, the client experience in general, and the ideal persona a Texas WIC chatbot should take on.

### Technology in WIC

Interview participants discussed the role of technology in the WIC clinics. The impact of past technology use in WIC clinics was favorable. For example, state administrators mentioned shopping apps, online nutrition classes, and using text-messaging and social media to interact outside of appointments. Local agency directors mentioned several positive aspects of using technology, such as instant messaging among staff to track client services through the clinic, automated calls for appointment reminders, computer check-in systems, and promoting TexasWIC.org and online nutrition classes. Some concern was expressed regarding the technology user acceptance of older individuals.

*“From what I’ve seen, the participants have appreciated [texts reminding them of their appointments] and the staff [appreciate them] as well because it eliminates the need for staff to do constant reminder calls... they’re able to focus on the participants that are currently in the clinic.” (State Administrator)*

*“We have kiosk computers at each clinic, so that they can do this and... they don’t have to leave and go home and ... figure out how to access it on their own. We help them with logging in and we help them with getting it printed or whatever it is that we may be needing.” (Directors)*

### Chatbot usefulness

Overall, most participants viewed a WIC chatbot in a positive way with many positive comments focusing on assisting WIC clients before a clinic visit. These included specific recommendations for how a chatbot could be helpful, such as helping clients set appointments, providing information about shopping for WIC foods, and streamlining the clinic appointment check-in process. Staff emphasized that these features could help save staff and client time.

*“When they contact WIC to set up an appointment, that’s something a chatbot could do. A chatbot could be used when they first arrive at the front desk. Instead of checking in at the front desk, they check in in the waiting room through chatbot.” (State Administrator)*

*“Shopping for WIC foods, that could be an area as well, maybe letting them know what types of foods are on their card, maybe something that pops up showing where the nearest WIC grocer locations are, you know, something like that.” (Director)*

*“If they could get [answers to frequently asked questions with a chatbot, I think that will help them know what to expect when they go to the clinic. And it will help us to make the appointment faster.” (Frontline)*

#### Potential barriers

Staff provided input on potential barriers a chatbot could pose. Potential barriers were cited most frequently by the frontline staff, including cautions that a chatbot would not be accepted by all clients due to differences in age and language. In contrast, local agency directors expressed interest and identified many possible uses for a chatbot. It is possible that reservations of frontline staff may be moderated, in part, by limited personal experience using chatbots. However, as other factors such as age and education level can be predictive of technology adoption, data collected during this research phase will undergo further analyses. For example, it may be useful to compare concerns raised by WIC staff with those that may be expressed by WIC and WIC-eligible participants during the next phases of this project.

*“If it provides misleading information, that would definitely be negative. If it can’t functionally do the things, it promises it can do, like you start trying to schedule and then it does not... complete the task. I think most people just expect a chatbot to be able to know its own limitations and then accomplish everything it proposes it can accomplish.” (State Administrator)*

*“If it’s doing scheduling and it’s a family of four, not giving that family of four a 15-minute slot time like you would a person [with just one child]. So, not overbooking, knowing the difference, I guess.” (Directors)*

*“That’s the thing about a chatbot, is that there are so many different questions and so many different ways to approach client questions, that sometimes if it is an automated chatbot it just might make things more difficult.” (Frontline)*

#### Client experience

It was apparent that helping clients have a special WIC experience was a high priority. Participants in all groups suggested a variety of ways that technology could help achieve that special experience. Discussions with the clinic directors yielded the greatest variety of ways technology could be helpful, with a focus on clinic efficiency, such as check-in, reminders, question-and-answer chats, help with nutrition education information between visits, and providing information on benefits. The potential for a chatbot to optimize communication with clients before and between clinic visits was enthusiastically discussed by all groups.

## Chatbot persona

Regarding the chatbot personality, participants generally agreed that a potential chatbot should be friendly, personalize the experience for the use, and be direct (findings correlated strongly with previous findings of market research). In future research, attention should be placed on ensuring that a chatbot considers the cultural and language diversity of WIC clients.

## Goal 1, Objective 2: Online surveys for Texas Staff and visitors to TexasWIC.org

The attitudes towards and preferences for a Texas WIC chatbot among Texas WIC staff and current/prospective clients were investigated with an online survey (Goal 1, Objective 2).

## Methods

### Recruitment

A convenience sampling method was used to recruit participants. Texas WIC staff were recruited through normal WIC practice including emails that were sent from Texas WIC state headquarters and by placing a link to the survey in a Texas State WIC staff internal newsletter. All Texas WIC staff were eligible to participate. The survey developed for visitors to TexasWIC.org was advertised on the TexasWIC.org website, via a 'pop-up' window that provided a brief overview of the study and a link to the online survey. All visitors to TexasWIC.org page who were 18 years or older were eligible to participate.

### Data collection

A self-administered online questionnaire was used to collect data from Texas staff and visitors to the Texas WIC website. The questionnaire was developed by reviewing literature, formative interviews with Texas WIC stakeholders, and consulting the Texas WIC chatbot development team. The questionnaire consisted of three parts: (1) participant characteristics, (2) technology acceptance constructs, and (3) other questions about technology and chatbot adoption within Texas WIC.

### Participant characteristics

The questionnaire included questions about participants' age and education. Other questions about participant characteristics were tailored to staff (i.e., role at WIC, years worked at WIC) and website visitors (i.e., ages of children in their care, methods of feeding infants, if they are a current client of WIC, years enrolled in WIC, and communication preferences).

### Technology acceptance constructs

The technology acceptance model (TAM) is a theoretical basis for identifying causal links between the key beliefs of *perceived* usefulness and *perceived ease of use*.<sup>12</sup> *Perceived usefulness*, defined as "the degree to which a participant believes that a chatbot would improve Texas WIC services," and *perceived ease of use*, defined as the degree to which a participant believes that using a chatbot would be free of effort," was captured with items from the

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<sup>12</sup> Davis FD, Bagozzi RP, Warshaw PR. User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*. 1989;35(8):982-1003.

validated TAM questionnaire.<sup>13</sup> Likewise, *behavioral intent* was assessed with questions adapted from the TAM questionnaire.<sup>12</sup> Behavioral intent to use a chatbot were defined and worded differently in staff and website visitor questionnaires. Namely, ‘behavioral intent’ for staff was defined as their intent to promote the chatbot among their coworkers and Texas WIC clients. For website visitors, ‘behavioral intent’ was defined as their intent to use a Texas WIC chatbot. Attitudes towards a Texas WIC chatbot, defined as “a participants’ positive or negative feelings about Texas WIC introducing a chatbot” was captured with items that asked participants whether a chatbot would improve Texas WIC customer service. These items were informed by group interviews with Texas WIC staff that examined staff attitudes towards Texas WIC chatbot. General digital literacy and previous experience with chatbots were assessed using items on a validated scale on technological literacy/familiarity. Affect towards the chatbot person was assessed by providing a sample chatbot conversation asking participants to answer items from the Self-Assessment Manikin scale,<sup>14,15</sup> a validated measure that measures participants’ enjoyment, control, and excitement about a given product or experience.

#### Other questions about technology and chatbot use

Questions about what types of features/etc. would be desired by Texas WIC staff and visitors to the Texas WIC website were developed based on formative qualitative research from the group interviews with Texas WIC administrators and staff. Formative qualitative research among Texas WIC staff also informed items related to general attitudes towards technologies in Texas WIC, potential barriers to chatbot use among Texas WIC clients, and what staff would need from WIC in order to effectively promote a Texas WIC chatbot.

#### Data analysis

Participant characteristics and general questions related to technology and chatbots were analyzed descriptively using R software.

#### Results

##### Participant characteristics

Demographic characteristics for WIC staff and visitors to the Texas WIC website who completed the online survey are given in Table 2 and

Table 3, respectively.

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<sup>13</sup> Davis FD, Bagozzi RP, Warshaw PR. User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*. 1989;35(8):982-1003.

<sup>14</sup> Bradley MM, Lang PJ. Measuring emotion: The self-assessment manikin and the semantic differential. *Journal of Behavior Therapy and Experimental Psychiatry*. 1994;25.

<sup>15</sup> Zarouali B, Van Den Broeck E, Walrave M, Poels K. Predicting Consumer Responses to a Chatbot on Facebook. *Cyberpsychology, Behavior, and Social Networking*. 2018;21(8):491-497.

Table 2. Characteristics of study participants for online surveys

	Website survey (n=397)	Staff survey (n=749)	p value
	n (%)	n (%)	
Age (mean (SD))	29.4 (7.7)	43.6 (11.5)	<0.001 <sup>a</sup>
Female	392 (98.7)	728 (97.2)	0.1 <sup>b</sup>
Race/ethnicity			<0.001 <sup>b</sup>
Black	66 (16.6)	72 (9.6)	
White, non-Hispanic	109 (27.5)	182 (24.3)	
Hispanic, Latinx	188 (47.4)	451 (60.2)	
Other	34 (8.6)	44 (5.9)	
Education			<0.001 <sup>b</sup>
Highschool/GED or less	192 (48.4)	142 (19.0)	
Some college	113 (28.5)	266 (35.5)	
Associate degree	37 (9.3)	61 (8.1)	
Bachelor's degree	43 (10.8)	231 (30.8)	
Graduate degree	12 (3.0)	49 (6.5)	

<sup>a</sup> two-sample t-test, <sup>b</sup> chi-square test

Table 3. Characteristics of visitors to the TexasWIC.org website who completed the online survey

	WIC clients (n=316)	Non-clients (n=81)	p value
	n (%)	n (%)	
Age (mean (SD))	29.5 (7.6)	29.1 (8.0)	0.6 <sup>a</sup>
Female	313 (99.1)	79 (97.5)	
Race/ethnicity			0.09 <sup>b</sup>
Black	51 (16.1)	15 (18.5)	
White, non-Hispanic	79 (25.0)	30 (37.0)	
Hispanic, Latinx	159 (50.3)	29 (35.8)	
Other	27 (8.5)	7 (8.6)	
Education			0.3 <sup>b</sup>
Highschool/GED or less	160 (50.6)	32 (39.5)	
Some college	88 (27.8)	25 (30.9)	
Associate degree	26 (8.2)	11 (13.6)	
Bachelor's degree	32 (10.1)	11 (13.6)	
Graduate degree	10 (3.2)	2 (2.5)	

<sup>a</sup> two-sample t-test, <sup>b</sup> chi-square test

### Survey findings

A summary of key findings and recommendations from the online surveys are given in Table 4. A full description of survey results is provided in Attachment A.

Table 4. Summary of findings for Goal 1, Objective 2

Survey construct	Finding	Recommendation for chatbot development
Phone versus texting behaviors	<ul style="list-style-type: none"> <li>&gt;90% of respondents preferred texting to telephone calls.</li> </ul>	<ul style="list-style-type: none"> <li>As texting is similar to using a chatbot, these results were an encouraging indicator of potential chatbot acceptance among WIC clients.</li> </ul>
Perceived usefulness of chatbots	<ul style="list-style-type: none"> <li>&gt;90% of respondents agreed that chatbots are helpful in improving communication</li> </ul>	<ul style="list-style-type: none"> <li>Perceiving a technology to be useful is an important antecedent to technology adoption. Therefore, these results are encouraging, suggesting that WIC staff, clients, and potential clients generally perceive chatbots as useful.</li> </ul>
Perceived ease of use of chatbots	<ul style="list-style-type: none"> <li>40-60% of survey respondents believed that chatbots were difficult to use.</li> </ul>	<ul style="list-style-type: none"> <li>Belief that a technology is easy to use may predict successful adoption. The Texas WIC chatbot should communicate</li> </ul>

Survey construct	Finding	Recommendation for chatbot development
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<p>Digital literacy</p>	<ul style="list-style-type: none"> <li>• &gt;90% of respondents were confident in their ability to use the internet to find information.</li> <li>• A slightly smaller proportion of current WIC clients reported confidence in using chatbots (85%).</li> </ul> <p>Despite this, WIC staff tended to further underrate clients' digital literacy as it related to chatbots, with 25% of frontline staff believing clients would not be confident using chatbots.</p>	<p>simplicity. Staff may need training on how chatbots work.</p> <ul style="list-style-type: none"> <li>• Some staff and directors' perceptions that clients may not be comfortable with technology could be a barrier to them recommending a chatbot to clients. Therefore, education and training for staff should include information that most clients rated their own ability to use chatbots relatively high.</li> </ul>
<p>Chatbot experience</p>	<ul style="list-style-type: none"> <li>• Most of the respondents (i.e., prospective clients, clients, and WIC frontline staff and directors) were aware of chatbots, but fewer regularly used them</li> <li>• Respondents reported that they were more familiar with chatbots in the context of seeking information online and customer service functions than for purchasing or scheduling appointments.</li> <li>• Compared to current clients, prospective clients indicated that</li> </ul>	<ul style="list-style-type: none"> <li>• As experience with a technology is an antecedent to adopting a technology, chatbot functions targeting prospective clients (e.g., eligibility checks) could be more readily adopted.</li> </ul>

Survey construct	Finding	Recommendation for chatbot development
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	they had more experience with chatbots.	
Affect and behavioral intent to use	<ul style="list-style-type: none"> <li>• The most positive response was received by the casual persona, which was characterized by a warm professional tone.</li> <li>• Respondents responded almost equally positively to the formal persona, which was characterized by a neutral tone.</li> <li>• The persona with the extremely casual personality was comparatively not well-received.</li> </ul>	<ul style="list-style-type: none"> <li>• Regarding chatbot personality, developers should err on the side of caution. Although participants appreciated the warm, casual tones, the formal personality was almost equally well-received. In contrast, respondents had strong negative reactions to the extremely casual persona.</li> </ul>
Desired chatbot features	<ul style="list-style-type: none"> <li>• Most WIC staff indicated that they believed a chatbot would be helpful for all the proposed functions, which ranged in complexity from simple (e.g., answering clients' frequently asked questions) to relatively more complex (answering clients' questions about their personal benefit package).</li> </ul>	<ul style="list-style-type: none"> <li>• Staff perceive that a wide variety of chatbot functionalities could be helpful to clients.</li> </ul>

Goal 1, Objective 3: Translate findings into specific recommendations to inform the development of a Texas WIC chatbot

### *Methods*

The findings from staff interviews (Goal 1, Objective 2), and online WIC staff surveys and online client surveys (Goal 1, Objective 2) were cumulatively summarized to form a series of high-level recommendations. Meetings between Texas WIC and Texas State University were held to discuss and refine development recommendations and form a development plan at both institutions. Collaboration meetings were held weekly to inform real-time development inquiries.

### *Results*

#### *Chatbot should be created*

The overall finding from these investigations was that staff, clients, and potential clients were overwhelmingly enthusiastic about the prospect of a WIC chatbot. Staff and clients believed that a chatbot would make communication easier, improve information accessibility, and ultimately improve the WIC customer experience. In corroboration, >90% of clients and prospective clients prefer to communicate via text rather than speaking via phone, indicating potential preference to the WIC chatbot over a WIC call center.

#### *Chatbot should be inclusive*

A substantive finding was that a WIC chatbot needs to be inclusive. Staff members in all groups interviewed expressed that a chatbot should be accessible to all users regardless of age, gender, race/ethnicity, family structure, experience with WIC, residency status, and language.

#### *Chatbot should be easy to use*

Belief that a technology is easy to use may predict successful adoption. Survey results indicated that some WIC staff and clients have limited experience using chatbots and believe that they are difficult to use. Therefore, the chatbot should include features that help assure staff and clients that the chatbot is easy to use. For example:

- The chatbot could offer a short video or animation about how to use chatbots.
- The chatbot interaction could begin with a simple statement that chatbots are “easy to use.”

#### *Staff training should educate staff regarding digital literacy*

Staff perceptions that clients have low technological digital literacy may be a barrier to recommending a chatbot to clients. Although surveys did not objectively measure digital literacy, clients’ self-reports of their comfort in using technologies were consistently higher than staff members’ estimates. Staff training could address this potential bias. For example:

- Chatbot education and training for staff could offer that, per this investigation, most clients and potential clients rate their ability to use chatbots as relatively high.

### Chatbot should provide privacy assurances

Although this investigation did not specifically probe for concerns about privacy, the topic was raised by survey respondents in free-text comments. Specifically, respondents expressed concerns about the information that the chatbot was asking for (i.e., date of birth). The chatbot could be programmed to ameliorate these concerns. For example:

- The chatbot could explain why personal information is needed, how sensitive information will be protected, and provide alternative conversational flows for users who do not wish to provide personal details to the chatbot.

### Chatbot personality should be neutral or warm and professional

In order to inform the design of the chatbot persona, clients and staff were presented with three sample chatbot conversations. The three chatbots had different chatbot personalities. One chatbot was formal, one was casual, and one was an extremely casual personality. While both the casual and the formal personalities were well received, the extremely casual personality was strongly disliked by a substantial proportion of all respondents. These findings suggest that, regarding chatbot personality, developers should err on the side of caution.

### WIC should ensure that staff and clients' expectations match chatbot functionality

Staff were concerned that clients would become frustrated and choose to abandon using a chatbot if they encountered technological or functionality barriers. Staff warned that over-promising functionality would ultimately be detrimental to client engagement. Some suggestions provided included:

- Introduce a limited suite of features initially and grow feature availability slowly, being careful to not outpace chatbot's true functionality.
- Clearly communicate the scope of chatbot functionality to staff and clients.
- If chatbot features change or if the chatbot becomes unavailable for a period (e.g., servicing), this should be communicated to potential users to avoid frustration.

## Goal 2: Implement the chatbot

Goal 2, Objective 1: Build capacity and sustainability by establishing a development team  
A team of internal Texas WIC Subject Matter Experts (SMEs) was assembled to guide the development of the chatbot. The expertise and responsibilities of the SME team members are given in Table 5.

Table 5. Expertise and responsibilities of the Texas WIC Chatbot Subject Matter Expert team

Expertise	Responsibilities
WIC Communications Strategist	Led the overall project and direction of the chatbot.
WIC Engagement Specialist	Coordinated the interfacing of the chatbot with TexasWIC.org and coordinated with website developers.

Expertise	Responsibilities
Project Management	Insured that the project stayed on track, and coordinated communication with the project team.
Business Analyst	Ensured requirement gathering was completed and accurate. Assured that chatbot and business requirements were met. Coordinated initial user testing scenarios and scenarios.
Call Center Staff	Call center staff were key to developing the chatbot conversation flow charts because of their daily interactions with clients via phone and email. The structuring of the answers, questions, decision/end points, and wording relied heavily on their expertise since Maya the chatbot is simulating their role to an extent.
Chatbot Developer	A new staff member with software development skillsets was hired to develop the chatbot.

### Goal 2, Objective 2: Identify chatbot specifications

Identifying chatbot specifications included the following steps: (1) identifying chatbot infrastructure and platform and features, (2) generating flow charts to determine decision points, end points and the user’s journey, (3) finalizing chatbot specifications, development approach, and timelines, and (4) developing the chatbot.

#### *Identifying chatbot infrastructure and platform*

An initial delay was encountered while considering an external vendor collaboration. The choice was made to build an in-house design platform. The primary factors are the following: cost, flexibility, adaptability, and speed of development. The Texas WIC Chatbot was built on the Microsoft Bot Framework<sup>16</sup> and utilizes QNA maker<sup>17</sup> as its machine learning service.

#### *Generating flow charts to determine decision points*

The conversational capabilities of the Texas WIC chatbot were mapped out by creating flow charts. Flow charts identified and explored key decision points, end points, and the overall user journey. The development team began by creating a basic workflow with key services and features, such as helping users assess their eligibility for WIC. Flow charts grew in complexity as the chatbot development progressed. An example of the flowcharts that informed the development of the Texas WIC chatbot are provided in Appendix B.

<sup>16</sup> Microsoft bot framework: A comprehensive framework for building enterprise-grade conversational AI experiences. Microsoft bot framework.com. <https://dev.botframework.com/>. 2019. Accessed December 9, 2021.

<sup>17</sup> QnA maker: from data to bot in minutes. Qnamaker.ai. Cognitive services Web site. <https://www.qnamaker.ai/>. Published 2021. Accessed December 9, 2021.

*Finalizing chatbot specifications, development approach, and timelines*

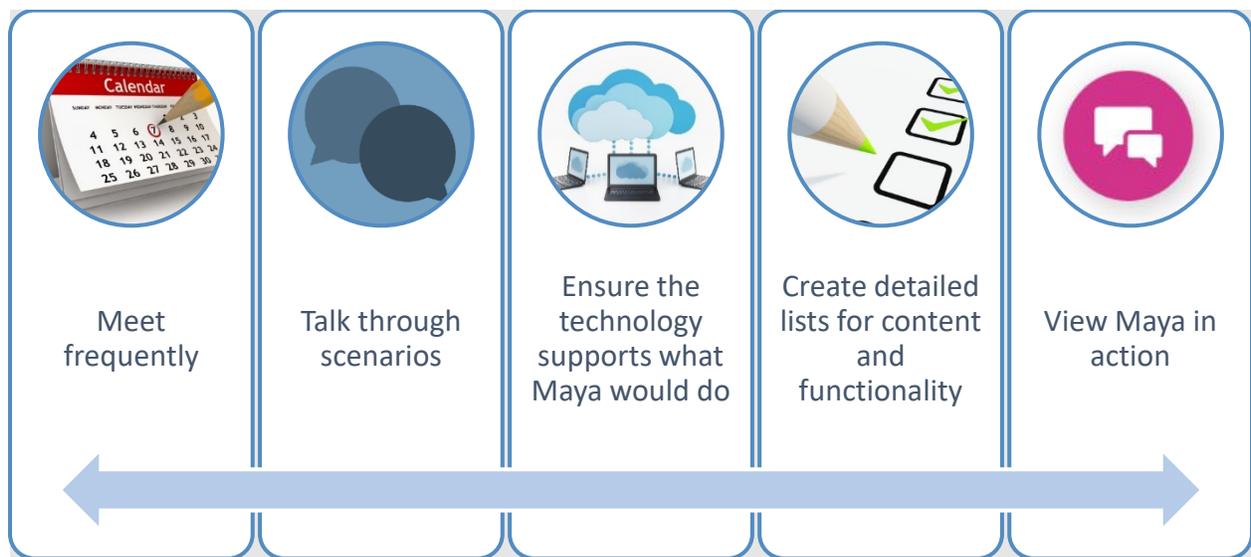
Initial user research and specifications for technical requirements were translated into a final set of chatbot specifications. Estimates for hours required to develop specifications were conducted and translated into a timeline.

Goal 2, Objective 3: Develop and deploy the Texas WIC chatbot

*Development*

The development process was a collaborative effort between members of the SMEs and development team. During development, bi-weekly work sessions were held to develop and iterate the chatbot. At each stage of the development process, the chatbot was tested to ensure flows were working correctly, the appropriate endpoints were achieved, and appropriate answers were provided for the “Ask a Question” feature.

Table 6. Development process for Maya.



After the development process, WIC staff were provided with training to increase their familiarity of the chatbot. Training consisted of virtual demonstrations which were open to staff of all levels (Appendix C). Staff were also encouraged to use the chatbot themselves and given access to the chatbot prior to its official release.

Goal 3: Deploy and evaluate Texas WIC chatbot

The chatbot was deployed in three phases. A summary of the deployment timeline of the first two chatbot phases are given in Figure 2. A third chatbot phase was released on August 31, 2021, and is considered outside of the scope of this grant based on timeline and budget. Phase 3 primarily involved translating the chatbot into Spanish and minor updates. No new features were added in this phase.

## Phase 1: June 2020

### Features

Start WIC application online

- Start Now Survey

Do I qualify?

- Income screening
- Start Now Survey

Find a WIC Office

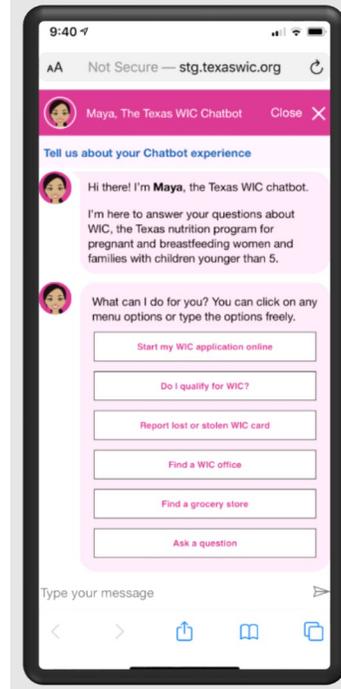
Find a Grocery Store

Ask a Question

- FAQs

Report Lost or Stolen Card

Request Card Lock survey



## Phase II: January 2021

### Features for potential clients:

Start WIC application online

- Start Now Survey

Do I qualify?

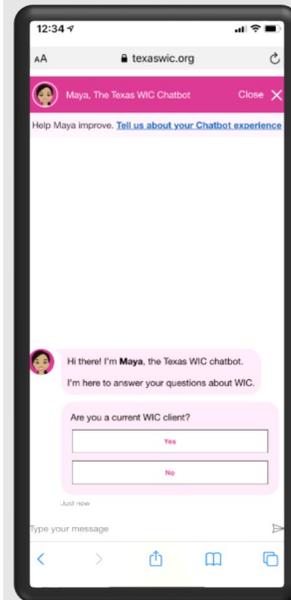
- Income screening
- Start Now Survey

Find a WIC Office

Find a Grocery Store

Ask a Question

### Features for current clients:



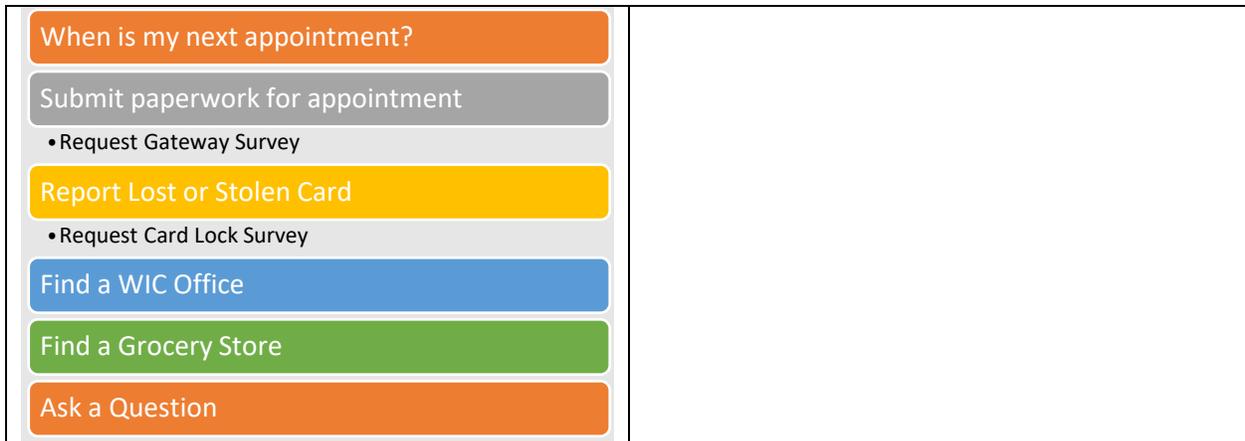


Figure 2. Chatbot release phases and features released in each phase.

The acceptability and usability of the Phase I chatbot were evaluated using an online survey (Goal 3, Objective 1) and interviews (Goal 3, Objective 2).

Goal 3, Objective 1: Disseminate a survey to chatbot users to measure the chatbot’s usability and user satisfaction

#### Methods

Online surveys were used to measure the usability and user satisfaction associated with the Texas WIC chatbot. The survey was made available to all chatbot users at the end of the chat session. Chatbot users who were willing to complete the survey first provided informed consent. Participants were entered into a raffle for a chance to win a \$20 retail gift card.

The online survey collected participants’ age and education level before administering two questionnaires on usability and satisfaction: the Usability Metric for User Experience Lite (UMUX-L) and Net-Promoter Score (NPS).

The UMUX-L is a validated questionnaire for use as a subjective assessment of perceived usability.<sup>18</sup> The UMUX-L comprises of two items with a 7-point Likert scale:

- [This system’s] capabilities meet my requirements.
- [This system] is easy to use.

The NPS is widely used in the service industries as a straightforward way to summarize user experiences and satisfaction.<sup>19</sup> The NPS comprises one item on a 10-point scale that aims to gauge customers’ willingness to recommend a service or product to others. In this survey, we asked users “How likely would you be to recommend this chatbot to others?” Based on their

<sup>18</sup> Borsci, Simone, et al. "Assessing user satisfaction in the era of user experience: comparison of the SUS, UMUX, and UMUX-LITE as a function of product experience." *International journal of human-computer interaction*. 2015; 31.8: 484-495.

<sup>19</sup> Krol, Maarten W., et al. "The Net Promoter Score—an asset to patient experience surveys?." *Health Expectations*. 2015;18.6: 3099-3109.

answer, respondents are classified as “detractors (score 0-6),” “passives (scored 7-8),” or “promoters (score 9-10).”

Survey results were analyzed descriptively in R software.

### Results

A total of 1329 chatbot users participated in the online survey after interacting with the Texas WIC chatbot (Table 7). Generally, most participants perceived the chatbot to be useful and easy to use. The average scores within the UMUX-L increased for Phase II as compared to Phase I (Figure 3). For the Phase I chatbot, almost half of users were categorized as “Promoters” while 37% were categorized as “Detractors.” The comparison of Detractors decreased slightly with the release of Phase II.

Table 7. Demographics of chatbot users who completed a usability survey.

Age	n (%)
18-25	613 (42%)
26-35	484 (33%)
36-45	166 (11%)
46-55	33 (2%)
56+	33 (2%)
Education	
Highschool/GED or less	924 (63%)
Some college	323 (22%)
Associate's	81 (6%)
Bachelor's	102 (7%)
Graduate degree	39 (3%)

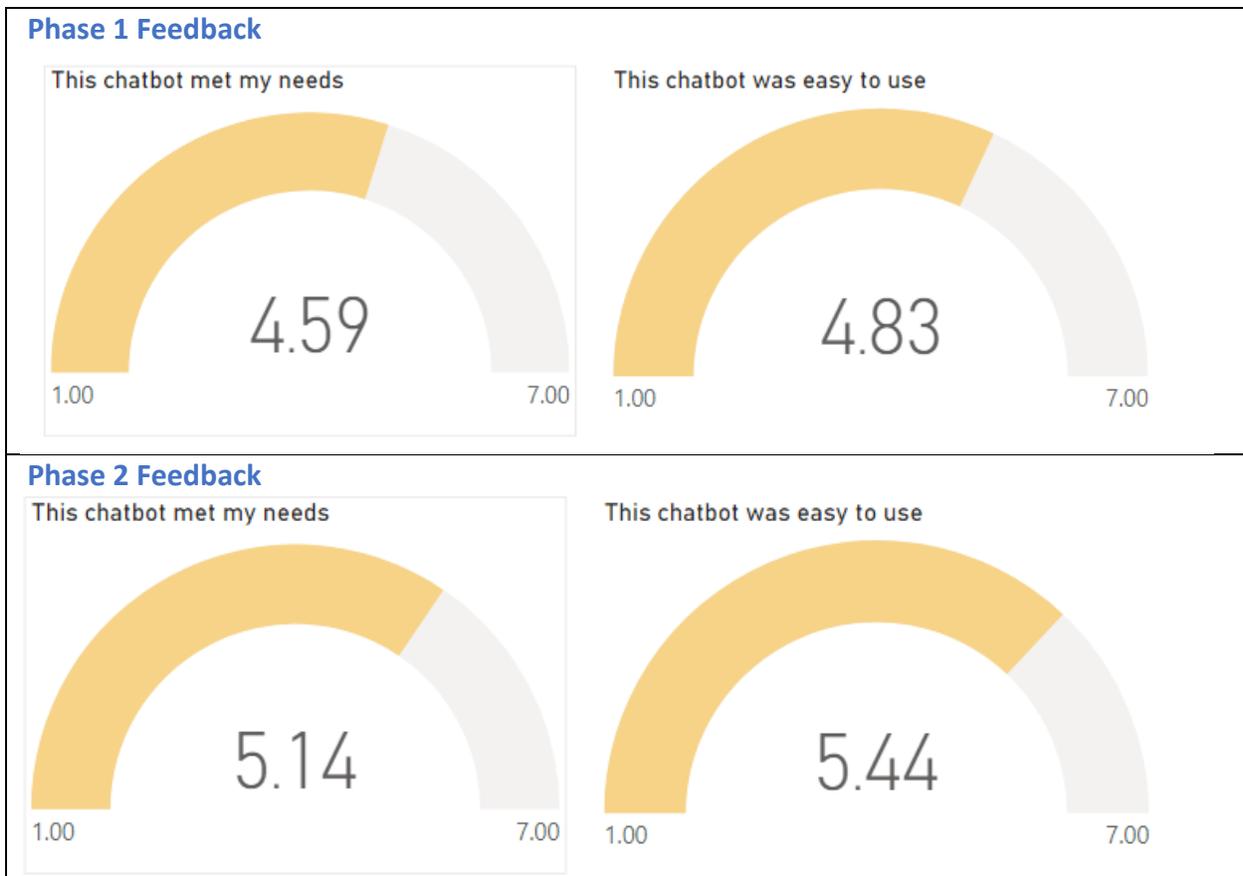
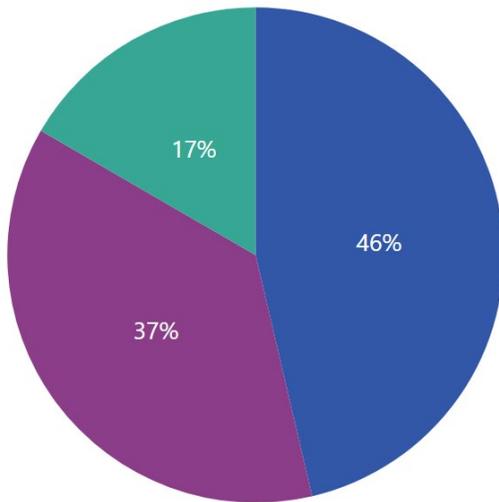
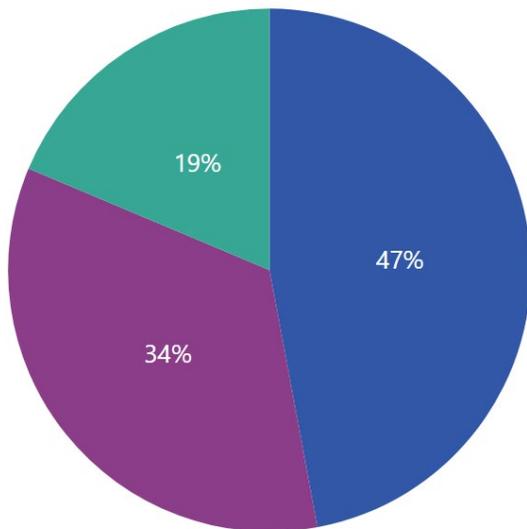


Figure 3. Average scores of the components within the UMUX-L

### Phase 1 Feedback



### Phase 2 Feedback



### NPS Group

- Promoters
- Detractors
- Passives

Figure 4. Net Promotor Score group breakdown for Phase 1 and Phase 2 of the Texas WIC chatbot.

Goal 3, Objective 2: Conduct a series of interviews with current/potential WIC chatbot users to examine potential usability issues and user satisfaction with the Texas WIC chatbot

#### Methods

The potential usability issues and user satisfaction with the Texas WIC chatbot was further explored with a series of interviews (Goal 2, Objective 2). Interviews were held via Zoom video conference calls and conducted by a primary research moderator and silent note taker.

Throughout interviews, the researcher's goal was to provide minimal input while the participant worked through each feature of the chatbot. The silent notetaker was present with their camera off and took observational field notes while the participant moved through each feature. Each component of the usability interview methodology is further discussed below.

## Recruitment

Recruitment was conducted via a Qualtrics survey that was linked at the end of the chat session with Maya. Potential participants indicated interest in participation by providing their name and email on the survey. Researchers from the Texas State Chatbot team used the provided contact information to send these individuals information about the interview and upcoming available time slots. If the individual agreed to participate, they were asked to select an interview date and were sent an Outlook calendar invite with the scheduled time and date. The day before the interview, the participant was provided an interview reminder and zoom link to join the interview.

Visitors to the TexasWIC.org site were recruited to participate in interviews from a prompt in the chat experience satisfaction survey and an information banner at the top of the web page. Additionally, announcements were posted in communications distributed through normal WIC operations, such as emails for the state WIC office through to clinics and the weekly newsletter. All interview participants were incentivized with a \$20 retail gift card.

## Data collection

All interview participants completed a survey in the recruitment process which collected demographic characteristics. Informed consent was collected at the beginning of the interview and all participants were asked to consent to the recording of the interview chat session. There were two phases to the interviews. The first phase consisted of a think-aloud methodology in which participants would use each feature of the chatbot while verbalizing their thoughts and feelings about how the chatbot was functioning with minimal input from the interviewer. The second portion of the interview consisted of a focused discussion between the researcher and the participant. A semi-structured interview guide was utilized to collect insight regarding the chatbot's usefulness, ease of use, feature-related issues, and general feelings about the chatbot. Each interview was recorded and transcribed for analysis.

## Data analysis

Following the completion of each interview, a two-person coder system (interviewer and silent notetaker) compared field notes and discussed key themes. After all interviews were completed, both the interviewer and silent notetaker reviewed interview recordings and transcripts to further identify usability issues, as well as interview themes and key quotes regarding the usability of the chatbot.

## Results

### Participant characteristics

Overall, a total of 9 interviews were conducted. Collected demographic information included age, level of education, and WIC participation status. Participants' ages ranged from 22 to 68 years with the average age being 34 years. Regarding level of education, most participants had either attended some college or had completed a college degree. Finally, six of the participants were enrolled in WIC at the time of the interview.

## Usability strengths

A total of 9 interviews were conducted via Zoom. Generally, participants perceived the features of Maya, the chatbot, to be useful and easy to use (Table 8). Usability strengths highlight the speed of information retrieved that was perceived as tailored to the user. Participants also found the wide array of features to be favorable. Participants provided positive feedback and expressed confidence regarding their ability to use Maya. Issues of usability were categorized as chatbot flow, formatting, amount, and type of information presented, chatbot location, communication with WIC staff and chatbot developers, accessing the main menu, chatbot association with WIC, and the target audience of certain questions. Within the listed identified categories below, the following key findings were identified. Some features that are perceived as useful (e.g., speed and amount of information provided) are an issue for some participants. Participants have a desire to communicate directly with a live person when experiencing difficulties. Formatting must be considered across various devices and screen sizes.

Table 8. Usability strengths of Maya were broken down into the categories of usefulness and ease of use.

Usability Strengths	Summary
Usefulness	<p>Summary:</p> <ul style="list-style-type: none"><li>• Participants liked that Maya helped them locate some information faster than searching the Texas WIC webpage.</li><li>• Participants appreciated Maya’s provision of hyperlinks</li><li>• Information that was tailored to the user such as the WIC clinics/grocery store locator was often cited as most useful</li><li>• The pre-programmed questions in the ‘Ask a question’ feature was helpful and prompted thoughtfulness amongst participants</li><li>• Participants mention that most other chatbots that they’ve used in the past had a very narrow scope and they liked the wide array of features and the speed that Maya offers</li></ul>
Ease of use	<p>Summary:</p> <ul style="list-style-type: none"><li>• Participants found Maya’s main menu to be intuitive</li><li>• Participants expressed confidence in their ability to navigate Maya without assistance</li><li>• Participants were able to successfully utilize the income eligibility feature</li></ul>

## Usability Issues

Maya’s usability issues fell into categories of chatbot flow, formatting, amount, and type of information presented, chatbot location, communication with WIC staff and chatbot developers, accessing main menu, chatbot association with WIC and the target audience of certain questions (Table 9).

Table 9. Usability issues discovered during interviews with users of Maya, the Texas WIC Chabot

Usability Issues	Summary
Issues	<p>Summary:</p> <ul style="list-style-type: none"> <li>• Participants were able to successfully utilize the income eligibility feature.</li> <li>• Some confusion on how to conclude one feature and then progress to another.</li> <li>• Formatting issues with how information was presented. (I.e., text cut off, currency glitches, etc.)</li> <li>• Repetitive information was occasionally presented.</li> <li>• Participants requested live chat feature for questions chatbot could not answer.</li> <li>• Some difficulty locating the chatbot on the Texas WIC homepage.</li> <li>• Desire to communicate feedback to app developers.</li> <li>• Participants confused WIC for other program websites. (SNAP, Texas 211, etc.)</li> <li>• Occasionally, users sped through and misread the information presented, causing them to select incorrect answers.</li> <li>• Amount and speed of information presented in a few features were overwhelming to some users.</li> <li>• Main prompts would block chatbot responses and force participant to toggle screen to view a response.</li> </ul>

Goal 3, Objective 3: Translate findings into specific recommendations for the refinement of the Texas WIC chatbot

*Method*

Recommendations were based on usability surveys and chatbot user interviews. The recommendations were collected at the conclusion of each phase of evaluations and presented to the Texas WIC staff (Table 10). Weekly meetings were held to facilitate ongoing applications of recommendations.

Table 10. Recommendations to future chatbot development

Recommendations	Summary
Recommendations based on usability surveys	<ul style="list-style-type: none"> <li>• Explore potential usability issues (see Goal 3, objective 2 Think Aloud study interviews).</li> <li>• Continue to utilize the UMUX-L and NPS surveys for usability collection.</li> <li>• Use the current scores as a benchmark.</li> <li>• Reanalyze UMUX-L and NPS 3 months after 2.0 launch.</li> </ul>

## Recommendations

## Summary

Recommendations based on interviews with chatbot users

- Participants found Maya’s main menu to be intuitive.
- Provide clarity on how to continue chat by adding prompts to encourage progress.
- If a user selects a new inquiry:
  - Automatically close any open inquiry logic.
  - Initiate the new inquiry logic.
  - Provide prompt to user that this change/logic has occurred.
- Ensure all information is presented in an easy-to-read format free of formatting errors and glitches.
- When user questions cannot be answered, provide link to live chat or call center number for further assistance.
- Add text such as “click here to chat” above chatbot icon on homepage for easy locating.
- Provide option to send feedback to chatbot developers.
- Provide an option to receive a follow up email of what was discussed with the chatbot (e.g., eligibility).
- Provide obvious ways to quit or cancel a chat session.
- Ensure chatbot dialog makes it obvious who the information is for. (e.g., foster parents)
- Limit the number of chatbot answers that pop up at a time to prevent overwhelming the user.
- Don’t present multiple chat responses too rapidly as this may overwhelm the user.

## Impact of the project

As of October 31, 2021, Maya the Texas WIC Chatbot had engaged in more than 50,000 conversations with visitors to the Texas WIC website. The chatbot has helped users complete a variety of tasks that would have otherwise been handled by local clinics or call centers, including appointment lookups, requesting card locks, completing eligibility screening, and beginning enrollment applications (Table 11). Additionally, local WIC staff have mentioned how easy the chatbot is to use to look up appointments and have used this feature to aid customer service.

When the chatbot project was originally proposed in 2017, Texas WIC did not have an online method to initiate contact with WIC. In this time frame, Texas WIC has implemented several online methods of communication in addition to the chatbot including an online “mini” application, myTexasWIC Shopping App, online surveys to request card locks and live chat online with WIC staff. Additionally, the chatbot first launched in June 2020, which was near the beginning of the pandemic. During this time, Texas WIC saw a substantial increase in call volume and online application submissions and volume has maintained at the increased levels to the present day. In the grant proposal, Texas WIC originally projected to see a decline in call

volume after the chatbot was deployed; however, with the pandemic, there are too many external factors for this decline to be realized. Call volume data from 2018 through 2021 is reported in Table 13.

While call volume did not decrease, Texas WIC clients and potential clients have another mode of communication with WIC that is in line with their preferred method of communication — online, text-based and available 24/7. They can get answers to their questions, look up their next appointment or figure out if they qualify, all while not having to wait on hold or wait for open hours of operation. Call volume is a metric we want to continue to monitor as more online communication tools are available to clients.

Table 11. High level chatbot analytics metrics from June 13, 2020 to October 31, 2021

Feature	Metric	
Chatbot Widget Clicks	83,344	
User Conversations	48,684	
Spanish User Conversations (Phase III, August 31 – October 31)	2,638	
Average session duration	0:54	
	Appointment Lookup	1:41
	Potentially Eligible	0:40
	Income Entry	2:25
Number of appointment lookups	8,714	
	Completed	5,130
	Canceled	49
	Incomplete	3,535
Most popular dialogs	FAQ	27,836
	Appointment Lookup	10,902
	Quick Intake	5,702

Feature	Metric	
Ask a Question	27,029	
Request Card Lock	3,251	
Eligibility Screening	5,564	
Start Application	3,124	
Number of potentially eligible	4,350	
Total questions asked	36,748	
Spanish questions asked	1,593	
New Clients	7,704	
Existing Clients	27,451	
Verified WIC Clients	4,527	
Top Question	How do I reload my WIC card?	1,082

Definitions:

- Widget click: user clicks on Maya popup, but does not engage
- Conversation: user replies to Maya at least once.
- Session Duration: the total (54 seconds) is a little skewed because several dialogs are single instances (QnA, Card Lock).
- Most Popular Dialog: this is looking at the number of times the user is asked what to do, not how many times a user activated it. This is mostly done to separate Ask A

Question and Total Questions Asked.

- Verified WIC Clients: a successful login using PAN
- Spanish Users: conversations with locale set to Spanish.

Table 12. Call center volume and participation rates

	2018 (Sept)	2019 (Sept)	2020 (Sept)	2021 (Sept)
<b>Participation in WIC</b>	713,446	688,729	671,528	677,580
<b>Call center volume</b>				
State Agency	3,765	3,765	5,410	5,565
LA001 City of Austin	5,027	5,085	7,508	5,366
LA026 Houston	8,860	8,929	8,664	11,974
LA033 El Paso	12,823	8,945	9,972	6,676
LA048 Harris County	13,573	17,935	18,845	17,728
<i>Total calls</i>	44,048	44,659	50,399	47,309
<i>Call to participant ratio</i>	0.062	0.065	0.075	0.070

## Lessons learned

### Flexibility with new technology

Some features in the grant proposal were not developed in the current phases in the chatbot. Due to technical limitations and feasibility, Texas WIC was unable to integrate with the Management Information System, TXIN/MOSAIC, and appointment management was not possible with the chatbot. However, the Texas WIC team brainstormed to determine what can still be accomplished and developed solutions within the bot framework to make the chatbot project a success. The chatbot is still a robust solution with many desired features for staff and clients even though the chatbot is different than the original conceptualized idea. For example, instead of appointment management, clients can look up their next appointment and the chatbot directs clients to contact their local office if they need to cancel or schedule. When working with a new and evolving technology such as chatbots, continued flexibility by staff is important to adapt expectations and keep the project moving forward in a positive direction.

### Phased approach

The Texas WIC team implemented a phased approach to develop and launch the chatbot. Desired features were identified, and the technically “easier” features were grouped together and launched in Phase 1. More technically difficult features, such as appointment lookup, were implemented in Phase 2.

Having the chatbot available in Spanish was something identified as very important by staff in the initial stages of staff research. However, it was not translated until Phase 3. This allowed the team to focus solely on the development of a new technology in English prior to translation, which was a substantial project on its own.

The 'Ask a Question' feature was launched in Phase 1 and is the simplest bot solution using Microsoft's QnA Maker and required little coding or development. If another WIC program desired to implement a chatbot quickly, a frequently asked question bot would be recommended as a starting point. Texas WIC's database for questions and answers is in Appendix D.

### Internal developer

For the chatbot development, Texas WIC hired a developer with the skillset necessary to build and develop a chatbot. Having an internal developer instead of a contracted vendor allowed for flexibility and close communication with the developer during the design and development stage.

### Online, real-time translation services not ready for public

In preparation for Phase 3, the developer researched and prototyped methods for online, automatic translation through Microsoft Translator. However, the prototyped translation was reviewed by the Texas Health and Human Services (Texas HHS) Translation Services Team and deemed not suitable for the public. The automatically generated translations can have mistranslations to the extent that it was not acceptable. This may be a viable option in the future or for multiple languages other than Spanish if the technology continues to improve. For our purposes of Spanish translation for Phase 3, Texas WIC used the translation team within Texas HHS.

### Flow charts

The flow charts developed for the chatbot were key to the project's success and can be found in Appendix B. The flow charts were created for each feature with a clear starting point, defined branches, and end points. This informed the development of the chatbot. This allowed the Texas WIC team to visualize and map out the conversation flow of each feature prior to development and coding.

In addition, having defined features presented as a menu up front, gives users a clear path for the conversation with the user's goals and outcomes in mind versus the user having to guess where the conversation is going or if the chatbot can even assist with their inquiry.

## Key findings and conclusions

### Key findings

1. Acceptance of the chatbot was high

The stakeholders and staff engaged in formative discussions demonstrated a high level of support for a Texas WIC chatbot (Goal 1, Objective 1). The general consensus in these early discussions was that a chatbot had potential to save staff and clients time by automating routine tasks (e.g., setting appointments and checking eligibility). Further, by streamlining the process of engaging with these tasks, staff also believed that the Texas WIC chatbot could help create a more positive client experience. A state-wide survey of Texas WIC staff, clients, and potential clients corroborated these findings, with most participants agreeing that a Texas WIC chatbot could be useful and could create more positive client experiences (Goal 1, Objective 2).

Once deployed, the Texas WIC chatbot was used often by visitors to TexasWIC.org, with 48,684 conversations completed as of October 31, 2021. Chatbot users who completed surveys post-conversation indicated that they found the chatbot usable and rated their experience satisfactorily. Satisfaction with the chatbot increased as the chatbot was refined based on user feedback (Goal 3, Objective 1).

## 2. User interviews were important to deep dive usability and refine the bot

The post-conversation surveys of the Phase 1 Chatbot indicated that, though users were generally satisfied with the chatbot, there was room to improve usability. A series of think-aloud interviews allowed a deep-dive into potential usability issues (Goal 2, Objective 2). Once these issues were addressed in the Phase 2 chatbot, post-conversation surveys demonstrated an increase in users' satisfaction with the chatbot. Further iterations of the chatbot can likewise be informed by usability metrics via end-user surveys and interviews.

## 3. Getting the tone right

When developing a chatbot, it is important to carefully consider its tone and conduct formative research among intended users. For the Texas WIC chatbot, market research and early input from staff and clients concluded that a potential chatbot should be friendly, personalize the experience for the use, and be direct (Goal 1, Objective 1). The state-wide survey expanded on these findings, with important insights into individuals' tolerance towards familiar tones (Goal 1, Objective 2). Specifically, survey findings indicated that development of the chatbot personality towards 'friendliness' should be undertaken with caution as respondents had strong negative reactions to the extremely casual persona. In contrast, a more formal personality was almost equally well-received by a warm, casual tone.

## 4. In house development team

The Texas WIC chatbot was developed by an in-house development team, led by a developer hired specifically for the purpose of this project. Working with an internal developer instead of a contracted vendor allowed for flexibility and close communication. For example, during the development process, bi-weekly work sessions with the development team were held to test, iterate, and exchange feedback on the chatbot. This level of close, flexible communication would provide difficult and costly when working with external vendors.

## 5. Flexibility with new technology

A flexible approach to technology development is essential, especially with products that require multiple points of integration with existing systems, as is the case with the Texas WIC chatbot. In the end, the chatbot that resulted from this project was not identical to the chatbot proposed in the original grant proposal. For example, due to technical limitations and feasibility, Texas WIC was unable to integrate with the Management Information System, TXIN/MOSAIC, and appointment management was not possible with the chatbot. By taking a flexible approach to chatbot development (enhanced by access to an in-house developer, see point above), the Texas WIC team was able to develop solutions that reduced the chatbot's reliance on system integration. For example, despite the inability for the chatbot to directly manage clients' appointments within TXIN/MOSAIC, the chatbot can help clients look up their next appointment and provide directions for how to cancel or schedule.

## 6. Take a phased approach to development

The ability for the Texas WIC team to be flexible with technical constraints and barriers was aided by taking a phased approach to development. Before beginning on development, the team identified and created detailed descriptions for all potential features. This enabled the team to identify and prioritize the technically "easier" features for the Phase 1 chatbot. This included the 'Ask a Question' feature, which was the simplest bot solution using Microsoft's QnA Maker and required little coding or development. Other WIC programs looking into quick chatbot development would do well to start with QnA Maker (additional resources in Appendix D).

By prioritizing the more straightforward features, the team was able to release and begin gaining user feedback on the chatbot while addressing barriers to the more complex features (e.g., appointment lookup, Spanish translations).

## Conclusion

The Texas WIC chatbot was well-received by staff and clients and usability metrics indicate high user satisfaction. The process of developing the chatbot highlighted organizational lessons that may be of use to other WIC programs interested in chatbot development, such as taking a phased, flexible approach to development and considering the use of an in-house development team. Overall, this project demonstrates a successful effort in developing and implementing a digital product aimed at improving clients' experience with WIC.

# Attachment A

Detailed survey results for Goal 1, Objective 2

## Appendix A: Goal 1, Objective 2 Survey results

### Phone versus texting behaviors

While planning chatbot development, a primary rationale was the hypothesis that prospective and current WIC clients would prefer to use messaging apps (e.g., chatbots) instead of making telephone calls (Figure 1). Indeed, the results of the survey indicated that >90% of respondents preferred texting to telephone calls. As texting is similar to using a chatbot, these results were an encouraging indicator of potential chatbot acceptance among WIC clients.

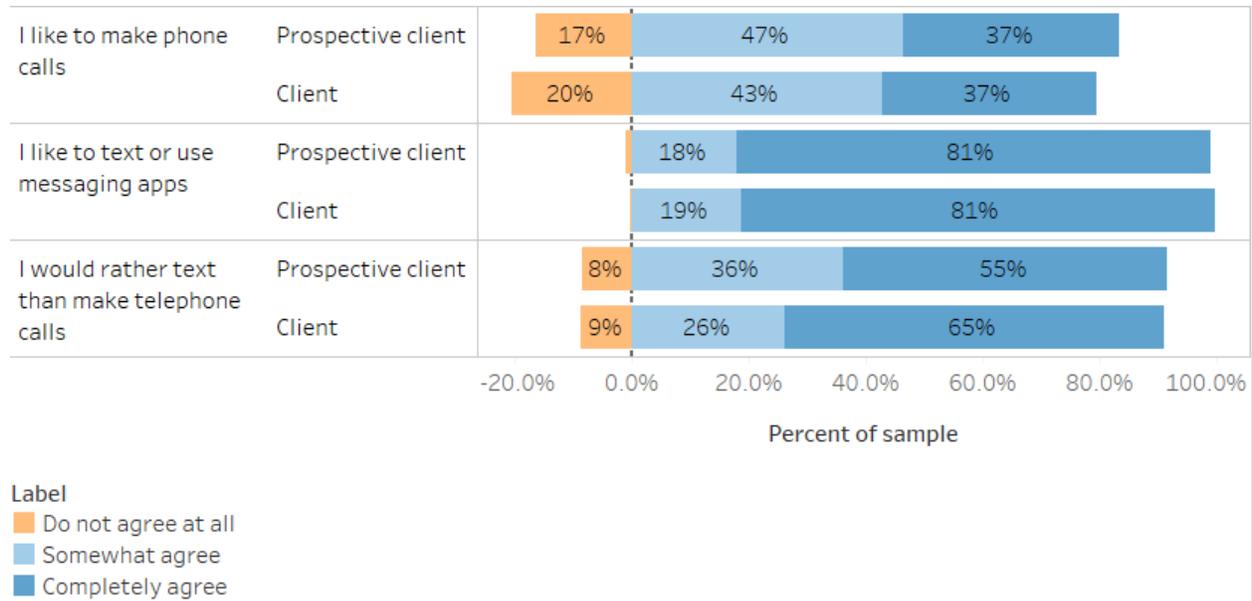


Figure 1. Communication preferences

### Technology acceptance constructs

#### Perceived usefulness

Perceived usefulness of a novel technology is defined as the subjective probability that the technology will help the prospective users achieve a given task. We used this construct to assess participants' beliefs about how useful they believed chatbots could be. As seen in Figure 2, almost all participants agreed or strongly agreed that, in general, chatbots are helpful in improving communication, specifically facilitating communication from convenient locations and at convenient times. Interestingly, WIC Directors appeared to be less likely to agree that chatbots made it possible to communicate at more convenient locations. One possible explanation is that WIC Directors, who tended to be older than other participants, may be more likely to be using chatbots using a computer, rather than a mobile phone. In addition, chatbots were perceived as being faster than other forms of communication.

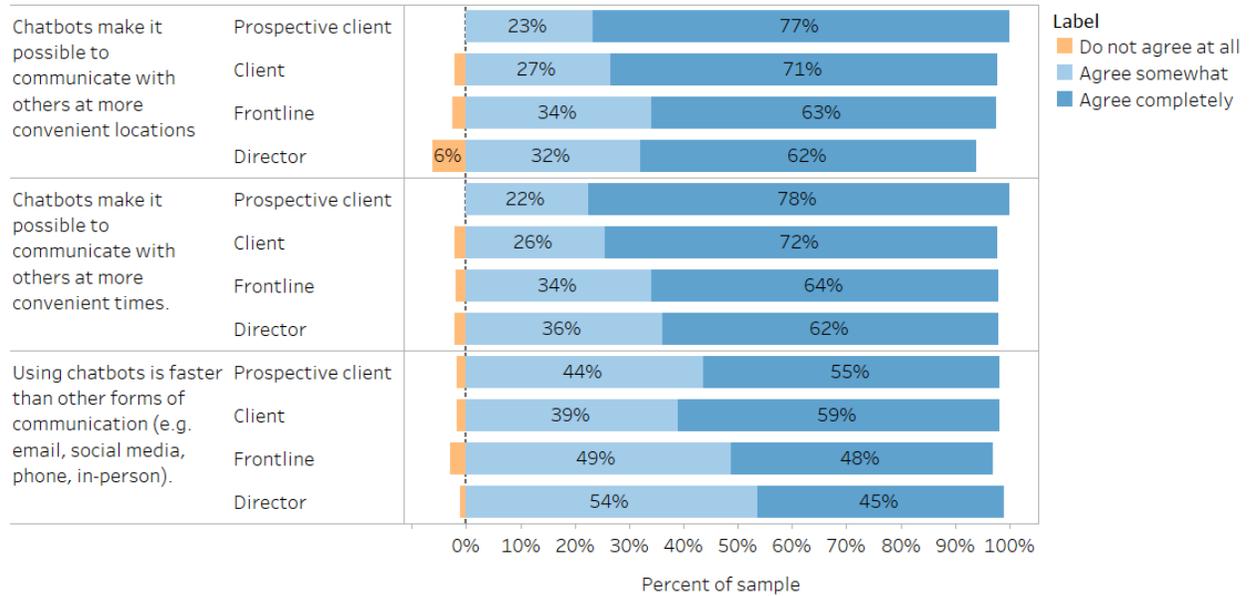


Figure 2. Perceived usefulness of chatbots

Perceiving a technology to be useful is an important antecedent to technology adoption. Therefore, these results are encouraging, suggesting that WIC staff, clients, and potential clients generally perceive chatbots as useful.

#### Perceived ease of use

Perceived ease of use is the degree to which a prospective user considers that a novel technology will be free of effort. Technologies that are perceived to be easier to use than others are more likely to be adopted. To measure this construct in relation to a potential chatbot, we asked the participants to respond to questions regarding how easy it is to use chatbots to communicate and find information (Figure 3). Please note that this question was reversed in order to maintain the validity of the survey tool used.

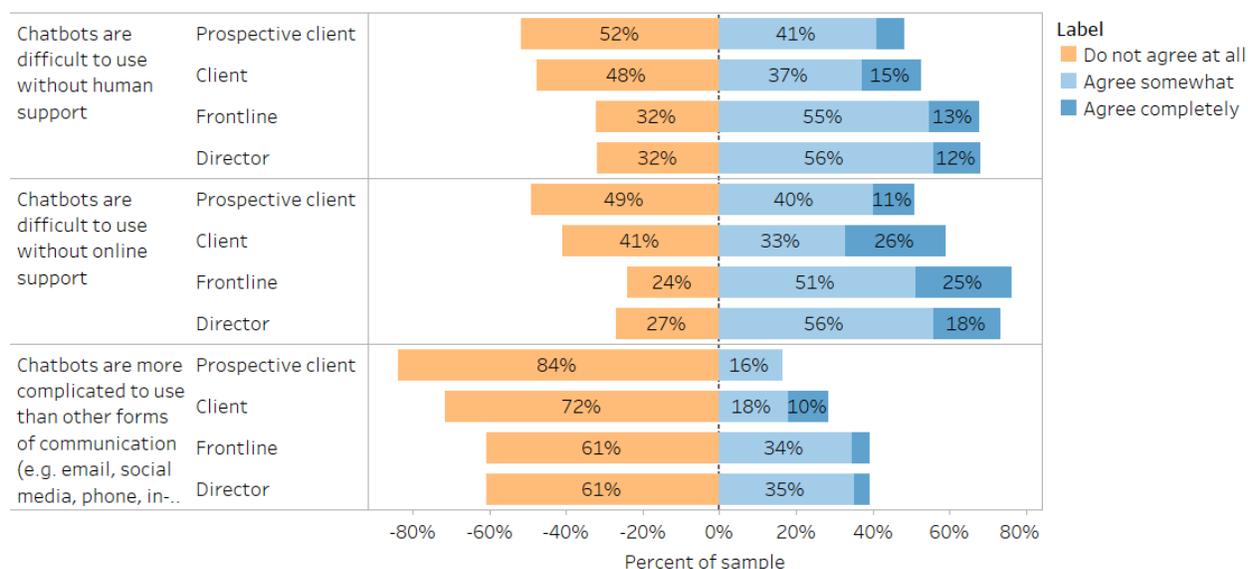


Figure 3. Perceived ease of use of chatbots

While most participants felt that chatbots are useful, fewer were convinced that they are easy to use. Belief that a technology is easy to use may predict successful adoption. Therefore, these results suggest that users may need education on how easy chatbots are to use.

Given that perceived ease of use often increases with familiarity with the technology, it may be advisable to introduce the WIC chatbot to staff well before it is rolled out to clients. Then, WIC staff can assure clients that the chatbot is easy to use. Further, interactions with a chatbot could begin with a simple statement that chatbots are “easy to use.” Additionally, making a short video or animation about how to use chatbots could help increase clients’ comfort with using chatbots.

### Digital literacy

In the context of these investigations, digital literacy refers to a spectrum of skillsets required to competently use a chatbot. This includes skills such as being able to browse the internet, download apps, and type on computer or phone keyboards. The survey asked prospective clients, clients, and WIC frontline staff and directors to indicate how confident they were in performing a set of technological tasks. In general, with the exception of creating a personal website, most WIC staff and clients were confident in their ability to use a myriad of technological interfaces (i.e. identifying the source of information provided on the internet, understanding the content of websites, using the internet on a smartphone, and using the internet to make telephone calls), messaging tasks (i.e. text messaging and using messaging apps), and chatbot-related tasks (i.e. using chatbots and messaging with customer service agents on websites) (Figure 4). Clients and prospective clients tended to report a higher level of confidence in performing some of these tasks, including using the internet to make calls and using messaging apps.

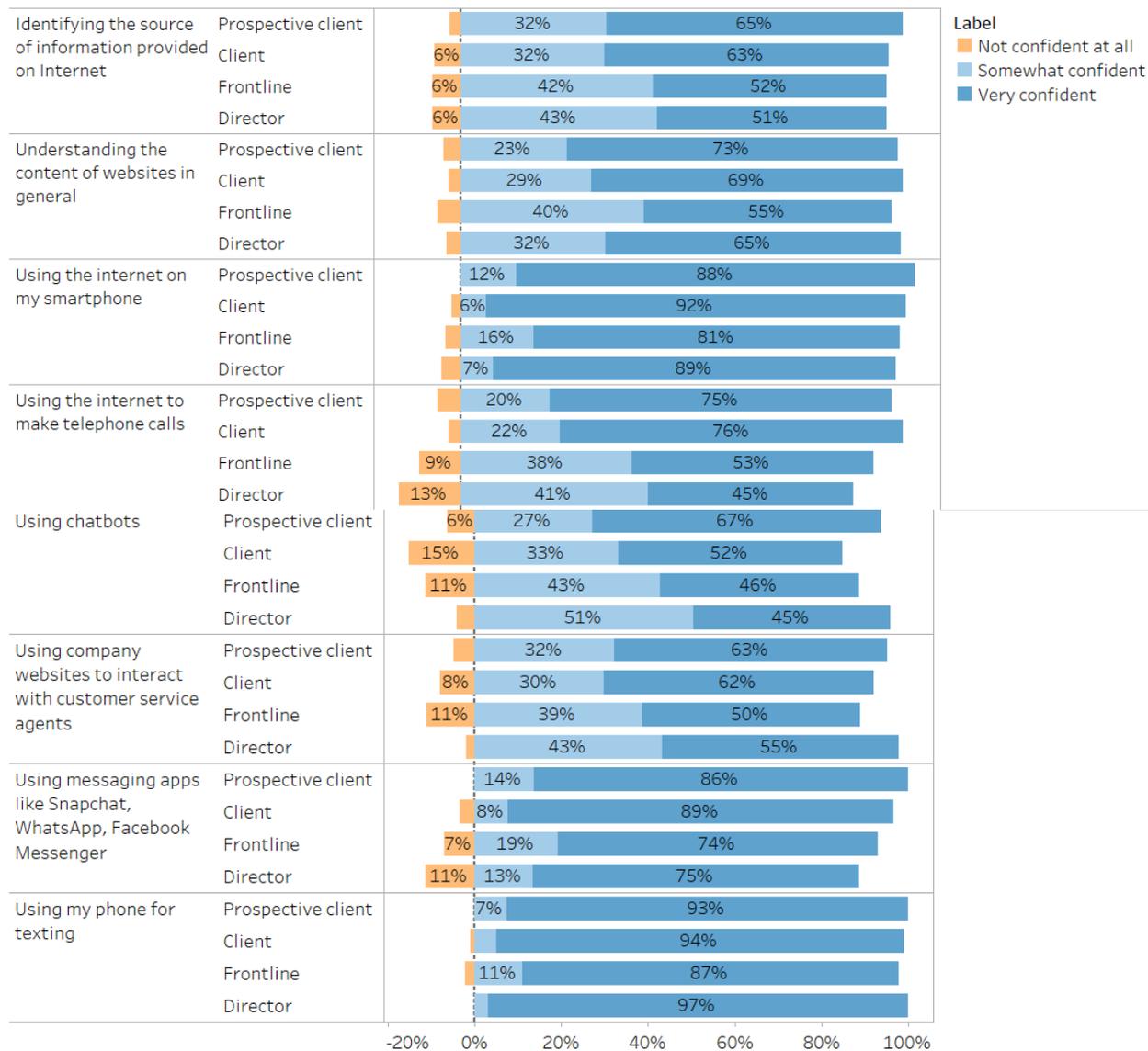


Figure 4. Self-evaluation of ability of digital literacy

In the staff-version of the survey, WIC frontline staff and directors' perceptions of the digital literacy of WIC clients was assessed by asking them to rate how confident they were in clients' ability to perform the same set of tasks. Notably, the staff-reported ratings of clients' digital literacy did not always align with clients' self-rating (Figure 5). Specifically, a small proportion of frontline staff and directors appeared to underrate clients' digital literacy for identifying sources of information on the internet, understanding website content, using the internet to make telephone calls, using chatbots, and interacting with customer service agents on websites.

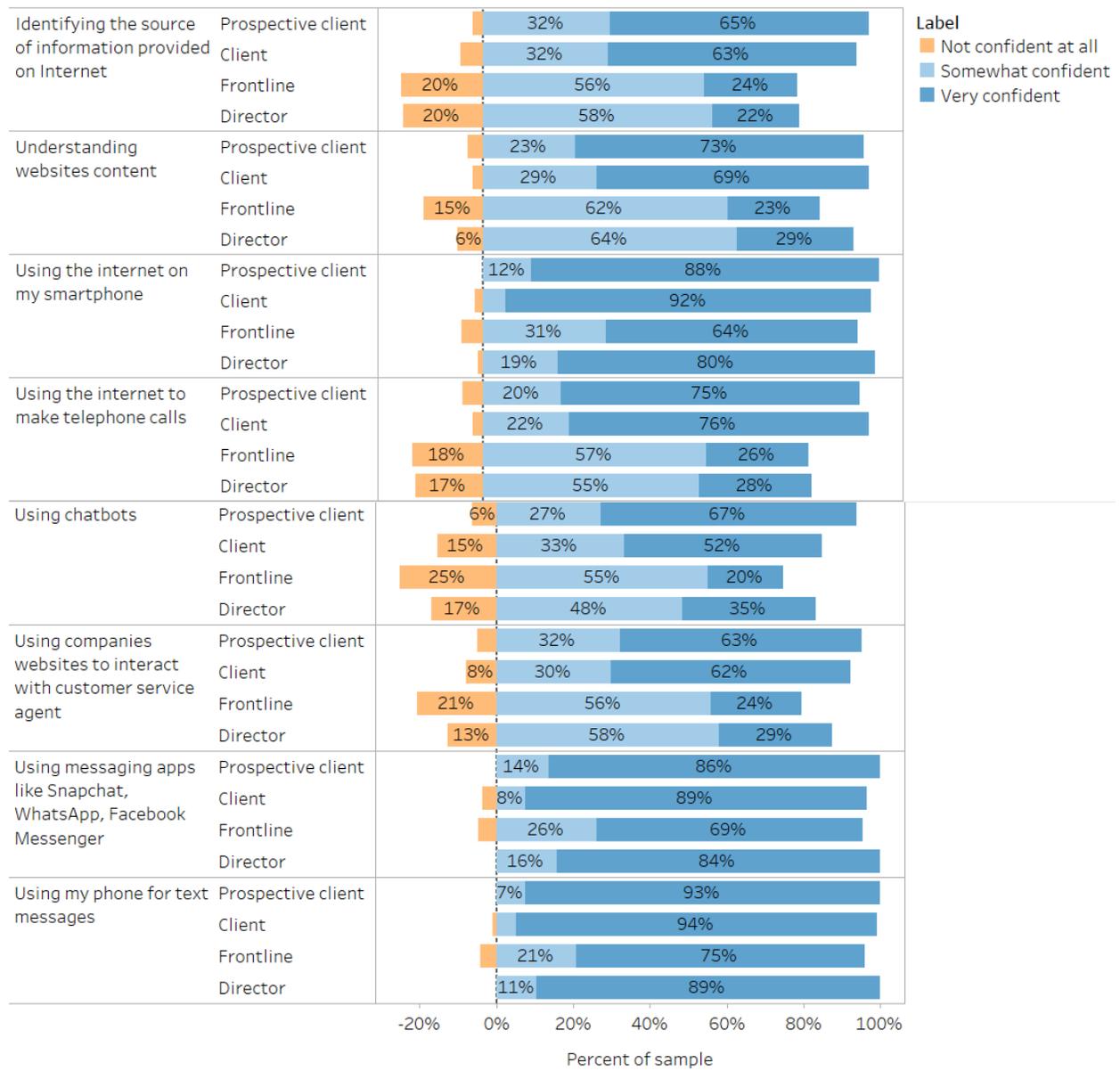


Figure 5. Staff-reported ratings of client digital literacy compared to clients' self-reported confidence rating

It is important to note that this survey did not objectively assess digital literacy, but instead relied on self-reported digital literacy. However, these findings suggested that some staff and directors' perceptions that clients may not be comfortable with technology could be a barrier to them recommending a chatbot to clients. Therefore, education and training for staff should include information that most clients rated their own ability to use chatbots relatively high. Providing this information may prevent staff from assuming that clients cannot use a chatbot, and therefore not recommending its use.

## Chatbot experience

Experience with related technologies increases the likelihood of a user adopting the technology. Therefore, we investigated the interviewed participants' experience with chatbot functions such as customer service, scheduling, and seeking information. Most of the respondents (i.e., prospective clients, clients, and WIC frontline staff and directors) were aware of chatbots, but fewer regularly used them (Figure 7). Respondents reported that they were more familiar with chatbots in the context of seeking information online and customer service functions than for purchasing or scheduling appointments. Interestingly, compared to current clients, prospective clients indicated that they had more experience with chatbots. As experience with a technology is an antecedent to adopting a technology, this suggested that chatbot functions targeting prospective clients (e.g., eligibility checks) could be more readily adopted.

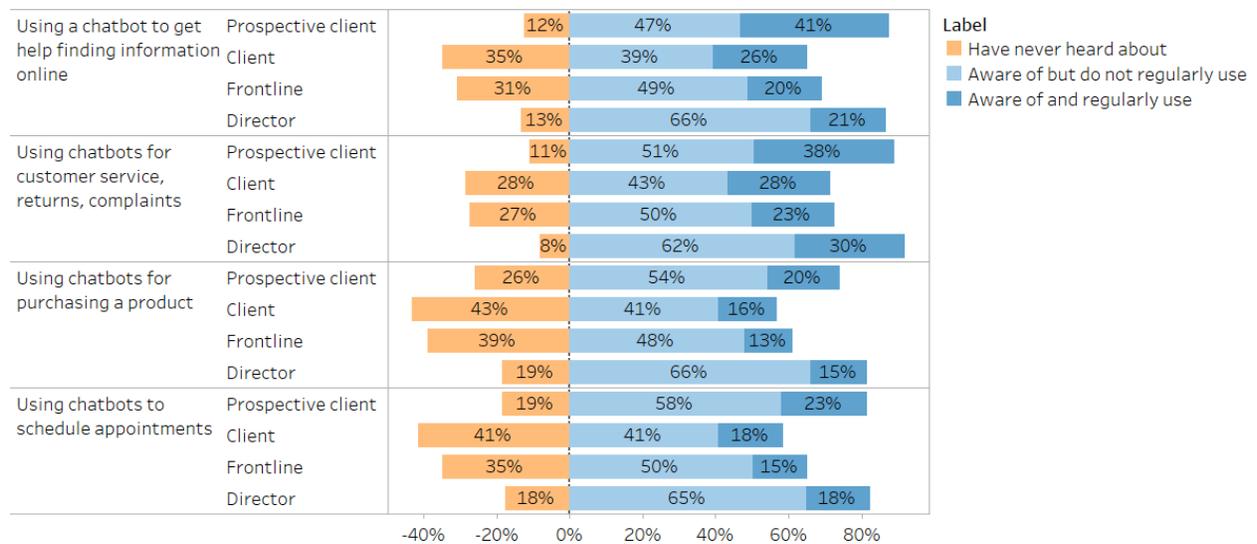


Figure 6. Experience using chatbots

## Affect and behavioral intent to use

In order to inform the design of the chatbot persona, clients and staff were presented with three sample chatbot conversations. Each conversation was presented with a different chatbot persona. The casual chatbot persona was based on the exploratory market research of Sherry Matthews Group (SMG). They audited popular chatbots to review common themes of branding, tone and personality of chatbots. SMG also had multiple phone conversations with WIC staff to mimic the WIC client experience. They then blended common chatbot features with the tone and personality of WIC staff to form the casual persona, Maya. From this persona, a chatbot with formal personality and an extremely casual personality were developed by the research team to include in the surveys.

Respondents' reactions to personas are given in Figure 7, Figure 8, and Figure 9. Generally, responses to the personas did not vary based on respondent type (i.e., current or prospective

client, frontline staff, directors). The most positive response was received by the casual persona, which was characterized by a warm professional tone. However, respondents responded almost equally positively to the formal persona, which was characterized by a neutral tone. The persona with the extremely casual personality was comparatively not well-received.

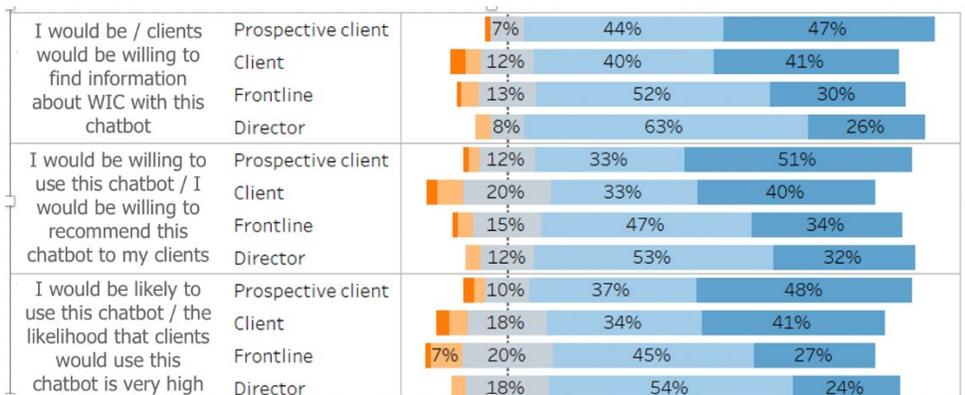
These findings suggested that, regarding chatbot personality, developers should err on the side of caution. Although participants appreciated the warm, casual tones, the formal personality was almost equally well-received. In contrast, respondents had strong negative reactions to the extremely casual persona.

In free-text comments, respondents stated that they preferred quick interactions and were willing to forgo personality flourishes in favor of efficiency. The free-text comments also contained some concern about providing personal information, with some respondents commenting that the personas were asking for personal information (e.g., birthdays) “too soon.” Therefore, we recommend that chatbot conversations clearly explain why personal information will be collected, how privacy concerns will be addressed, and provide alternative conversational flows for users who do not wish to provide personal details to the chatbot.

#### Formal persona survey results



Hi! I'm Jenna, the Texas WIC chatbot. I'm here to answer your questions about the WIC program.



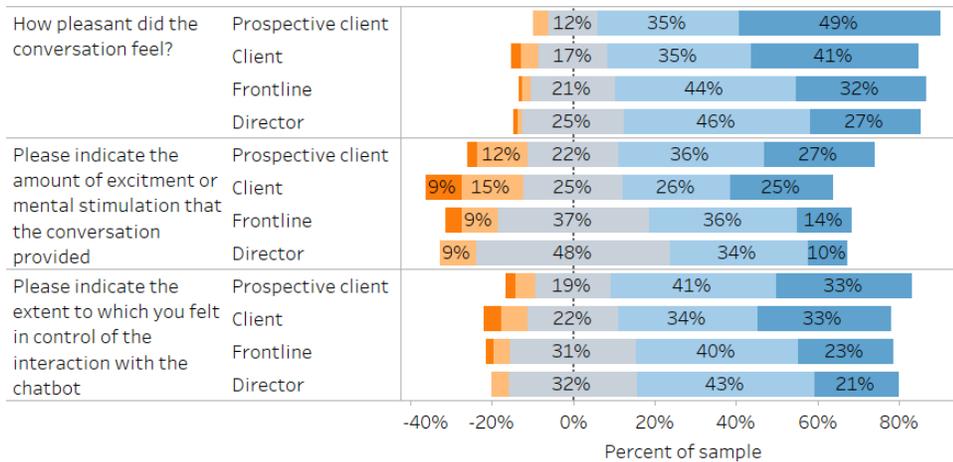
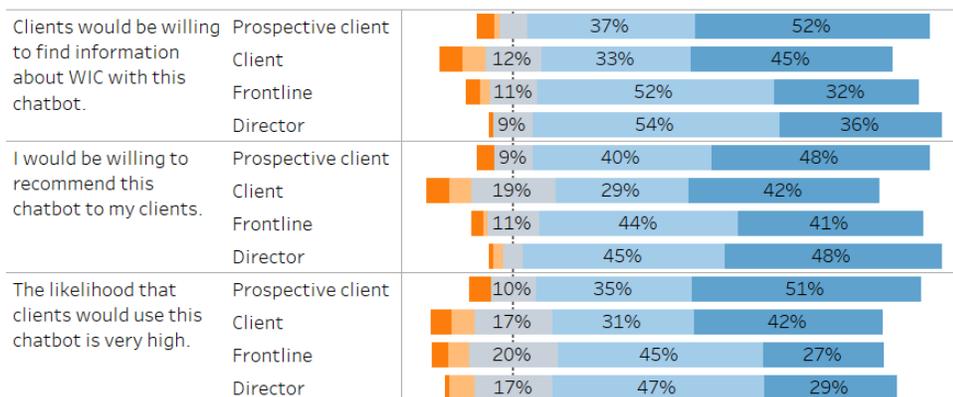


Figure 7. Perceptions of the formal persona

### Casual persona survey results



Hi there! I'm Maya, the Texas WIC chatbot. I'm here to answer your questions about WIC, the Texas nutrition program for pregnant and breastfeeding women and families with children younger than 5.



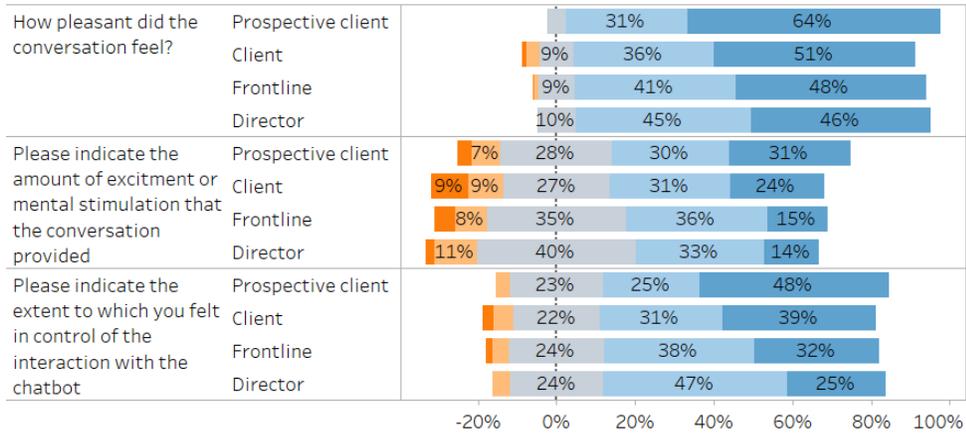


Figure 8. Perceptions of the casual persona

## Extremely casual persona survey results

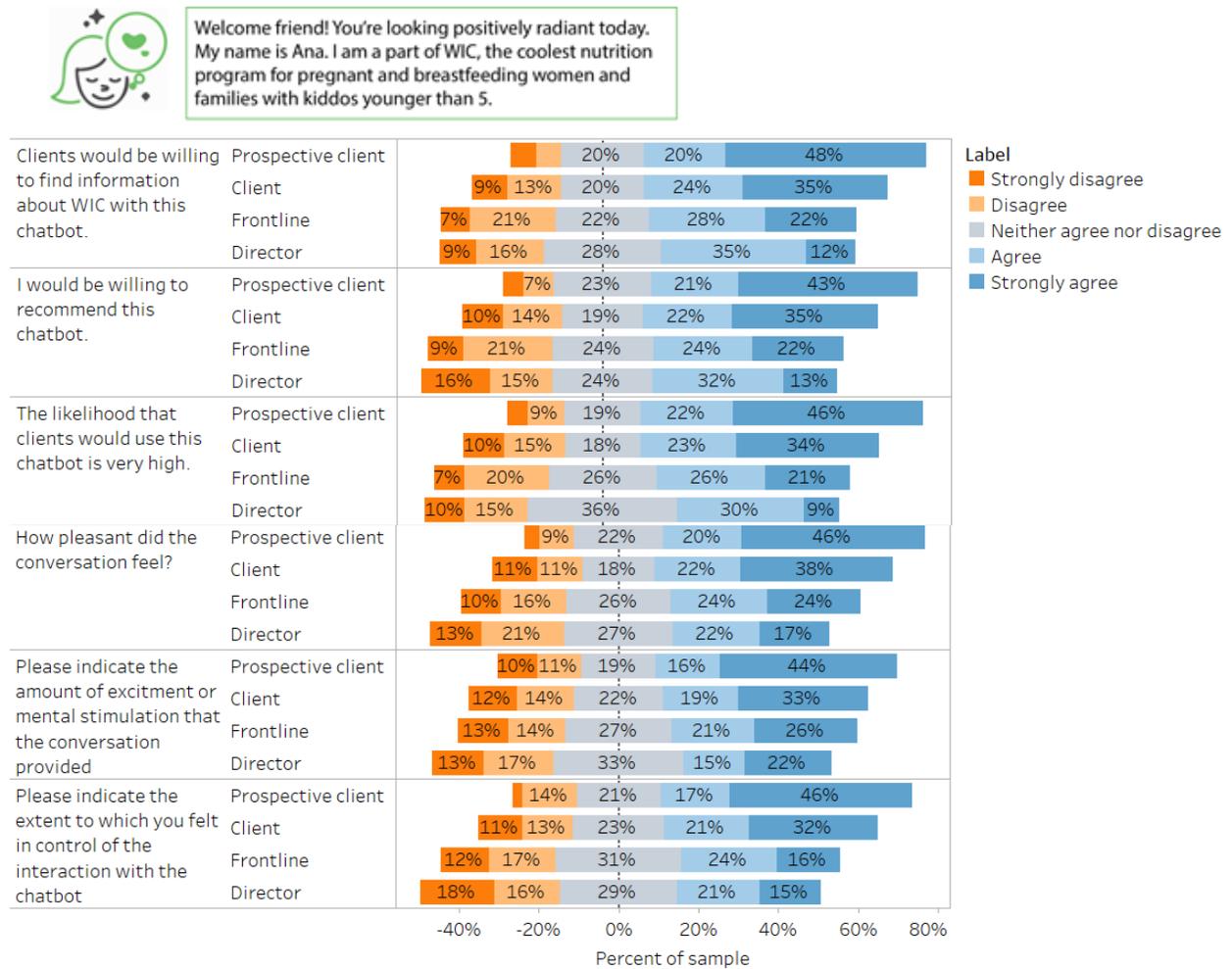


Figure 9. Perceptions of the extremely casual persona

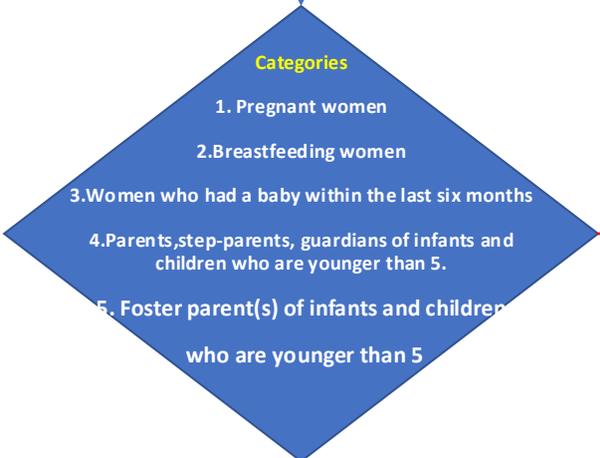
# Attachment B

Development Flowcharts

Hi, I'm Maya - the Texas WIC Chatbot.  
How can I help you today?  
**1. Start My WIC Application**  
**2. Do I qualify for WIC**  
**3. Report lost or stolen WIC card**  
**4. Find a WIC office.**  
**5. Find a grocery store**  
**6. Ask a question**

Session Starts

**Start My WIC Application**



NO

Not Eligible – Display Referrals

YES

Potentially Eligible

Email is sent to the user with Things to bring to appt. and any other Important Information if the email is provided

Email

1. APPLY NOW

Quick Intake URL



2. Continue

End of Apply Now Dialog

SURVEY

How may I help you today

Start Over



End Chat

Thank you Message and Session Ends

Hi, I'm Maya - the Texas WIC Chatbot.  
 How can I help you today.?  
 1. Start My WIC Application.  
 2. Do I Qualify for WIC.  
 3. Report lost or stolen WIC card  
 4. Find a WIC office.  
 5. Find a WIC grocery store  
 6. Ask a question

Session Starts

**Do I Qualify for WIC**

Are you re foster parent(s) of infants and children who are younger than 5

Not Eligible – Display Referrals

1. Pregnant women  
 2. Breastfeeding women  
 3. Women who had a baby within the last six months  
 4. Parents, step-parents, guardians of infants and children who are younger than 5

Potentially Eligible

Do you receive SNAP, TANF/ Medicaid Benefit.? YES Or NO

INCOME FLOW

Do you want to email the what to bring list.? YES/NO

Enter Email/ Validate Email

Start my WIC Application Online

End of Apply Now Dialog

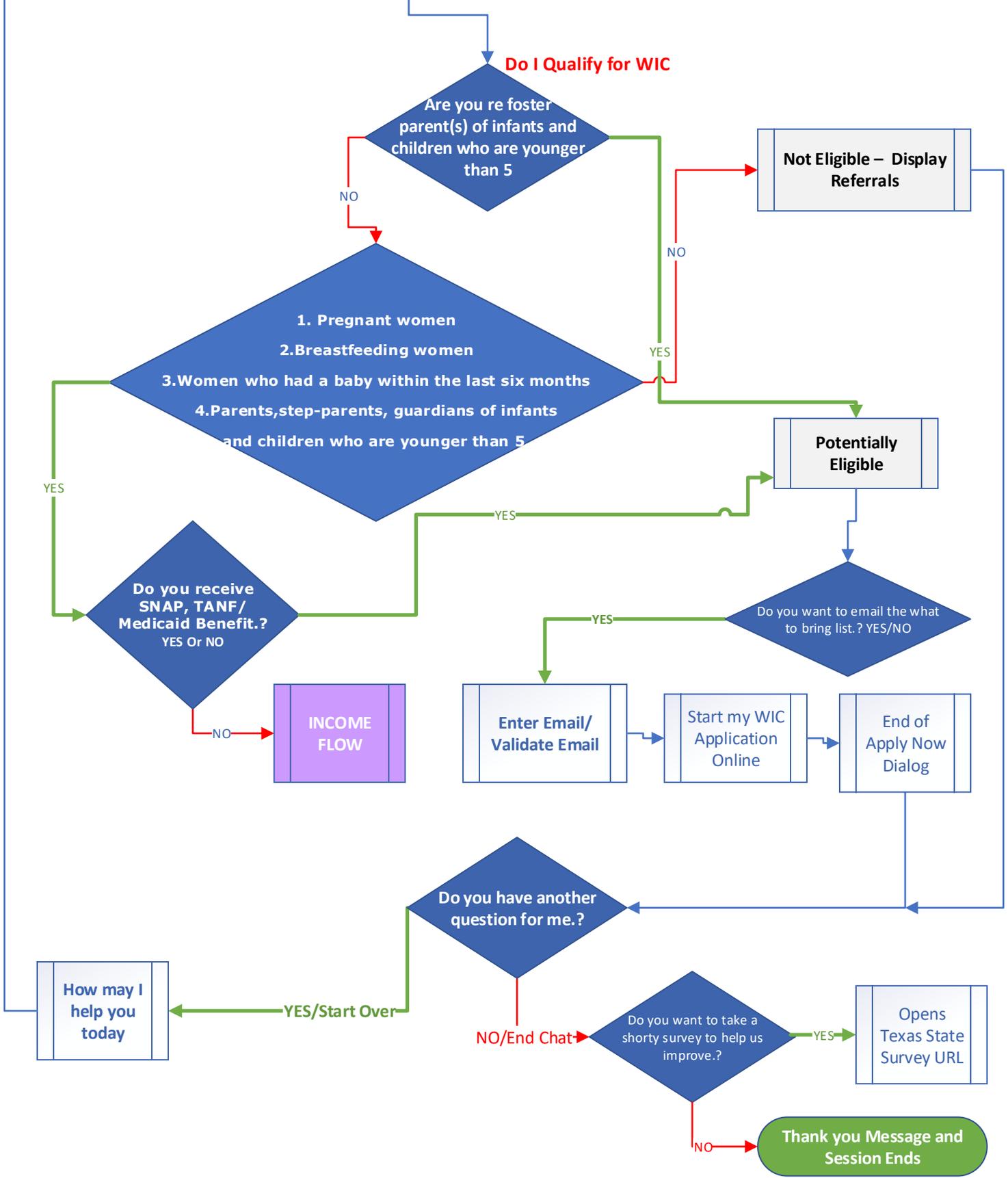
Do you have another question for me.?

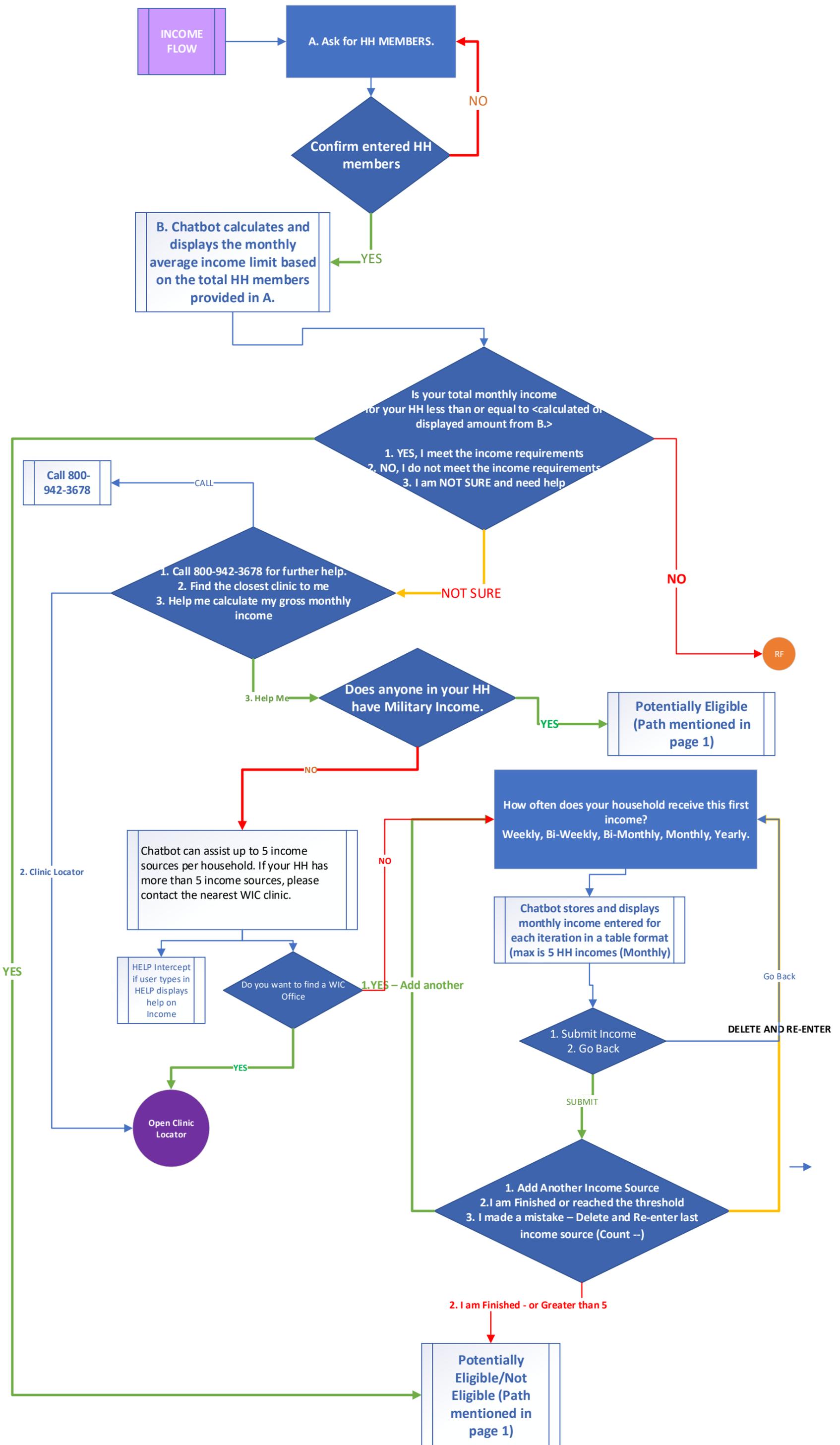
How may I help you today

Do you want to take a shorty survey to help us improve.?

Opens Texas State Survey URL

Thank you Message and Session Ends

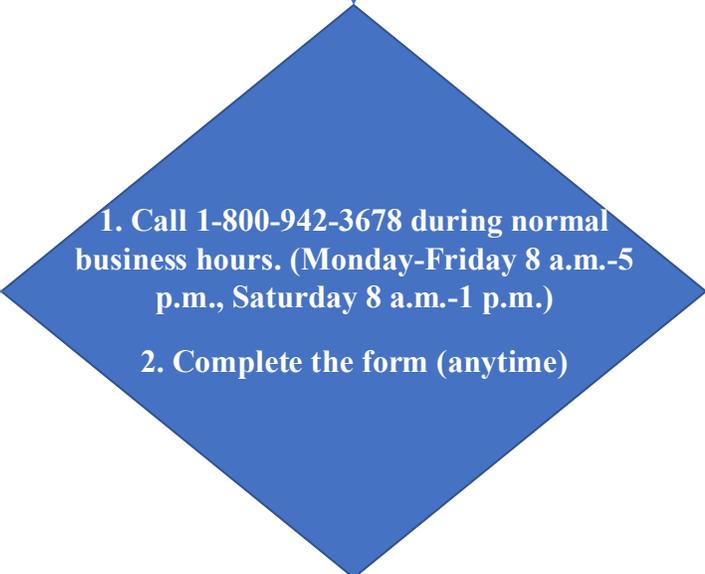




Session Starts

Hi, I'm Maya - the Texas WIC Chatbot.  
How can I help you today?  
1. Start My WIC Application.  
2. Do I Qualify for WIC.  
3. Report lost or stolen WIC card  
4. Find a WIC office.  
5. Find a WIC grocery store  
6. Ask a question

Report Lost or Stolen Card



CALL

Call Using PC or Phone

FILL FORM

OPEN [https://texaswic.az1.qualtrics.com/jfe/form/SV\\_d5uV64YNICAL0KF](https://texaswic.az1.qualtrics.com/jfe/form/SV_d5uV64YNICAL0KF)

SURVEY EMBEDDED IN THE URL

End of Card Lock Dialog

How may I help you today



YES/Start Over

No/End Chat

Thank you Message and Session Ends

Session Starts

Hi, I'm Maya - the Texas WIC Chatbot.  
How can I help you today? [Provide buttons on available options]

1. Start My WIC Application.
2. Do I Qualify for WIC.
3. Report lost or stolen WIC card
4. Find a WIC office.
5. Find a grocery store
6. Ask a question

Find a WIC office.

Enter ZIP OR Address

Possible Address Matches

3 WIC offices closest to the entered location should display.  
Clinic Name, Address  
Phone, Fax, Hours and Directions to Clinic  
SELECT one location

End of Locator Dialog

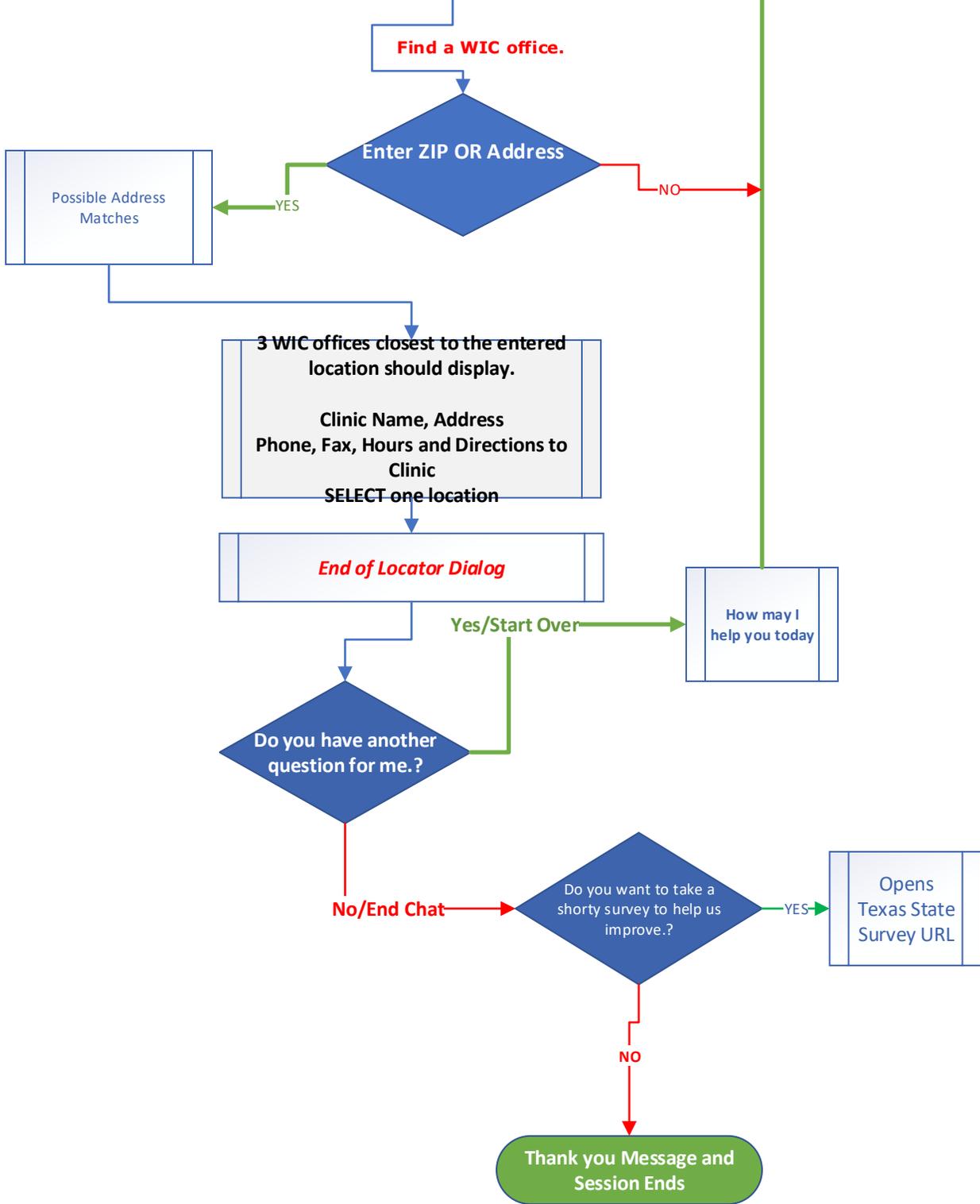
How may I help you today

Do you have another question for me.?

Do you want to take a shorty survey to help us improve.?

Opens Texas State Survey URL

Thank you Message and Session Ends



Session Starts

Hi, I'm Maya - the Texas WIC Chatbot.  
How can I help you today? [Provide buttons on available options]

1. Start My WIC Application.
2. Do I Qualify for WIC.
3. Report lost or stolen WIC card
4. Find a WIC office.
5. Find a grocery store
6. Ask a question

Find a grocery store

Enter ZIP OR Address

Possible Address Matches

3 WIC offices closest to the entered location should display.

Clinic Name, Address  
Phone, Hours and Directions to Clinic  
SELECT one location

End of Locator Dialog

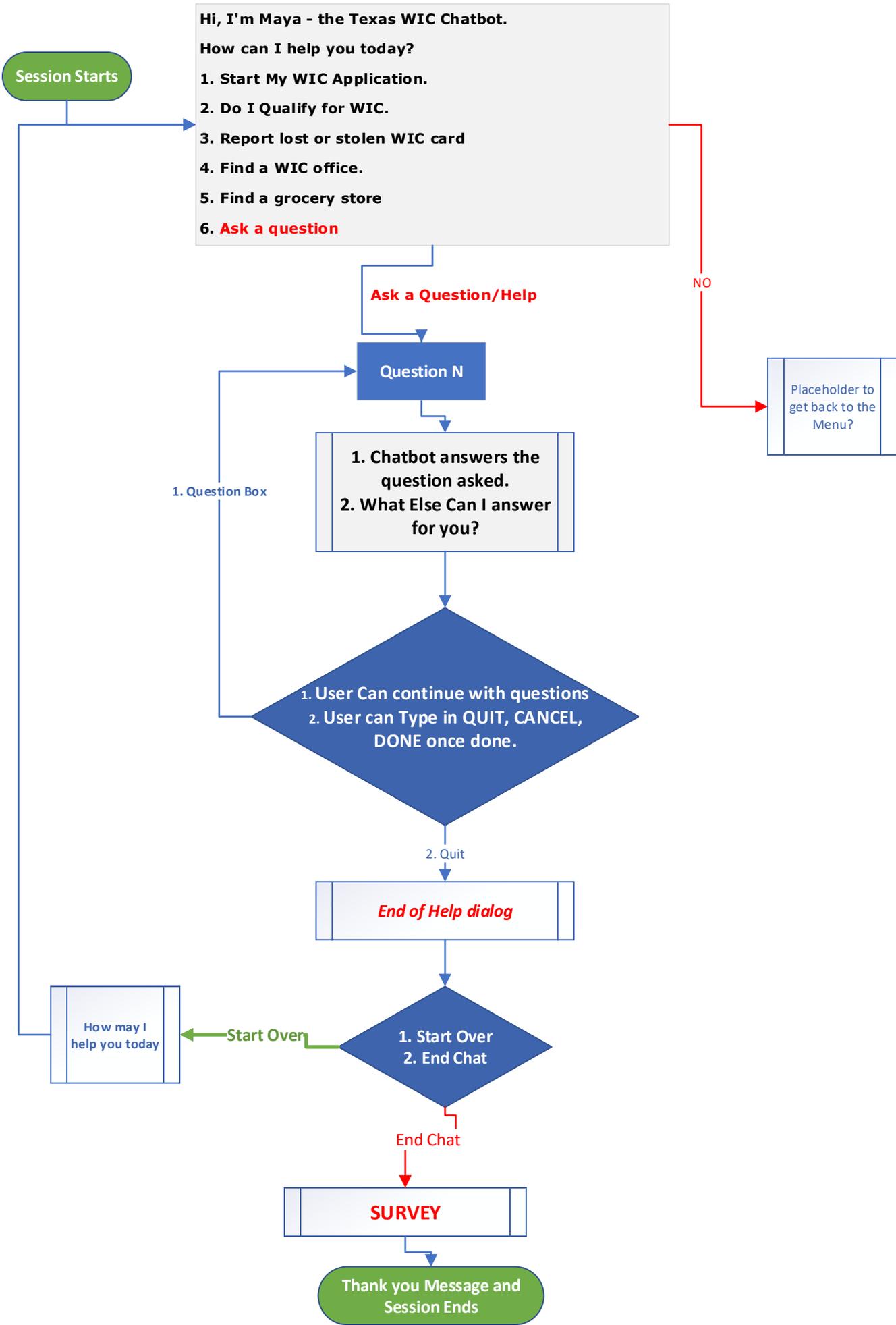
How may I help you today

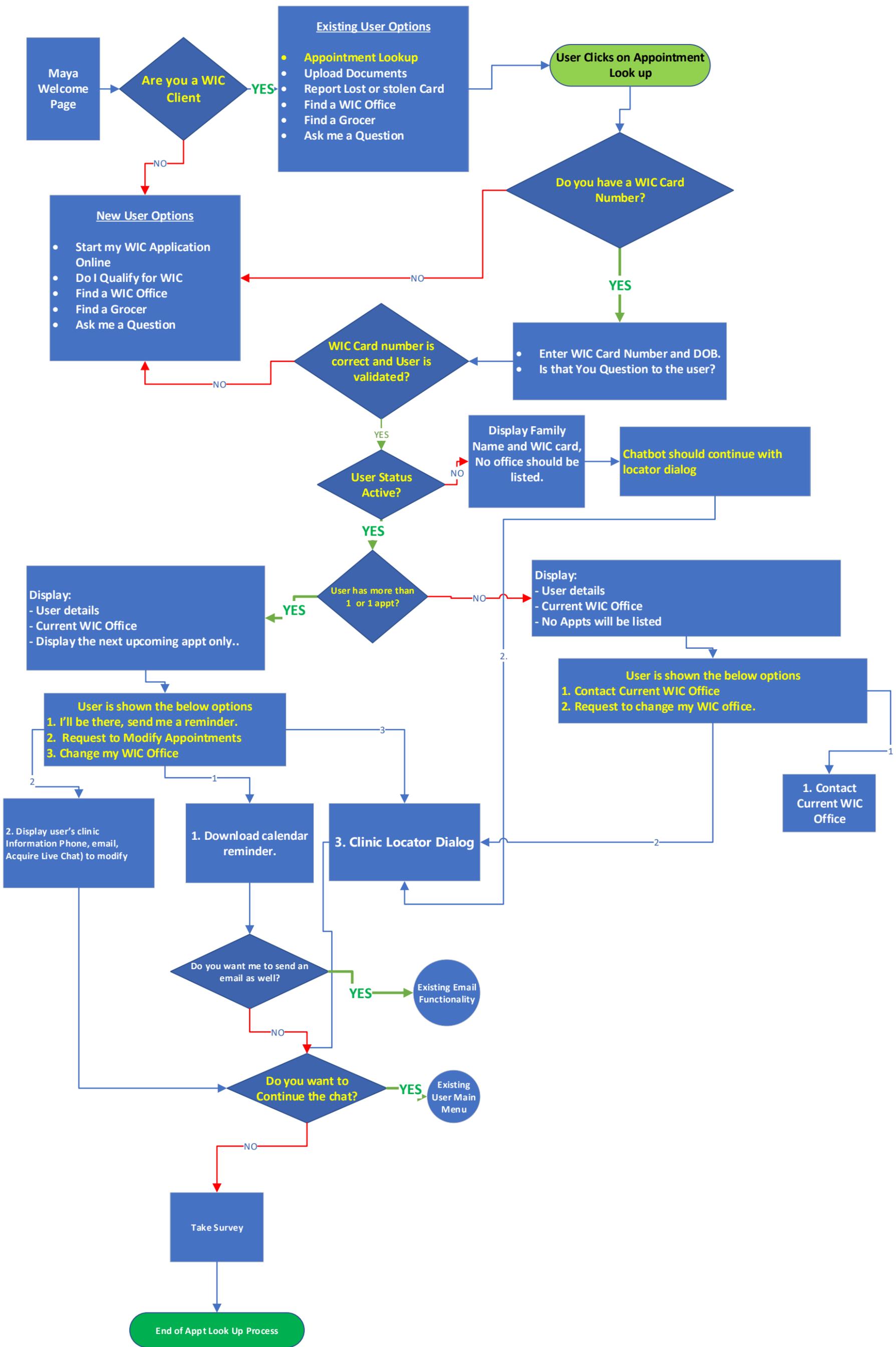
Do you have another question for me.?

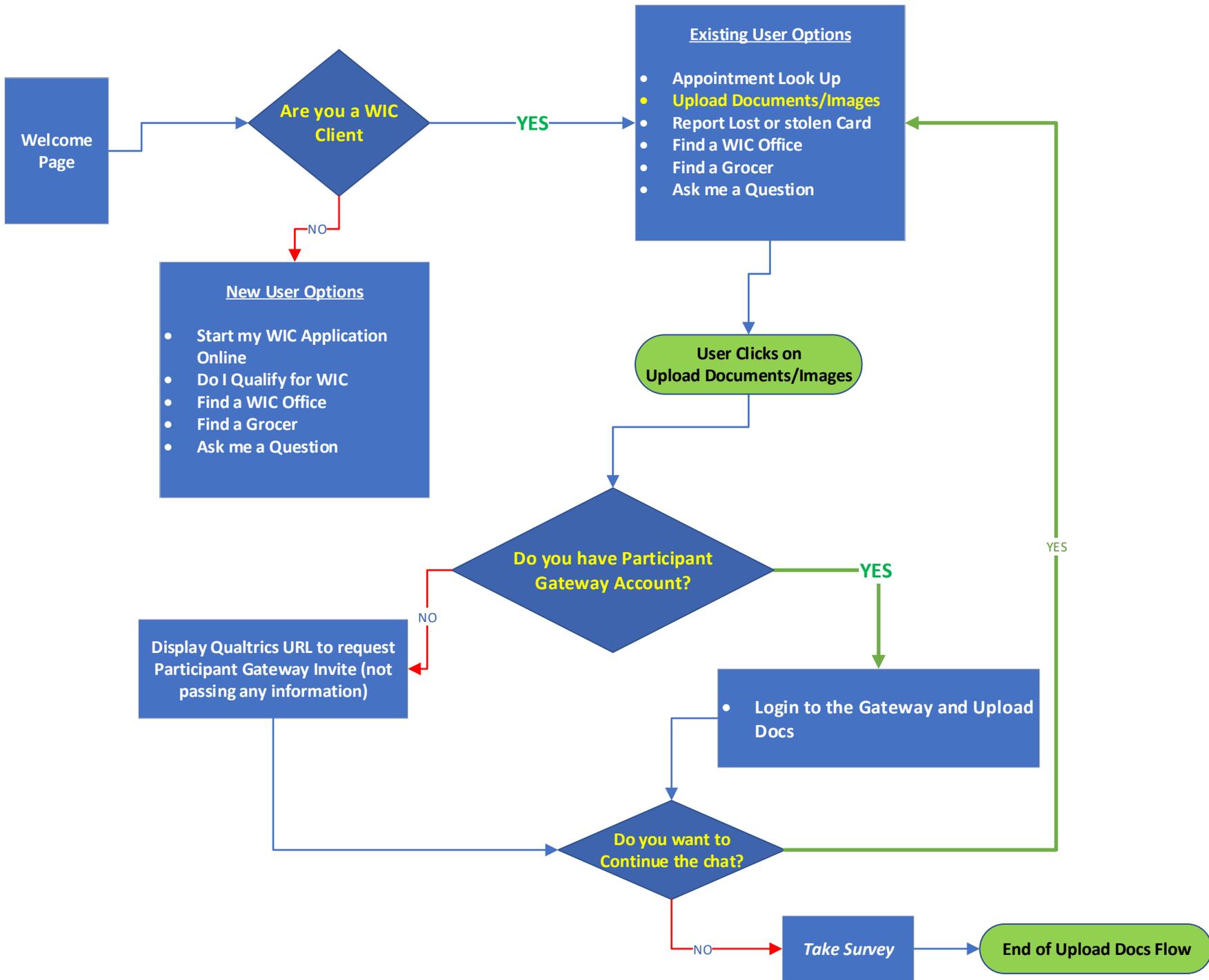
Do you want to take a shorty survey to help us improve.?

Opens Texas State Survey URL

Thank you Message and Session Ends







# Attachment C

Staff Chatbot Training Presentation



**TEXAS**  
Health and Human  
Services



Hi! I'm Maya

**PHASE**  
**2**

**Texas WIC Chatbot**  
**November 2020**



# What is a chatbot?

And who is Maya?



# A Chatbot is

- ▶ **Automated**

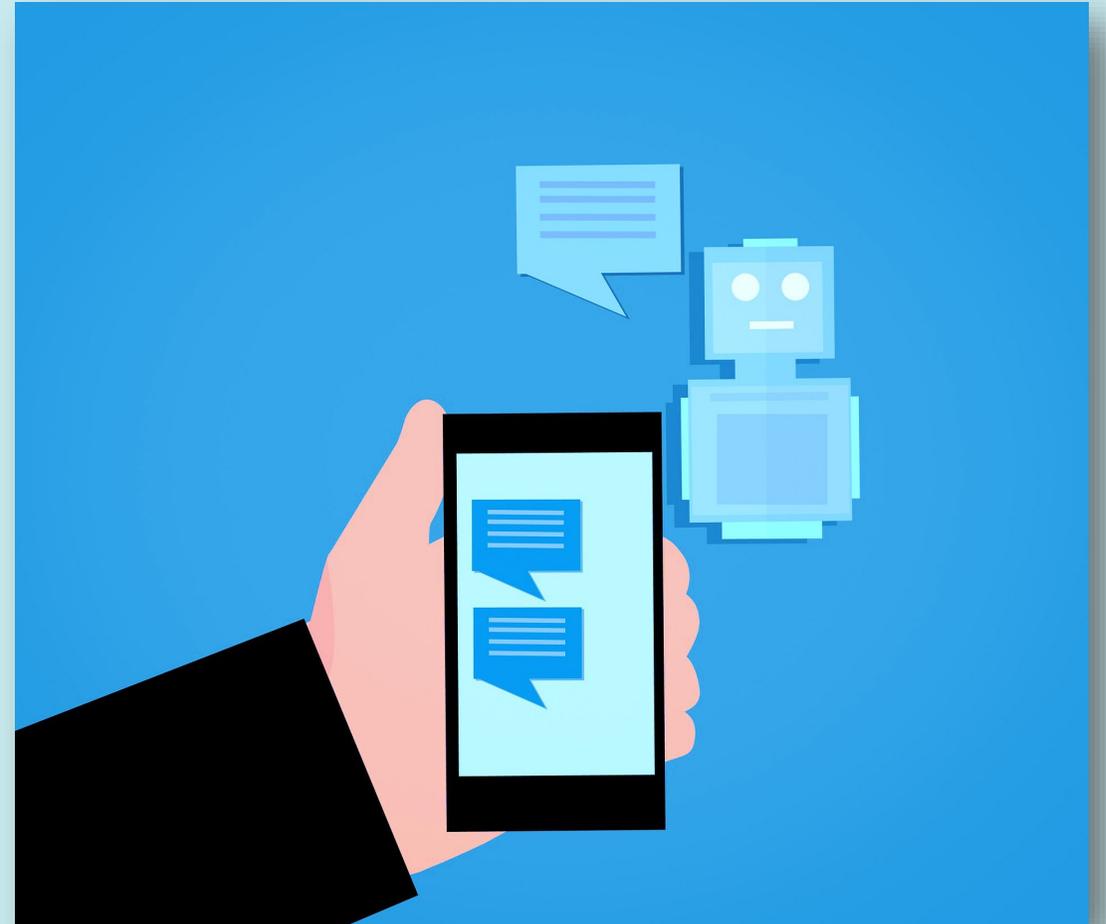
- ▶ There is no live person on the other end

- ▶ **Easy to use**

- ▶ Conversational - like texting
- ▶ No username or password to use
- ▶ No need to learn a new portal

- ▶ **Artificially intelligent**

- ▶ Gets better over time



# What will Maya do?

- ▶ Screen for eligibility
- ▶ Look up next appointment
- ▶ Submit request for Gateway invitation
- ▶ Submit lock card request
- ▶ Locate WIC offices
- ▶ Locate stores
- ▶ Answer common questions



Can I get WIC?

Let's find out. Are you pregnant or have a child under 5?



# Additional Information

- ▶ Does not input information in TXIN
  - ▶ Maya can “see” appointments in TXIN
- ▶ Optional tool for clients or potential clients
- ▶ Uses existing Qualtrics surveys
  - ▶ Start Now
  - ▶ Report lost or stolen card



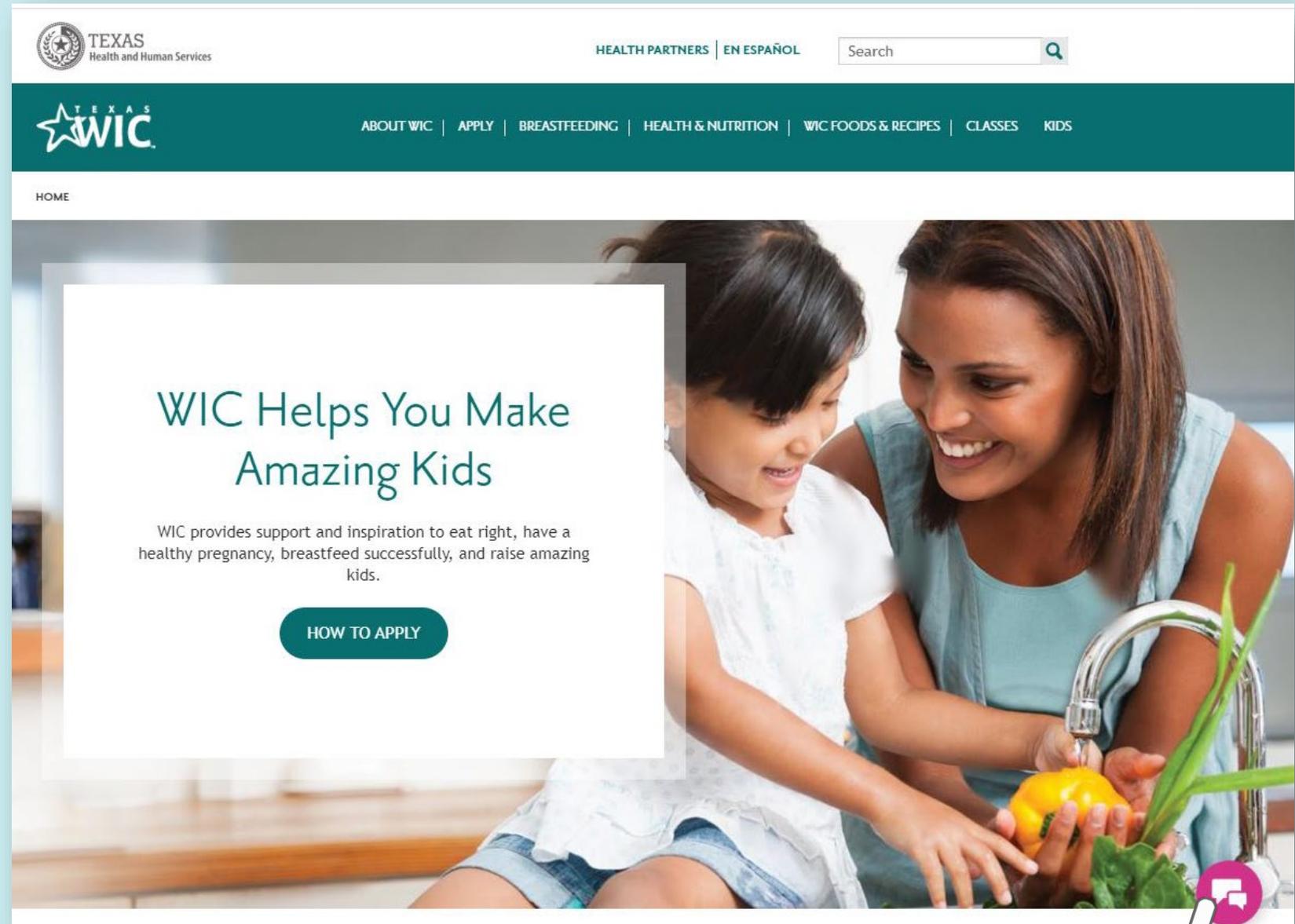
# Where will clients chat?

TexasWIC.org



# Desktop

- ▶ **Pink chat icon**
- ▶ **English only**
  - ▶ *Will not display on the Spanish side*
- ▶ **Every page of website**
  - ▶ *Except individual recipes*
- ▶ **Desktop and mobile**
  - ▶ *Not on IE*





HOME

# WIC Helps You Make Amazing Kids

WIC provides support and inspiration to eat right, have a healthy pregnancy, breastfeed successfully, and raise amazing kids.

HOW TO APPLY



Maya, The Texas WIC Chatbot

Close 

### Tell us about your Chatbot experience



WIC-maya-test-wicwic



Hi there! I'm **Maya**, the Texas WIC chatbot.

I'm here to answer your questions about WIC, the Texas nutrition program for pregnant and breastfeeding women and families with children younger than 5.



How can I help you? You can click on any menu options or type the options freely.

Start my WIC application online

Do I qualify for WIC?

Report lost or stolen WIC card

Find a WIC office

Find a grocery store

Ask a question

Just now

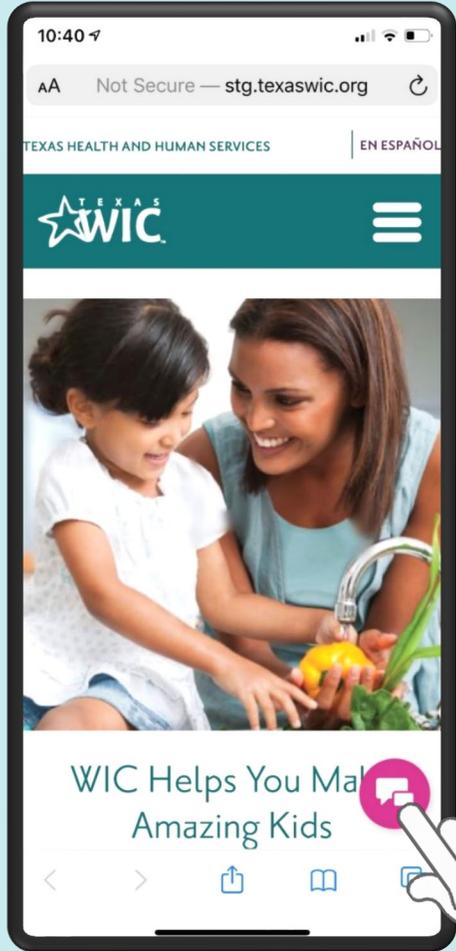
Type your message



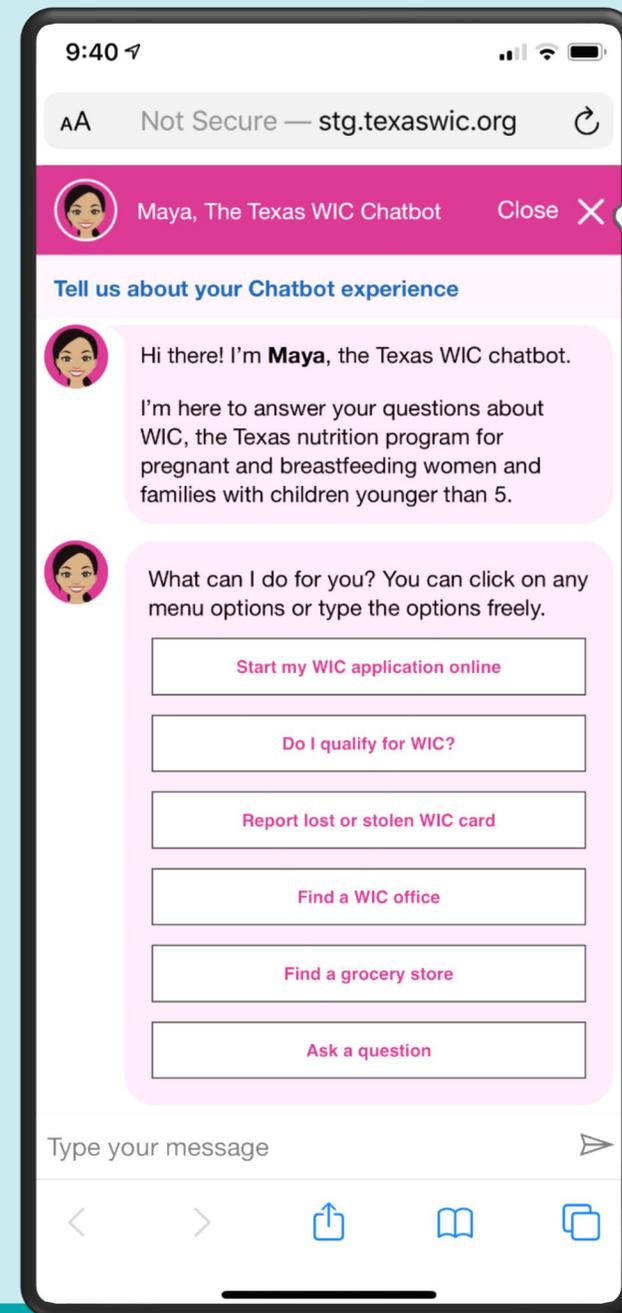
# Desktop view when open



# Mobile View



When someone clicks on the chat icon, the chat fills up the entire frame of the phone.



Close and return to website



# Menu

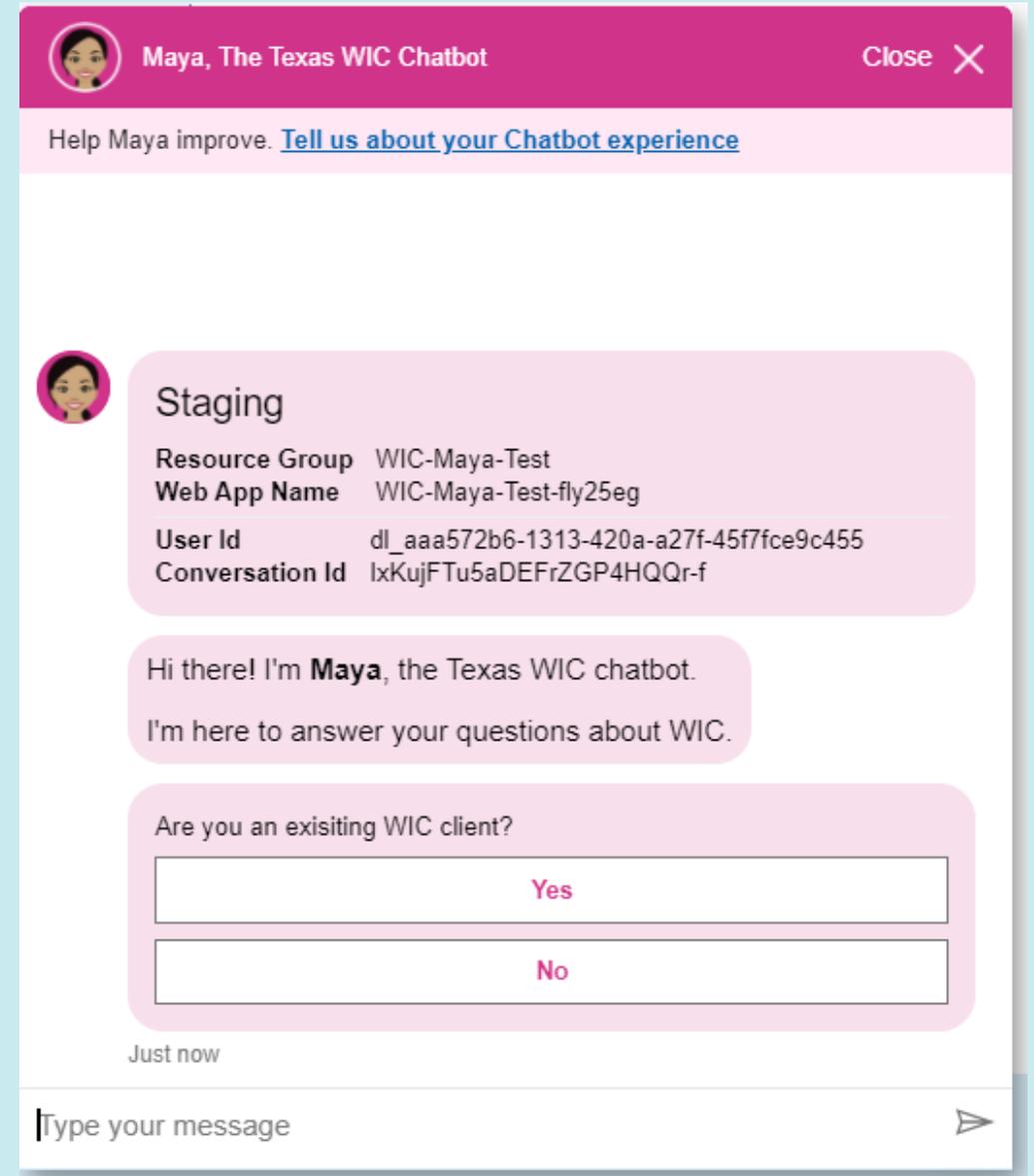
Current and potential clients



# Greeting

Maya will first ask if they are a current WIC client.

The menu will be different depending on the answer



The screenshot shows a chatbot window titled "Maya, The Texas WIC Chatbot" with a "Close" button. Below the title bar, there is a link: "Help Maya improve. [Tell us about your Chatbot experience](#)".

The chatbot's message is displayed in a pink bubble with a small profile icon of Maya. The message content is:

**Staging**

Resource Group WIC-Maya-Test  
Web App Name WIC-Maya-Test-fly25eg  
User Id dl\_aaa572b6-1313-420a-a27f-45f7fce9c455  
Conversation Id lxKujFTu5aDEFrZGP4HQQr-f

Hi there! I'm **Maya**, the Texas WIC chatbot.  
I'm here to answer your questions about WIC.

Are you an existing WIC client?

Yes

No

Just now

At the bottom, there is a text input field with the placeholder "Type your message" and a send button icon.



# Quick Overview

## Potential Client

Start my WIC application online

Start Now survey

Do I qualify for WIC?

1. Income screening  
2. Start Now survey

Find a WIC office

Clinic Locator

Find a Grocery Store

Store Locator

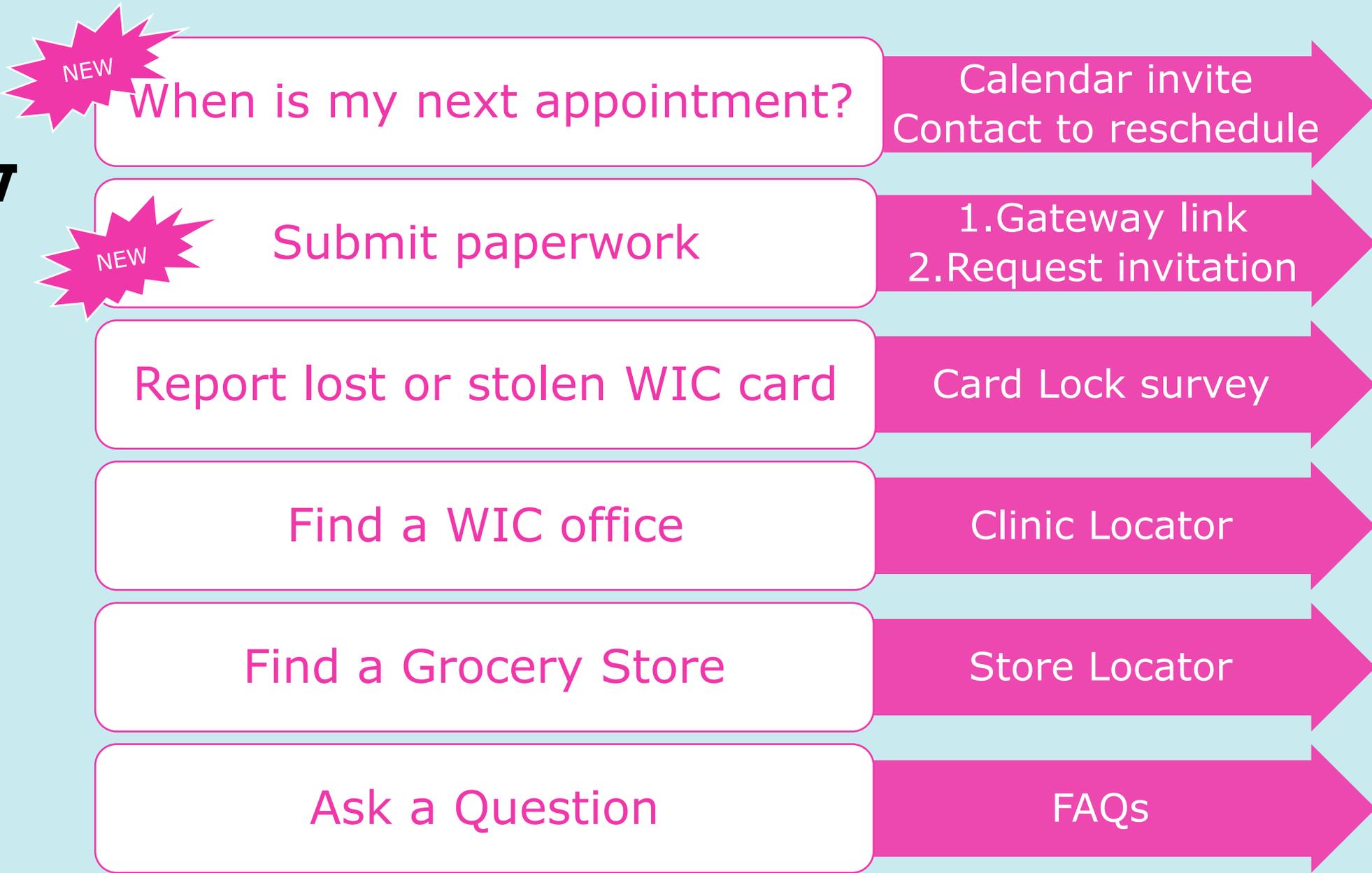
Ask a Question

FAQs



# Quick Overview

# Current Client



# Features

What will Maya do?



# When is my next appointment?

Current clients only

Appointment lookup in TXIN

PHASE

2

NEW



# When is my next appointment?

- ▶ Clients must have:
  - ▶ WIC card number
  - ▶ Parent/Guardian (endorser in TXIN) date of birth

Maya, The Texas WIC Chatbot Close X

Help Maya improve. [Tell us about your Chatbot experience](#)

Report lost or stolen WIC card

Find a WIC office

Find a grocery store

Ask a question

45 minutes ago

When is my next appointment?

Just now

Sure, I can help you with that. I will need some information first.

Do you have a Texas WIC card?

Yes

No

Just now

Type your message



# When is my next appointment?

DOB can be entered in many formats that Maya understands

NO

A minute ago

Yes

A minute ago

Great! What is your 19-digit WIC card number?

A minute ago

5077171042509094023

A minute ago

What is the parent or guardian's date of birth?

A minute ago

10-19-92

A minute ago

Great. I found a match!

Now, I just want to make sure I have the right WIC client. Is the information that I've included below correct for you?

<b>Family Name</b>	McClain
<b>Texas WIC Card</b>	5077171042509094023
<b>Parent/Guardian DOB</b>	Oct 19, 1992

Yes

No

A minute ago

Type your message



# When is my next appointment?

## WIC card and DOB match

- ▶ Maya will ask client to confirm the information is correct



The screenshot shows a chat interface with a white background and a teal header. At the top right, there is a teal speech bubble containing the word "Yes" and the text "Just now" below it. The chat history consists of several messages:

- A teal message from the user: "5077171042509094023" with "Just now" below it.
- A pink message from Maya: "Great! What is your 19-digit WIC card number?" with "Just now" below it.
- A teal message from the user: "5077171042509094023" with "Just now" below it.
- A pink message from Maya: "What is the parent or guardian's date of birth?" with "Just now" below it.
- A teal message from the user: "oct 19 92" with "Just now" below it.
- A pink message from Maya: "Great. I found a match!"
- A pink message from Maya: "Now, I just want to make sure I have the right WIC client. Is the information that I've included below correct for you?"
- A pink message from Maya containing a table of information:

<b>Family Name</b>	McClain
<b>Texas WIC Card</b>	5077171042509094023
<b>Parent/Guardian DOB</b>	Oct 19, 1992
- A pink message from Maya containing two buttons: "Yes" and "No".
- A pink message from Maya: "Just now" below the buttons.

At the bottom of the chat, there is a text input field with the placeholder "Type your message" and a teal send button on the right.

# When is my next appointment?

- ▶ Maya displays the location, date and time of next appointment
- ▶ Clients have 3 options
  1. Request calendar invite
  2. Request to change appointment
  3. Request to change location

A minute ago

Just now

Yes

Family Name McClain  
Texas WIC Card 5077171042509094023  
Your Current WIC Office  
**126-01 FAITH MISSION WIC PROGRAM**  
100 S CHAPPELL HILL ST STE 101  
BRENHAM, TX 77833

Your Next Appointment is:

**Make Up Classes**  
Thursday, Apr 29, 2021 1:30 PM

What would you like to do?

This works for me! Please send me a calendar invite

Request to change my appointment

Request to change my WIC Office

Just now

Type your message

2 minutes ago

This works for me! Please send me a calendar invite

A minute ago

Great! You can download the invite below and add it to your calendar.

My WIC Appointment.ics

Do you want me to send you an email, too?

Yes

No

A minute ago

Yes

A minute ago

Awesome. What is your email address?

A minute ago

jessica.leyendecker@hpsc.state.tx.us

A minute ago

Just sent! You should have an email from me, Maya the Texas WIC Chatbot, in your inbox

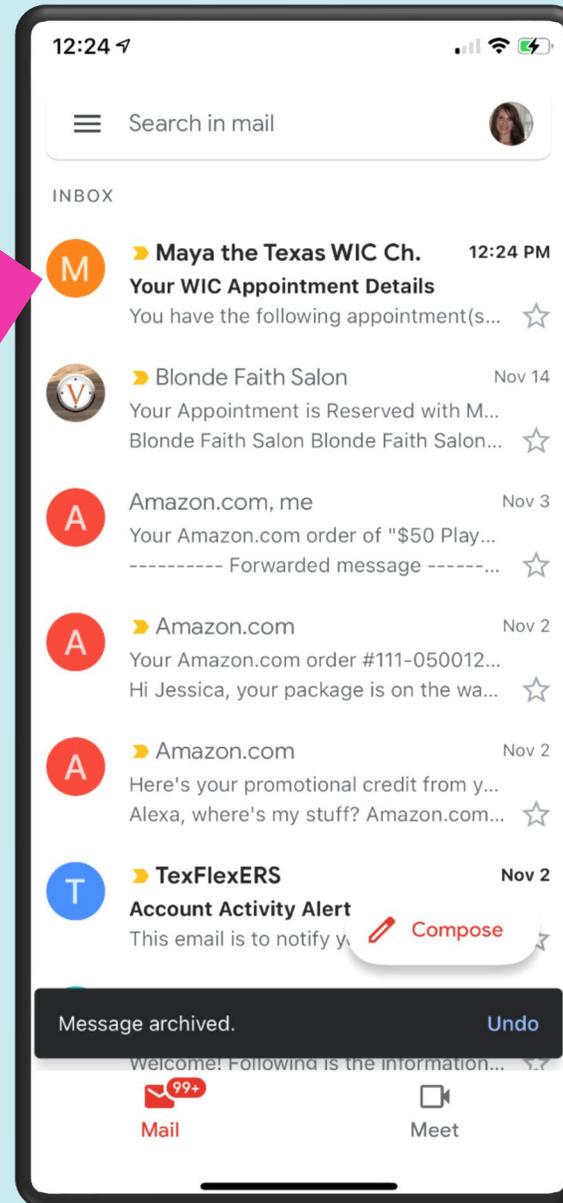


# When is my next appointment?

## Example Email

- ▶ Email comes from "Maya, the Texas WIC Chatbot"
- ▶ Contains appointment date and time
- ▶ Has a link for directions to clinic location

Email from Maya



# When is my next appointment?

## Request to change appointment

Maya displays the contact information for the client's WIC office

Phone, email, text line, or live chat will display, depending on the options for their office

Your Next Appointment is:

### Make Up Classes

Thursday, Apr 29, 2021 1:30 PM

What would you like to do?

This works for me! Send a calendar invite

Request to change my appointment

Request to change my WIC Office

Just now

Request to change my appointment

Just now



No problem. You can contact your WIC office to reschedule the appointment. Their information is shown below.

### 126-01 FAITH MISSION WIC PROGRAM

100 S CHAPPELL HILL ST STE 101  
BRENHAM, TX 77833

(979) 836-1913

jd\_young@faithmission.us

Show Hours of Operation



# When is my next appointment?

## Request to change location

Your Next Appointment is:

**Make Up Classes**  
Thursday, Apr 29, 2021 1:30 PM

What would you like to do?

[This works for me! Send a calendar invite](#)

[Request to change my appointment](#)

[Request to change my WIC Office](#)

3 minutes ago

[Request to change my WIC Office](#)

3 minutes ago

A minute ago

[Request to change my WIC Office](#)

A minute ago

No problem. Let's try to find another office nearby that you can contact and make an appointment.

How would you like to search for a WIC Office? You can give me an address or zip code. I will show you the 3 closest WIC offices based on the location you provided.

A minute ago

[levelland](#)

Just now

I found a match!

[Levelland, TX](#)

[That's not mine.](#)

Just now

[Levelland, TX](#)

Just now

**130-08 LEVELLAND WIC CLINIC** 0.4 mi

411 AUSTIN PO BOX 610  
LEVELLAND, TX 79336

(806) 894-6104

[WICTX@spcaa.org](mailto:WICTX@spcaa.org)

[Live Chat with WIC Staff](#)

Text at [1-855-961-3988](tel:1-855-961-3988)

Show Hours of Operation

**020-03 LITTLEFIELD CLINIC** 23 mi

500 EAST 6TH  
LITTLEFIELD, TX 79339

(806) 385-5368

Show Hours of Operation

**130-02 MORTON CLINIC**

107 A SW  
MORTON, TX 79356

(806) 893-...

[WICTX@spcaa.org](mailto:WICTX@spcaa.org)

[Live Chat](#)

Text at 1-8...

Show Hou

Maya shows the three closest WIC offices and their contact information



# **When is my next appointment?**

**Other example scenarios**



# When is my next appointment?

## Not a valid WIC card

- ▶ Clients have 3 attempts to enter a valid WIC card number

Find a WIC office

Find a grocery store

Ask a question

Just now

When is my next appointment?

Just now

Sure, I can help you with that. I will need some information first.

Do you have a Texas WIC card?

Yes

No

Just now

Yes

Just now

Great! What is your 19-digit WIC card number?

Just now

123456789123456789

Just now

Hmm, that doesn't look right. Your Texas WIC card number is on the front of your card is 19 digits long. Let's try that again.

Just now

Type your message

Great! What is your 19-digit WIC card number?

Just now

123456789123456789

Just now

Hmm, that doesn't look right. Your Texas WIC card number is on the front of your card is 19 digits long. Let's try that again.

Just now

blah blah bloo bloo

Just now

Hmm, that doesn't look right. Your Texas WIC card number is on the front of your card is 19 digits long. Let's try that again.

Just now

lalalala

Just now

I'm sorry. The information you entered isn't a Texas WIC Card number. Let's start from the beginning.

Are you an existing WIC client?

Yes

No

Just now

Type your message



# When is my next appointment?

## WIC card and DOB don't match

- ▶ The WIC card and the parent or guardian's (endorser in TXIN) date of month must match

Just now

Great! What is your 19-digit WIC card number?

Just now

5077171042509094023

Just now

What is the parent or guardian's date of birth?

Just now

6-19-1994

Just now

Oh no! The WIC card number and date of birth do not match my records. Can you try it again?

Do you have a Texas WIC card?

Yes

No

Just now

Type your message



# When is my next appointment?

## No Appointment

- ▶ Client is directed to contact their WIC office or find another location

Just now

Yes  
Just now

 **Family Name** BARRON  
**Texas WIC Card** 5077171039001320021  
Your Current WIC Office  
**036-06 NEW BRAUNFELS WIC**  
641 NORTH WALNUT AVE  
NEW BRAUNFELS, TX 78130

I checked my records and I don't see an appointment scheduled for you. You can contact your current WIC office to schedule an appointment or find another WIC office near you.

What would you like to do?

Contact your current WIC Office

Request to change my WIC Office

Just now

Type your message



# When is my next appointment?

## Multiple Appointments

- ▶ Maya will display multiple appointments if a client has more than one appointment at the same time or appointments back-to-back

Just now

 **Family Name** MEDELLIN  
**Texas WIC Card** 5077171042107843029  
Your Current WIC Office  
**013-10 NORTHWEST WIC CLINIC**  
10224 ATLANTA DRIVE  
LAREDO, TX 78045

Your Next Appointment is:

**Mid-Certification Assessment**  
Friday, Feb 12, 2021 10:30 AM

**Recertification**  
Friday, Feb 12, 2021 10:30 AM

What would you like to do?

[This works for me! Please send me a calendar invite](#)

[Request to change my appointment](#)

[Request to change my WIC Office](#)

Just now

Type your message



# When is my next appointment?

## Associated clinic closed

- ▶ This isn't a typical scenario.
- ▶ If a client's WIC office closed, they will be prompted to search for a new office and contact the office to schedule

Now, I just want to make sure I have the right WIC client. Is the information that I've included below correct for you?

**Family Name** VALLES  
**Texas WIC Card** 5077171038300716020  
**Parent/Guardian DOB** Mar 26, 2006

A minute ago

**Family Name** VALLES  
**Texas WIC Card** 5077171038300716020

I found your information in my records, but your previous WIC office is closed. Let's find another WIC office near you. You can contact the local office to schedule an appointment.

How would you like to search for a WIC Office? You can give me an address or zip code. I will show you the 3 closest WIC offices based on the location you provided.

A minute ago

Dallas  
A minute ago

I found a match!

A minute ago

Dallas, TX  
A minute ago

**007-01 MARTIN LUTHER KING JR CLINIC - SPECIAL PROCEDURES -** 1.8 mi  
NO IN PERSON SERVICES. FOR ASSISTANCE CALL 214-670-7200  
2922-B MLK JR BLVD DALLAS, TX 75215  
[\(214\) 670-7200](tel:2146707200)  
[Live Chat with WIC Staff](#)  
Text at [1-855-957-5424](tel:18559575424)  
Show Hours of Operation

**090-01 LOS BARRIOS UNIDOS WIC SERVICES** 2.3 mi  
809 SINGLETON BLVD DALLAS, TX 75212  
[\(214\) 761-0956](tel:2147610956)  
Show Hours of Operation



# Submit paperwork for an appointment

Current clients only

Gateway link or request invitation



# Submit paperwork

- ▶ This feature will help direct clients to the Participant Gateway.
- ▶ Maya will first ask if they have an account or not

The screenshot shows a chatbot conversation with a character named Maya. The interface includes a header with a user profile icon and the text "Just now". The chatbot's first message asks, "What can I do for you? You can click on any button or type a question." Below this are six buttons: "When is my next appointment?", "Submit my paperwork for an appointment", "Report lost or stolen WIC card", "Find a WIC office", "Find a grocery store", and "Ask a question". A user response bubble on the right says "Submit my paperwork for an appointment". The chatbot's second message asks, "Do you have a WIC Participant Gateway account? The gateway allows you to upload documents for your WIC appointment." Below this are two buttons: "Yes" and "No". A user response bubble on the right says "Yes". The chatbot's final message says, "Great! Click the button below to go to the WIC Participant Gateway and start uploading documents for your appointment." Below this is a button labeled "Go to WIC Participant Gateway". At the bottom of the chat window is a text input field with the placeholder "[Type your message]" and a send icon.



# Submit paperwork

## Client has Gateway account

- ▶ Maya will provide a link to the Gateway

Just now

What can I do for you? You can click on any button or type a question.

When is my next appointment?

Submit my paperwork for an appointment

Report lost or stolen WIC card

Find a WIC office

Find a grocery store

Ask a question

Just now

Submit my paperwork for an appointment

Just now

Do you have a WIC Participant Gateway account? The gateway allows you to upload documents for your WIC appointment.

Yes

No

Just now

Yes

Just now

Great! Click the button below to go to the WIC Participant Gateway and start uploading documents for your appointment.

Go to WIC Participant Gateway

Type your message

Participant Gateway

Log In

Email

Password

Remember me?

Log In

Forgot your password?

TEXAS WIC



Link to Gateway

# Submit paperwork

## Client does not have Gateway account

- ▶ Uses a Qualtrics survey to gather information from client
- ▶ The request is sent to the State Office team
- ▶ State will send text or email from TXIN

Maya, The Texas WIC Chatbot Close

Help Maya improve. [Tell us about your Chatbot experience](#)

**Submit my paperwork for an appointment** Just now

Do you have a WIC Participant Gateway account? The gateway allows you to upload documents for your WIC appointment.

Just now

Click the button below to request an invitation to the WIC Participant Gateway.

WIC staff will complete your request, then you will get a text or email message with an invitation link. After you receive the invite, you'll have two days to create an account before the link expires.

**Request Invite to WIC Participant Gateway**

Type your message

TEXAS Health and Human Services WIC

Please complete the following information:

First Name

Last Name

Date of Birth (mm/dd/yyyy)

Phone Number

If you are a current Texas WIC client, enter your 19 digit WIC card number here.

Powered by Qualtrics

- Survey to submit request
- State Office will process request



# Start my WIC application online

Potential Clients only

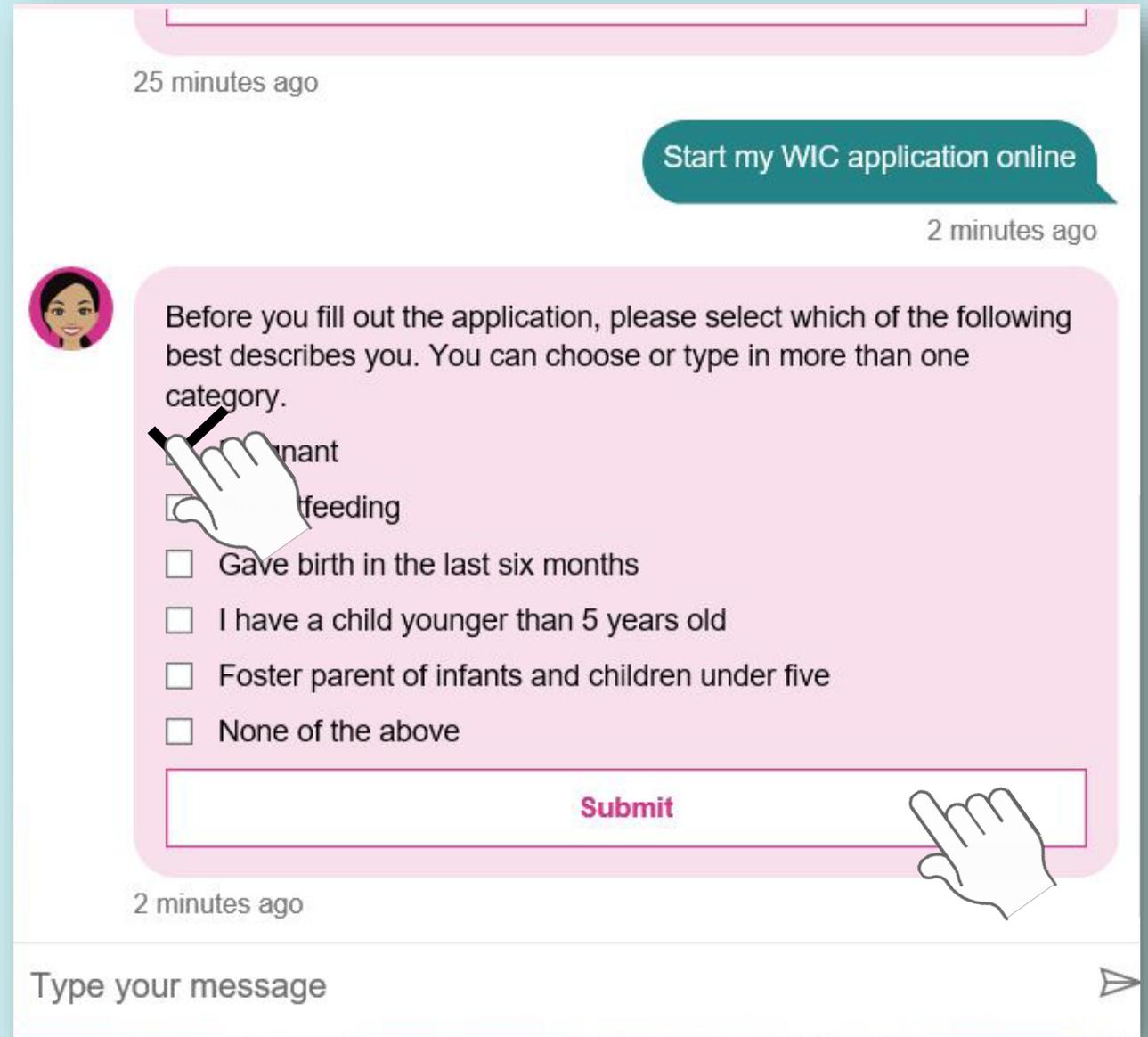
Start Now



# Start my application

Maya will ask to make sure someone is categorically eligible.

If someone answers pregnant, breastfeeding, gave birth, has a child younger than 5, or foster parent and submits, they will receive a “potentially eligible” message and the Start Now survey



25 minutes ago

Start my WIC application online

2 minutes ago

Before you fill out the application, please select which of the following best describes you. You can choose or type in more than one category.

- Pregnant
- Breastfeeding
- Gave birth in the last six months
- I have a child younger than 5 years old
- Foster parent of infants and children under five
- None of the above

Submit

2 minutes ago

Type your message



# Start my application: Potentially eligible

Users will receive a message  
that they are potentially  
eligible and a summary of  
what to bring

- I gave birth in the last six months
- I have a child younger than 5 years old
- Foster parent of infants and children under five
- None of the above

Submit



Everything looks in order! You are potentially eligible for WIC benefits.

You can click on the "Start my WIC application online" link below to start your application online. To help your appointment go smoothly, don't forget to bring the following items:

**Each Person Applying** for WIC must come to the office for their appointment.

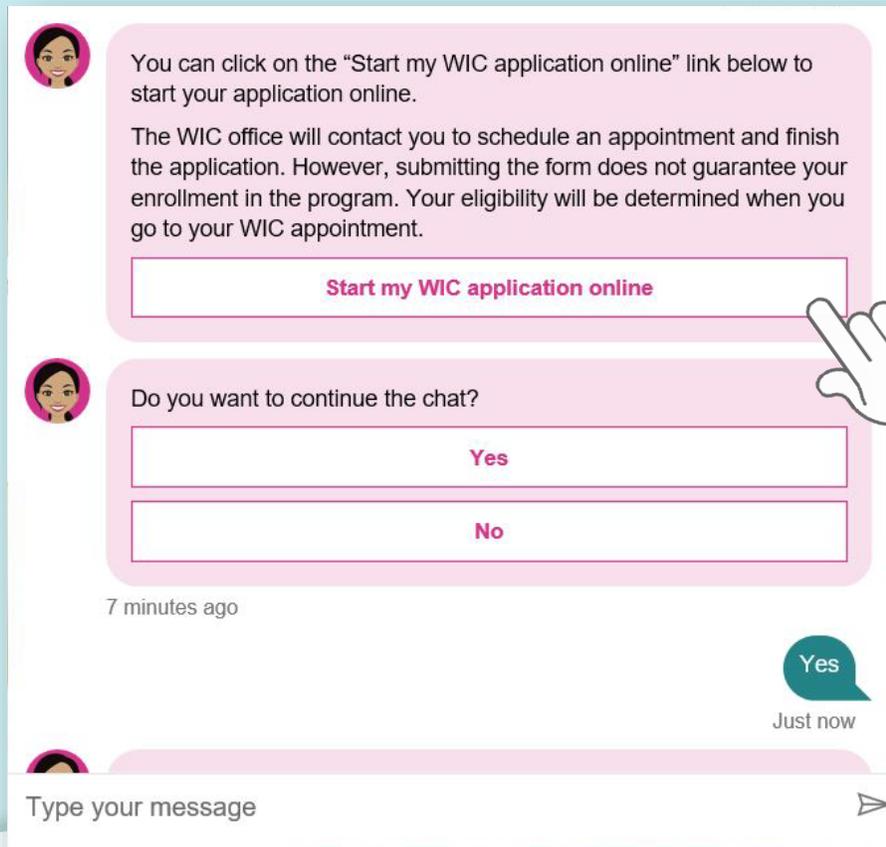
**Proof of Identification:** Bring identification for yourself and each person applying for WIC. Some examples are: a driver's license, ID, crib card or hospital records.

**Proof of Where You Live,** like a utility or credit card bill or valid driver's license with current address.

Type your message



# Start my application: Start Now



The screenshot shows a chatbot conversation. The first message from the bot explains that users can start their application online and that the WIC office will contact them for an appointment. It includes a button labeled "Start my WIC application online". The second message asks "Do you want to continue the chat?" with "Yes" and "No" buttons. A "Yes" button is shown as a received message with a timestamp of "Just now". At the bottom, there is a text input field labeled "Type your message" and a send button.

The "Start Now" survey opens in a new window



English ▾

## Start your application today

Thank you for your interest in the WIC Program. After you submit this form, someone from your local WIC clinic will call you. WIC is a nutrition program for women, infants, and children < 5 years old. You can start online by completing this form. However, completing the form does not guarantee your enrollment in the program, as your eligibility will be determined when you attend your first WIC appointment.

What language do you prefer?

English

Spanish

Do you prefer a morning or afternoon appointment?



# Start my application: Start Now

You can click on the "Start my WIC application online" link below to start your application online.

The WIC office will contact you to schedule an appointment and finish the application. However, submitting the form does not guarantee your enrollment in the program. Your eligibility will be determined when you go to your WIC appointment.

[Start my WIC application online](#)

Do you want to continue the chat?

[Yes](#)

[No](#)

7 minutes ago

[Yes](#)  
Just now

Type your message

The "Start Now" survey opens in a new window



English ▾

## Start your application today

Thank you for your interest in the WIC Program. After you submit this form, someone from your local WIC clinic will call you. WIC is a nutrition program for women, infants, and children < 5 years old. You can start online by completing this form. However, completing the form does not guarantee your enrollment in the program, as your eligibility will be determined when you attend your first WIC appointment.

What language do you prefer?

English

Spanish

Do you prefer a morning or afternoon appointment?



# Start my application: Would you like an email?

- 2 paycheck stubs dated within 30 days of your appointment.

If you get paid **Twice-Monthly**:

- 2 paycheck stubs dated within 30 days of your appointment.

If you get paid **Monthly**:

- 1 paycheck stubs dated within 30 days of your appointment.

**Click the button below to start your application online.**

The WIC office will contact you to schedule an appointment and finish the application. However, submitting the form does not guarantee your enrollment in the program. Your eligibility will be determined when you go to your WIC appointment.

[Start my WIC application online](#)

Would you like me to email you a copy of the above list for your records?

Yes

No

Just now

Yes

Just now

Awesome. What is your email address?

Just now

jessica.test@gmail.com

Just now

Thanks!

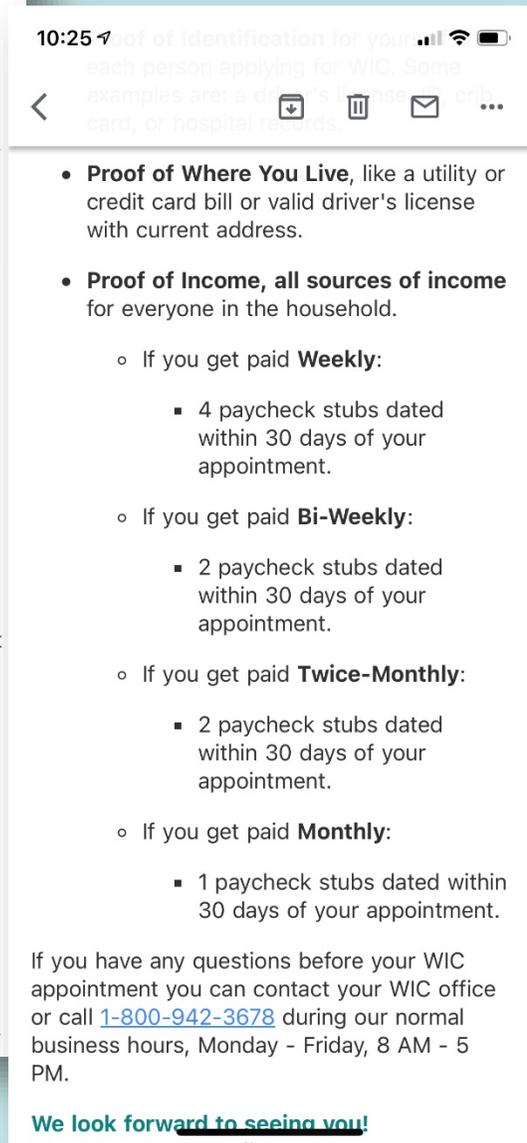
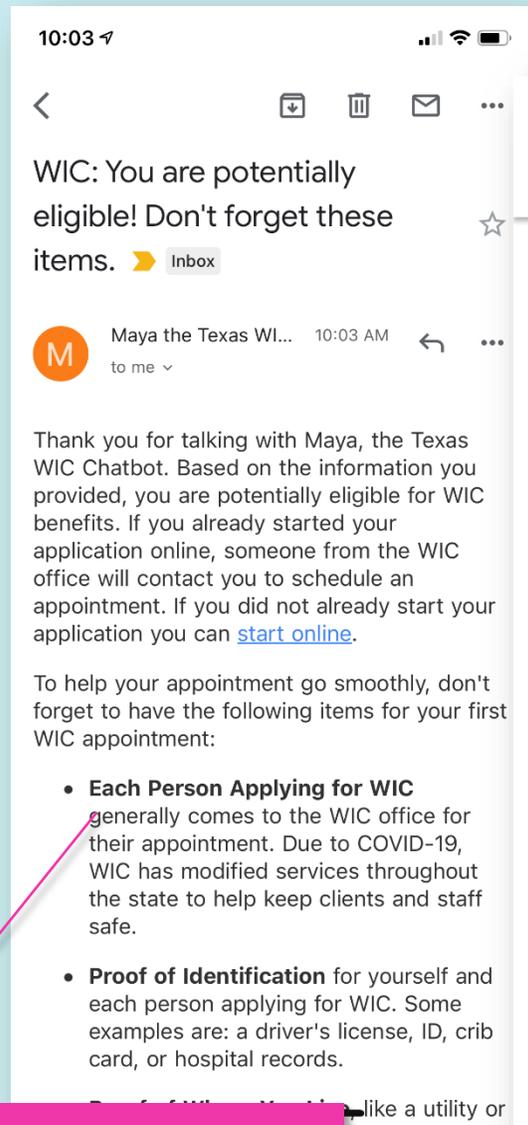
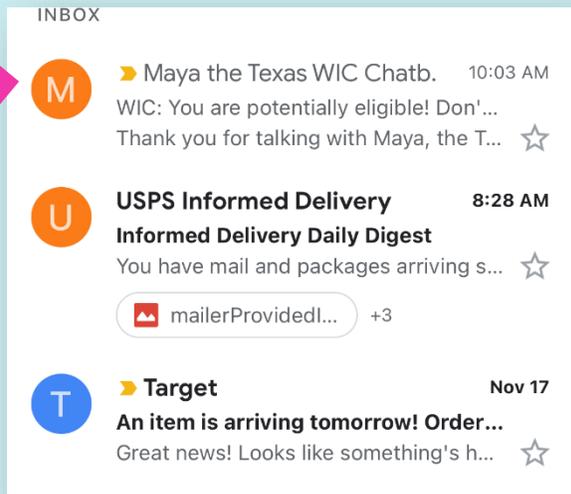
You will get an email from me, Maya the Texas WIC chatbot which will have the "What to Have" list for your WIC appointment.

[Type your message



# Email

Email from Maya



Email includes "What to have list"



# Start my application: Not eligible

If someone selects "None of the above," they receive referrals

I have a child younger than 5 years old

Foster parent of infants and children under five

None of the above

**Submit**

 Based on the information you gave me, it looks like you may not meet the qualifications for WIC. If you think it is incorrect, call [1-800-942-3678](tel:1-800-942-3678) so we can better assist you. For other resources near you, visit [TexasWIC.org](https://TexasWIC.org).

**Texas 211**

**Your Texas Benefits**

**Call WIC for Further Help**

 Do you want to continue the chat?

**Yes**

Type your message 



# Do I qualify for WIC?

Potential clients only

Eligibility Screening



# Do I qualify?

Maya will ask a series of questions to help determine if someone is potentially eligible



Hi there! I'm **Maya**, the Texas WIC chatbot.

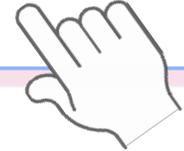
I'm here to answer your questions about WIC, the Texas nutrition program for pregnant and breastfeeding women and families with children younger than 5.



Is there anything I can do for you? You can click on any menu options or type the options freely.

Start my WIC application online

Do I qualify for WIC?



Report lost or stolen WIC card

Find a WIC office

Find a grocery store

Ask a question

A minute ago

Do I qualify for WIC?

A minute ago



Sure, I can help you find out if you qualify for WIC benefits! You can exit the chat by typing **cancel**.



# Do I qualify?

The goal is to get someone to the “Start Now” survey as quick as possible or screen them out

## **3 question will bring someone straight to the Start Now survey**

1. Are you a foster parent?
2. Do you or your children receive SNAP, Medicaid or TANF?
3. Do you or anyone in household have military income?



# Do I qualify: Income screening

14 minutes ago

 Sure, I can help you find out if you qualify for WIC benefits! You can exit the chat by typing **cancel**.

 Are you a foster parent of a child younger than 5 years?

14 minutes ago



 No

Just now

 Got it. Which of the following best describes you? You can choose more than one.

- Pregnant
- Breastfeeding
- Gave birth in the last six months
- I have a child younger than 5 years old
- None of the above

 Are you or your children currently receiving SNAP (Food Stamps) benefits, Medicaid or TANF?

A minute ago



 No

A minute ago

 How many people live in your household?

Include everyone who lives in your house, including yourself. If you are pregnant, count the number of infants you are expecting. Do not include foster kids.

A minute ago

If someone answers "No" to both to the foster parent and Medicaid/SNAP/TANF questions, Maya will begin asking questions about household size and income

# Do I qualify?: Income guidelines

Maya will show the income guidelines and give 3 options

1. **Yes:** sends someone to the Start Now survey
2. **No:** provides referrals
3. **I'm not sure:** Maya will help calculate income

Guidelines displayed are based on household size entered

How many people live in your household?  
Include everyone who lives in your house, including yourself. If you are pregnant, count the number of infants you are expecting. Do not include foster kids.

A minute ago

5

Okay. We're on a roll!  
Now let's talk about the WIC income guidelines.

**With 5 people in your household**, your total gross household income has to be \$4,652 or less per month to qualify for WIC. This is the amount before taxes and other deductions are taken out.

Texas WIC Maximum Income Guidelines				
Weekly	Bi-Weekly	Twice Monthly	Monthly	Yearly
\$1,074	\$2,147	\$2,326	\$4,652	\$55,815

Do you meet the income guidelines?

Yes, I meet the income guidelines

No, I do not meet the income guidelines

I'm not sure

Type your message



# Do I qualify?: Yes

the amount before taxes and other deductions are taken out.

## Texas WIC Maximum Income Guidelines

Weekly	Bi-Weekly	Twice Monthly	Monthly	Yearly
\$1,074	\$2,147	\$2,326	\$4,652	\$55,815



Do you meet the income guidelines?

Yes, I meet the income guidelines

No, I do not meet the income guidelines

I'm not sure

Type your message



Yes, I meet the income guidelines

Just now

We are all set! Based on your household size and income, you are potentially eligible for WIC benefits.

You can click on the "Start my WIC application online" link below to start your application online. To help your appointment go smoothly, don't forget to bring the following items:

**Each Person Applying** for WIC must come to the office for their appointment.

**Proof of Identification:** Bring identification for yourself and each person applying for WIC. Some examples are: a driver's license, ID, crib card or hospital records.

**Proof of Where You Live,** like a utility or credit card bill or valid driver's license with current address.

**Proof of Income, all sources of income** for everyone in the household. Dated within 30 days of your WIC appointment

Type your message

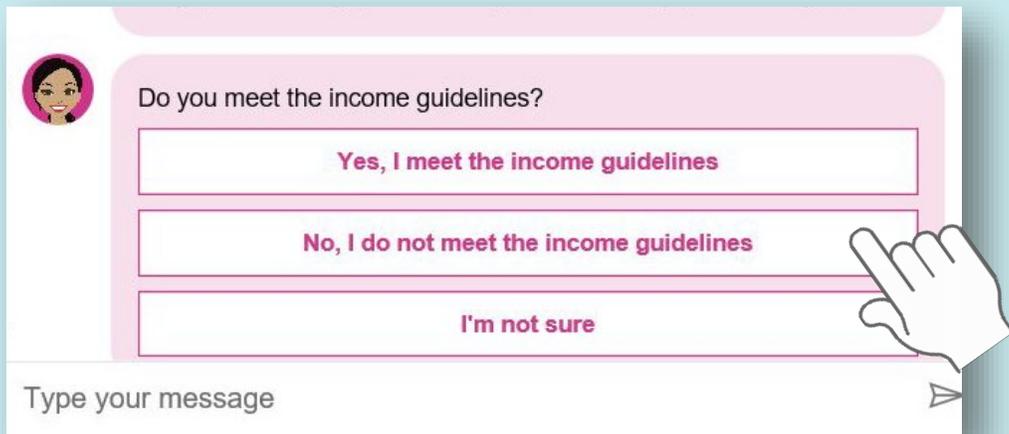


You can click on the "Start my WIC application online" link below to start your application online.

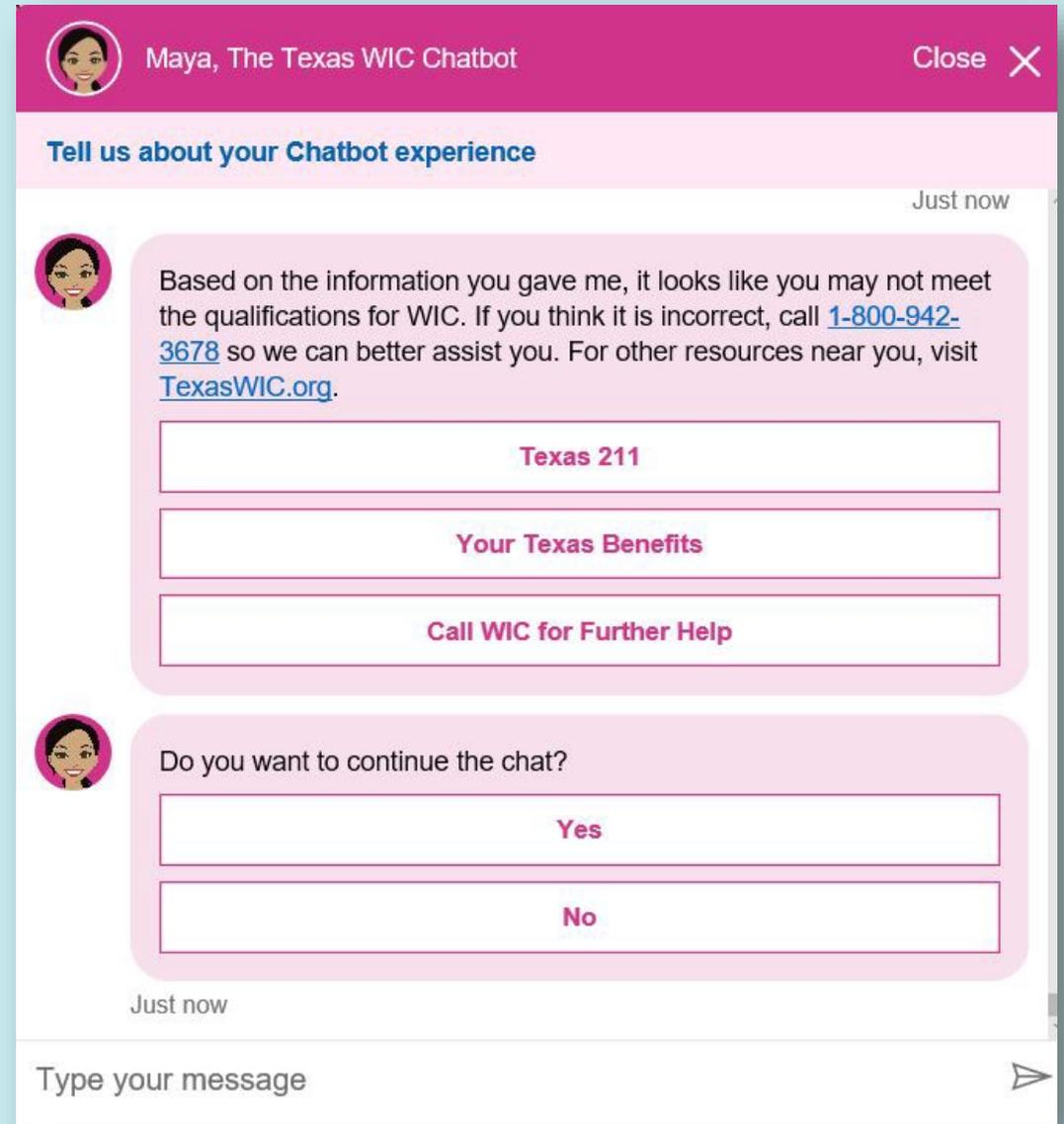
The WIC office will contact you to schedule an appointment and finish the application. However, submitting the form does not guarantee your enrollment in the program. Your eligibility will be determined when you go to your WIC appointment.

[Start my WIC application online](#)

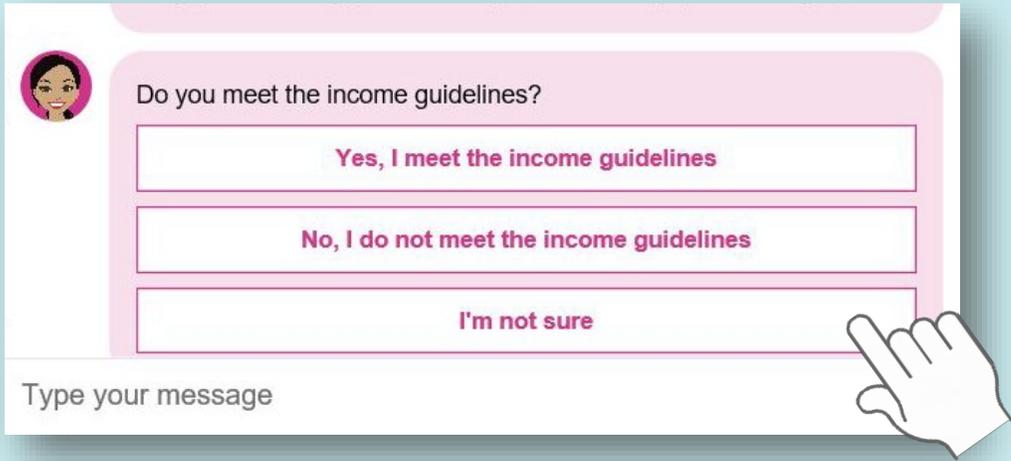
# Do I qualify?: No



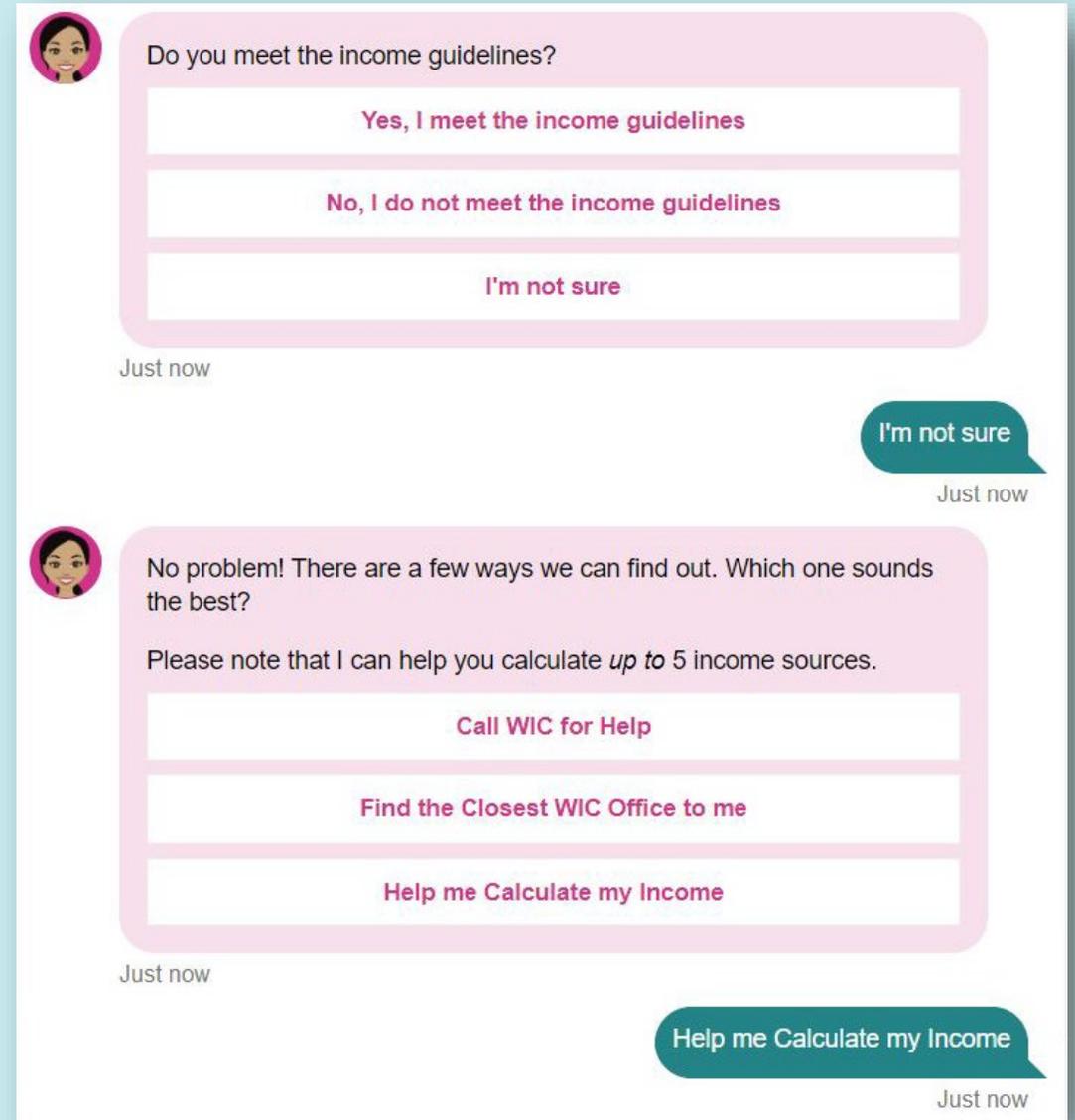
Maya provides referrals



# Do I qualify?: I'm not sure



If someone isn't sure if they qualify, Maya gives 3 options



# Do I qualify?: Help me calculate

When someone selects “Help me Calculate”, Maya asks about military income first.

If they answer “Yes”, they receive the Start Now survey because military income is too complex to calculate for the bot

The screenshot shows a chatbot interface with a pink header and footer. The chatbot's messages are in pink bubbles, and the user's responses are in teal bubbles. A hand icon is shown clicking on the 'Help me Calculate my Income' button in the first message and the 'No' button in the second message.

14 minutes ago

No problem! There are a few ways we can find out. Which one sounds the best?

Please note that I can help you calculate *up to 5* income sources.

Call WIC for Help

Find the Closest WIC Office to me

Help me Calculate my Income

14 minutes ago

Help me Calculate my Income

14 minutes ago

Do you or anyone in your household have military income?

Yes

No

14 minutes ago

No

14 minutes ago



# Do I qualify: Let's get started

Depending on how someone answers, Maya will ask for a different number of fields

Weekly: 4 fields  
Bi-weekly: 2 fields  
Twice-monthly: 2 fields  
Monthly: 1 field



Let's get started! This may take a few minutes and I'm happy to walk you through it.

You will need some information handy if you have it, like your paycheck stubs or other sources of income. You can type **help** to get a list of income sources.

If you qualify, I'll send you a link to start your application online and the WIC office will contact you to schedule an appointment.



How often does your household receive this first income?

Weekly

Bi-Weekly

Twice-Monthly

Monthly

2 minutes ago



# Do I qualify: Help

Someone can type "help" to see a list of income sources and income pay periods



help

A minute ago



## Help for Income

### Income Type:

Please include all income from everyone in the household from paychecks, child support, unemployment, Social Security (SSI) and income from self-employment when entering income types during calculation.

### Income Periods

- Weekly income is when you receive a paycheck every week. For example, you get paid every Friday.
- Bi-weekly income is when you receive a paycheck every two week on the same day of the week. For example, you get paid every other Friday.
- Twice-Monthly income is when you get paid on the same date every month. For example, you get paid the 1st and the 15th.
- Monthly income is when you get paid or receive payment one time a month. For example, you get paid on the 1st of every month or you receive child support once a month.

# Do I qualify: income



How often does your household receive this first income?

Weekly

Bi-Weekly

Twice-Monthly

Monthly

2 minutes ago



## Enter Weekly Income Information below

Weekly income is when you receive a paycheck every week. For example, you get paid every Friday.

Paychecks

Week 1 \$ 100

Week 2 \$ 150

Week 3 \$ 244

Week 4 \$ 100

Submit

Change Pay Period

Weekly

Just now

4 fields for Weekly



# Do I qualify: Income summary

Maya will show a running  
summary of all income  
sources



So far, I've calculated **\$644** a month from **one** income source(s). Would you like to add another income source or edit the amount?

No.	Pay Period	Income Source	Calc. Monthly Income
1	Weekly	Paychecks	\$644.00

*Weekly, Bi-Weekly, and Twice-Monthly incomes have been averaged and then converted to a monthly amount*

Add another income source

Update last income source

I'm finished



# Do I qualify?: Monthly

1 field for monthly



How often does your household receive this second income?

Weekly

Bi-Weekly

Twice-Monthly

Monthly

24 minutes ago

Monthly

23 minutes ago



## Enter Monthly Income Information below

Monthly income is when you get paid or receive payment one time a month. For example, you get paid on the 1st of every month or you receive child support once a month.

Unemployment Benefits

Amount

\$ 500

Submit

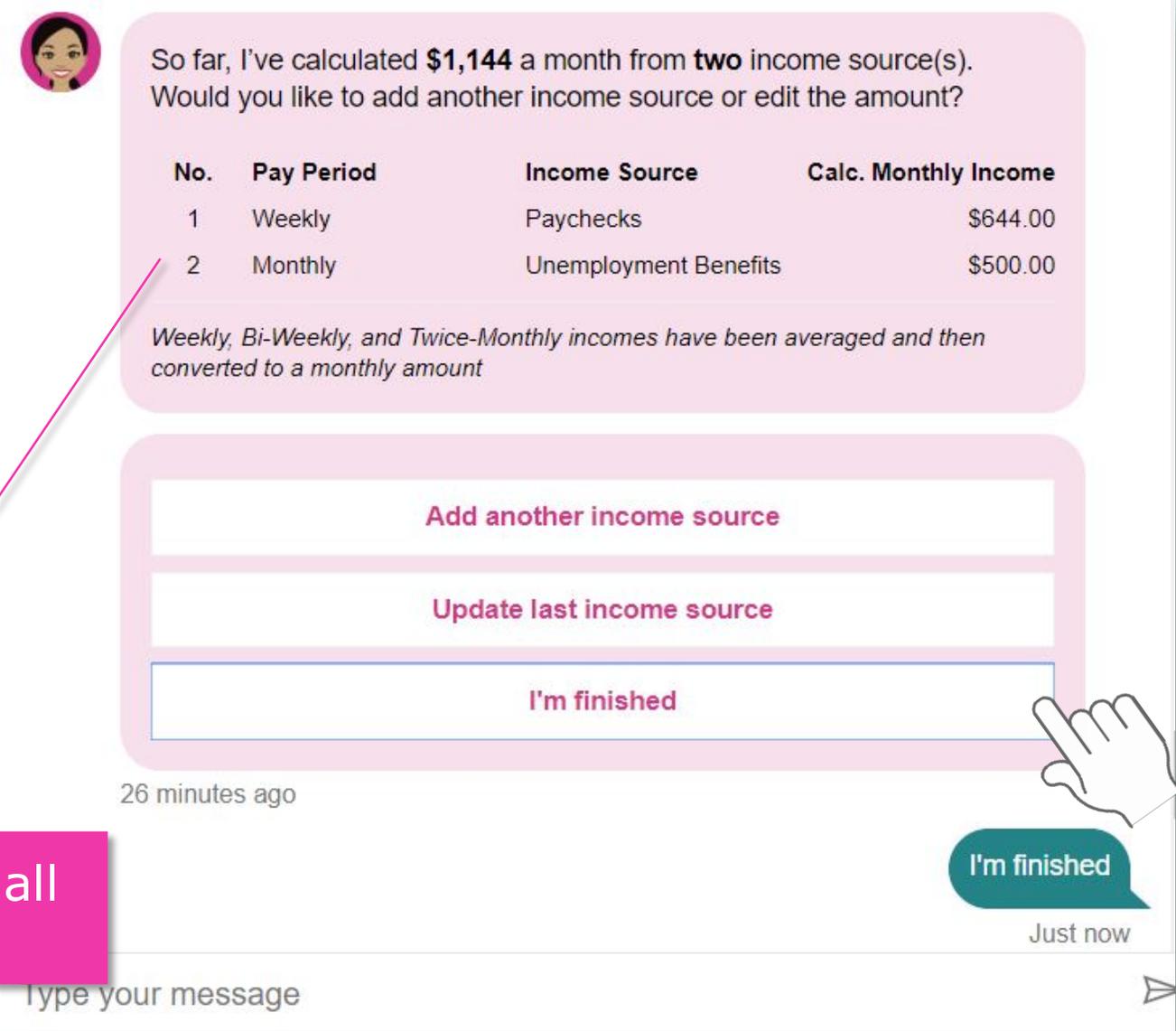
Change Pay Period



# Do I qualify: I'm finished

A user can keep adding up to 5 income sources, update the last source or finish

Updated summary of all income sources



So far, I've calculated **\$1,144** a month from **two** income source(s). Would you like to add another income source or edit the amount?

No.	Pay Period	Income Source	Calc. Monthly Income
1	Weekly	Paychecks	\$644.00
2	Monthly	Unemployment Benefits	\$500.00

*Weekly, Bi-Weekly, and Twice-Monthly incomes have been averaged and then converted to a monthly amount*

Add another income source

Update last income source

I'm finished

26 minutes ago

I'm finished

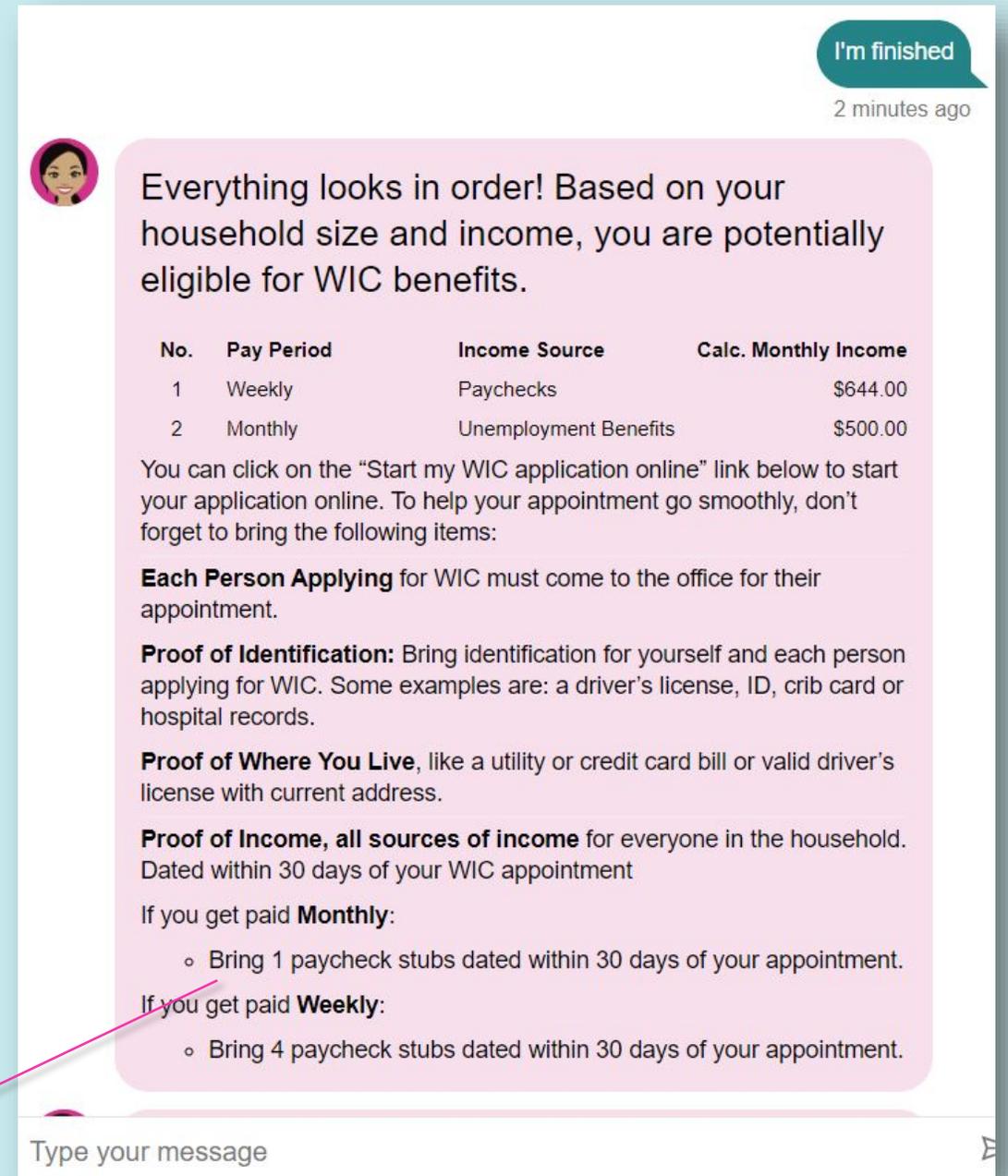
Just now

Type your message

# Do I qualify?: potentially eligible

If total income is under the max guidelines, they will receive a potentially eligible message with a customized list of what to bring

Customized based on the income that they entered



I'm finished  
2 minutes ago

 Everything looks in order! Based on your household size and income, you are potentially eligible for WIC benefits.

No.	Pay Period	Income Source	Calc. Monthly Income
1	Weekly	Paychecks	\$644.00
2	Monthly	Unemployment Benefits	\$500.00

You can click on the "Start my WIC application online" link below to start your application online. To help your appointment go smoothly, don't forget to bring the following items:

**Each Person Applying** for WIC must come to the office for their appointment.

**Proof of Identification:** Bring identification for yourself and each person applying for WIC. Some examples are: a driver's license, ID, crib card or hospital records.

**Proof of Where You Live,** like a utility or credit card bill or valid driver's license with current address.

**Proof of Income, all sources of income** for everyone in the household. Dated within 30 days of your WIC appointment

If you get paid **Monthly:**

- Bring 1 paycheck stubs dated within 30 days of your appointment.

If you get paid **Weekly:**

- Bring 4 paycheck stubs dated within 30 days of your appointment.

Type your message

# Do I qualify?: Start Now



You can click on the “Start my WIC application online” link below to start your application online.

The WIC office will contact you to schedule an appointment and finish the application. However, submitting the form does not guarantee your enrollment in the program. Your eligibility will be determined when you go to your WIC appointment.

[Start my WIC application online](#)



English ▾

## Start your application today

Thank you for your interest in the WIC Program. After you submit this form, someone from your local WIC clinic will call you. WIC is a nutrition program for women, infants, and children < 5 years old. You can start online by completing this form. However, completing the form does not guarantee your enrollment in the program, as your eligibility will be determined when you attend your first WIC appointment.

What language do you prefer?

English

Spanish

Do you prefer a morning or afternoon appointment?



# Report lost or stolen WIC card

Current Clients only

Card lock request



# Report lost or stolen card

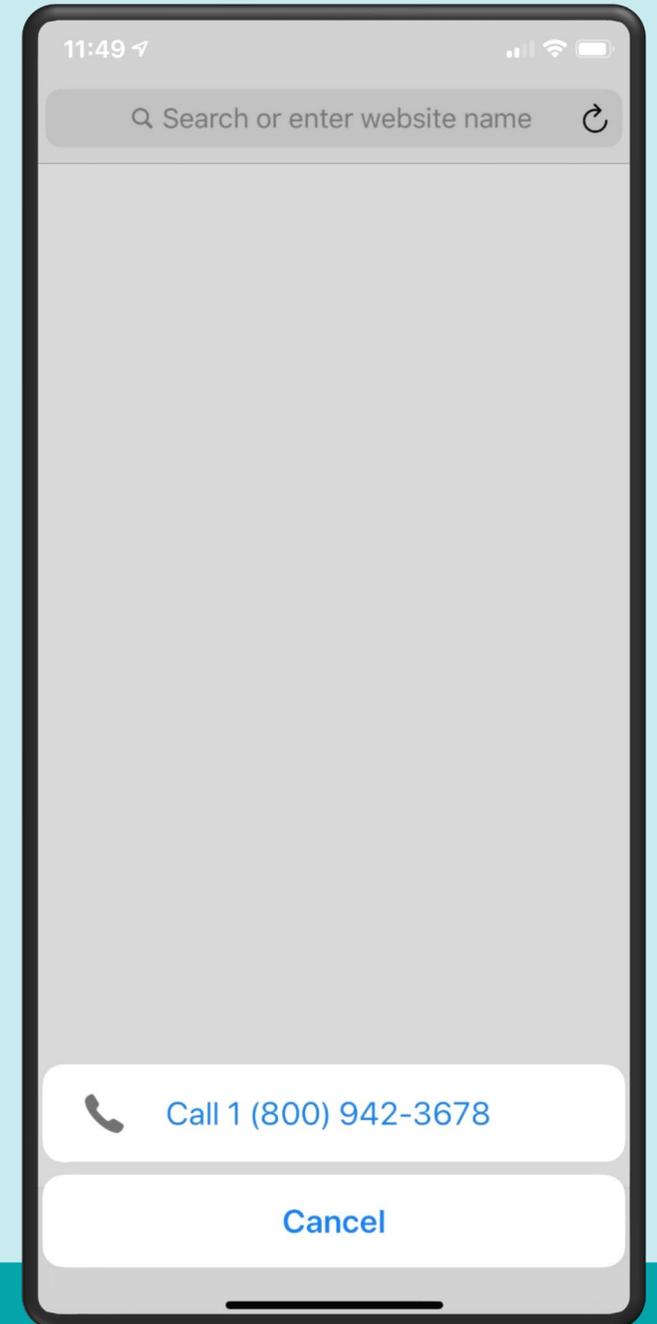
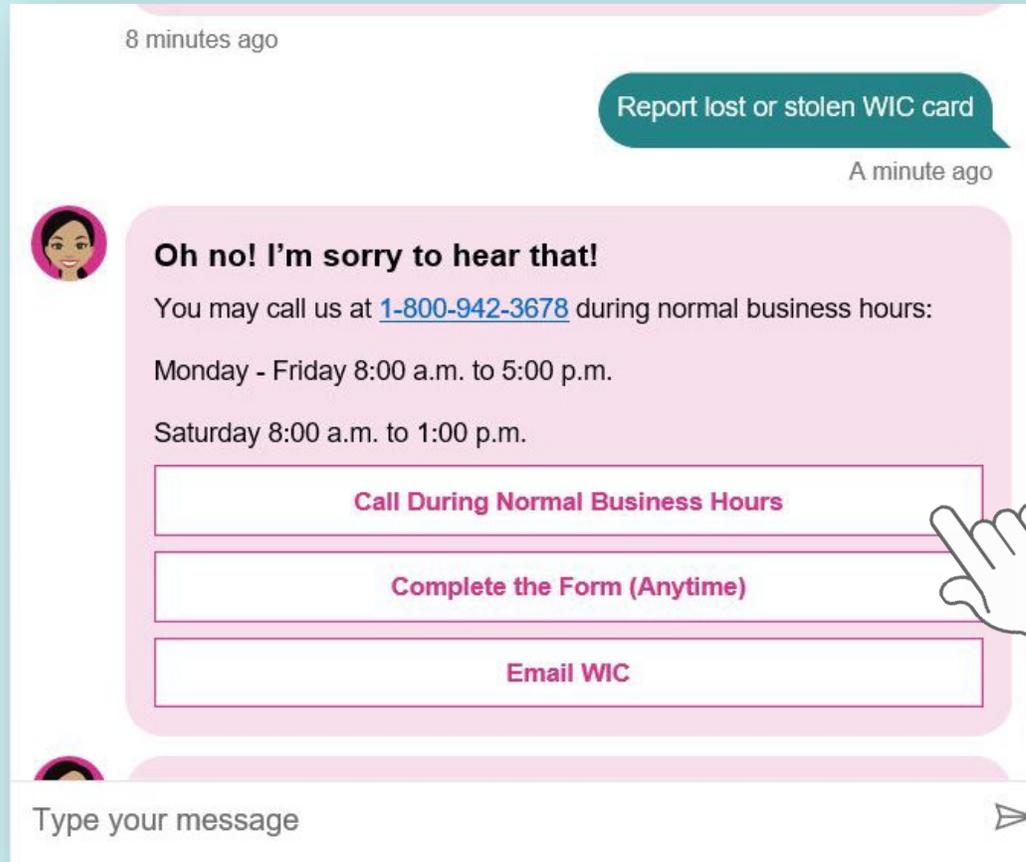
Clients have 3 options:

1. Call 1-800 line
2. Go to survey
3. Email WIC



The screenshot shows a chatbot window titled "Maya, The Texas WIC Chatbot" with a "Close" button. The chatbot asks "Tell us about your Chatbot experience" and provides an "Ask a question" button. A user message from 8 minutes ago says "Report lost or stolen WIC card". The chatbot responds with "Oh no! I'm sorry to hear that!" and provides contact information: "You may call us at [1-800-942-3678](tel:1-800-942-3678) during normal business hours: Monday - Friday 8:00 a.m. to 5:00 p.m. Saturday 8:00 a.m. to 1:00 p.m." Below the text are three buttons: "Call During Normal Business Hours", "Complete the Form (Anytime)", and "Email WIC". At the bottom, there is a text input field labeled "Type your message" and a send button.

# Lost or stolen card: phone call



# Lost or stolen card: Survey

Report lost or stolen WIC card  
A minute ago

 **Oh no! I'm sorry to hear that!**  
You may call us at [1-800-942-3678](tel:1-800-942-3678) during normal business hours:  
Monday - Friday 8:00 a.m. to 5:00 p.m.  
Saturday 8:00 a.m. to 1:00 p.m.



Type your message



Start the process to report your Texas WIC card lost or stolen.

You may complete this form anytime or call [1-800-942-3678](tel:1-800-942-3678) during normal business hours.  
(Monday-Friday 8 a.m.-5 p.m., Saturday 8 a.m.-1 p.m.)

**Completing this form will not lock your WIC card immediately.**

Please fill in the information below:

First Name

Last Name

Date of Birth (MM/DD/YYYY)

Phone

If we are unable to contact by phone to verify your information we can't process your request. Is it okay to send you an email?

Yes

No



# Lost or stolen card: email

0 minutes ago

Report lost or stolen WIC card

A minute ago

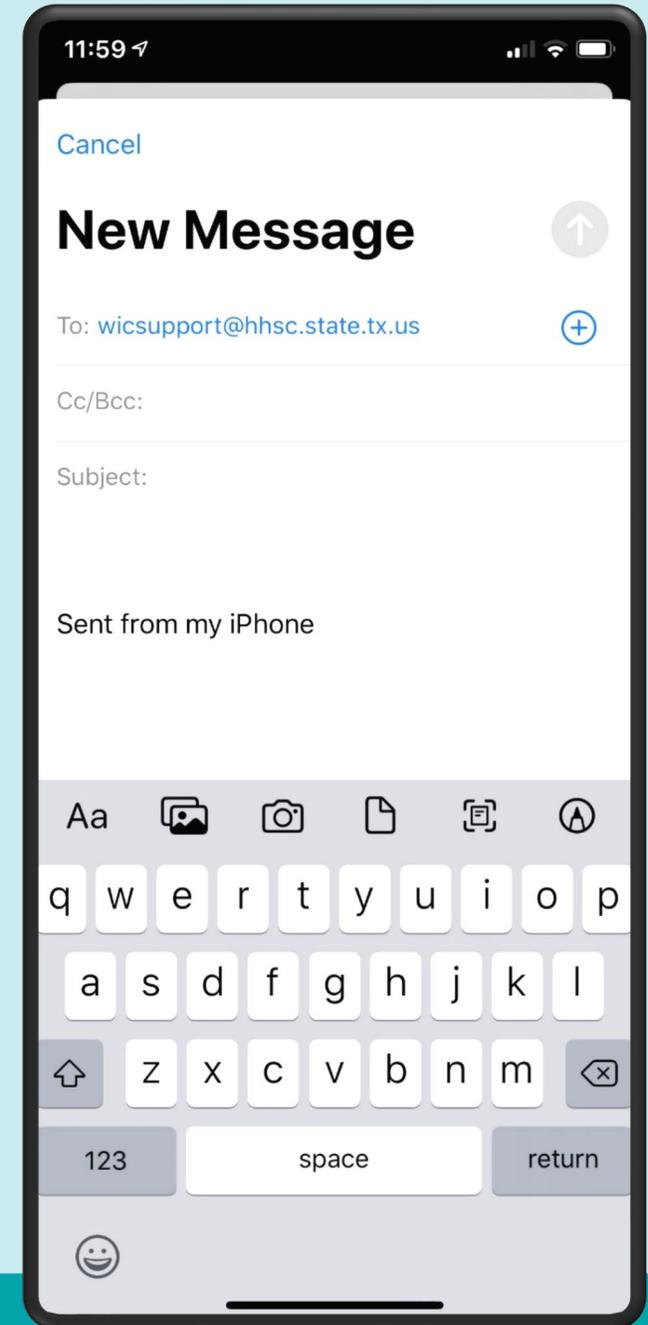
 **Oh no! I'm sorry to hear that!**  
You may call us at [1-800-942-3678](tel:1-800-942-3678) during normal business hours:  
Monday - Friday 8:00 a.m. to 5:00 p.m.  
Saturday 8:00 a.m. to 1:00 p.m.

[Call During Normal Business Hours](#)

[Complete the Form \(Anytime\)](#)

[Email WIC](#)

Type your message



# Find a WIC office

Current and potential clients

Clinic locator



# Find a WIC office

Maya, The Texas WIC Chatbot Close X

Tell us about your Chatbot experience

- Start my WIC application online
- Do I qualify for WIC?
- Report lost or stolen WIC card
- Find a WIC office
- Find a grocery store
- Ask a question

A minute ago

Find a WIC office

Just now

How would you like to search for a WIC Office? You can give me an address or zip code. I will show you the 3 closest WIC offices based on the location you provided.

Just now

Type your message ➤



# Find a WIC office: address

A user can type in an address to find the closest WIC office.

Typing in an address will give the most accurate results

The screenshot shows a chatbot interface titled "Maya, The Texas WIC Chatbot" with a "Close" button. The chat history includes:

- A user input field with the placeholder text "Ask a question".
- A timestamp "3 minutes ago" followed by a user message: "Find a WIC office".
- A timestamp "3 minutes ago" followed by a chatbot response: "How would you like to search for a WIC Office? You can give me an address or zip code. I will show you the 3 closest WIC offices based on the location you provided.".
- A timestamp "3 minutes ago" followed by a user message: "4616 w howard lane".
- A timestamp "Just now" followed by a chatbot response: "I found a match!"
- A user input field containing the address "4616 W Howard Ln, Austin, TX 78728".
- A user input field containing the text "That's not mine.".
- A timestamp "Just now" below the "That's not mine." input.
- A text input field at the bottom with the placeholder "Type your message" and a send button.



# Find a WIC office: city

A city can also be typed in.

Maya will give results from  
the city center.



The screenshot shows a chat interface with a pink header bar. On the left is a circular profile picture of a woman with dark hair, and on the right is the text "Maya, The Texas WIC Chatbot". A "Close" button with an 'X' icon is in the top right corner. Below the header is a light pink banner with the text "Tell us about your Chatbot experience".

The chat history shows two messages from the chatbot (Maya) and two from the user.

**Chatbot Message 1:** "How would you like to search for a WIC Office? You can give me an address or zip code. I will show you the 3 closest WIC offices based on the location you provided." (Timestamp: Just now)

**User Message 1:** "austin" (Timestamp: Just now)

**Chatbot Message 2:** "Oh, I've found several addresses that match that address. Which address is yours?" (Timestamp: Just now)

**Chatbot Response Options:**

- Austin, TX
- Austin, TX
- My address isn't in this list.

**User Message 2:** "Austin, TX" (Timestamp: Just now)

At the bottom of the chat window is a text input field with the placeholder "Type your message" and a send button icon on the right.

# Find a WIC office: zip

A zip code can be entered.

Maya will pull results from  
the center of the zip code.

The screenshot shows a chatbot conversation with Maya, The Texas WIC Chatbot. The chatbot asks for a zip code to search for WIC offices. The user enters '77627'. The chatbot responds with 'I found a match!' and displays two results: 'Nederland, TX 77627' and 'That's not mine.' The user then enters 'Nederland, TX 77627'. The chatbot displays two results: '030-01 CITYOF PORT ARTHUR' (8.7 mi) and '040-01 BEAUMONT PUBLIC HEALTH' (9.1 mi).

Maya, The Texas WIC Chatbot Close X

Tell us about your Chatbot experience

How would you like to search for a WIC Office? You can give me an address or zip code. I will show you the 3 closest WIC offices based on the location you provided.

Just now

77627

Just now

I found a match!

Nederland, TX 77627

That's not mine.

Just now

Nederland, TX 77627

Just now

030-01 CITYOF PORT ARTHUR 8.7 mi

040-01 BEAUMONT PUBLIC HEALTH 9.1 mi

Type your message ➤



# Find a WIC office: 3 closest offices

Maya will show the 3 closest options and a user can scroll to the right.

Click to show hours

Pulls up the map app on the user's phone

The screenshot shows a chatbot interface for 'Maya, The Texas WIC Chatbot'. At the top, there is a 'Close' button with an 'X' icon. Below the header, a message from the user says 'Nederland, TX 77627' with a timestamp of 'A minute ago'. The chatbot responds with two office listings:

- 030-01 CITY OF PORT ARTHUR HEALTH DEPT.** (8.7 mi)
  - Address: 449 AUSTIN AVENUE - Mo... PORT ARTHUR, TX 77640
  - Phone: [409-983-8875](tel:409-983-8875)
  - Fax: =
  - Hours: MON-FRI - 8:00-5:00 LUNCH 12:00-1:00
  - Buttons: Show Hours of Operation, Get Directions
- 040-01 BEAUMONT PUBLIC HEALTH DEPARTMENT** (9.1 n)
  - Address: 3040 COLLEGE ST BEAUMONT, TX 77701
  - Phone: [409-832-4000](tel:409-832-4000)
  - Fax: [409-835-8983](tel:409-835-8983)
  - Hours: Show Hours of Operation
  - Buttons: Get Directions

A hand icon is shown clicking on the 'Show Hours of Operation' button for the first office. At the bottom, there is a text input field labeled 'Type your message' and a send button.



# Find a grocery store

Current and potential clients

Store locator



# Find a grocery store

Works the same as the Find a WIC office feature



The screenshot shows a chatbot interface titled "Maya, The Texas WIC Chatbot" with a "Close" button. The chat history includes:

- A user message: "4616 w howard lane" (12 minutes ago)
- A chatbot response: "I found a match!" with two input fields. The first field contains "4616 W Howard Ln, Austin, TX 78728" and the second field contains "That's not mine." (12 minutes ago)
- A user message: "4616 W Howard Ln, Austin, TX 78728" (12 minutes ago)
- Two search results for HEB stores, each with a "Get Directions" button:
  - HEB #388** (2 mi): 6001 WEST PARMER LANE, AUSTIN, TX 78727. Phone: 512-249-0400.
  - HEB #218** (2.1 mi): 12407 MOPAC EXPWY N., AUSTIN, TX 78758. Phone: 512-339-1181.

At the bottom, there is a text input field labeled "Type your message" and a send button.

# Ask a question

Current and potential clients

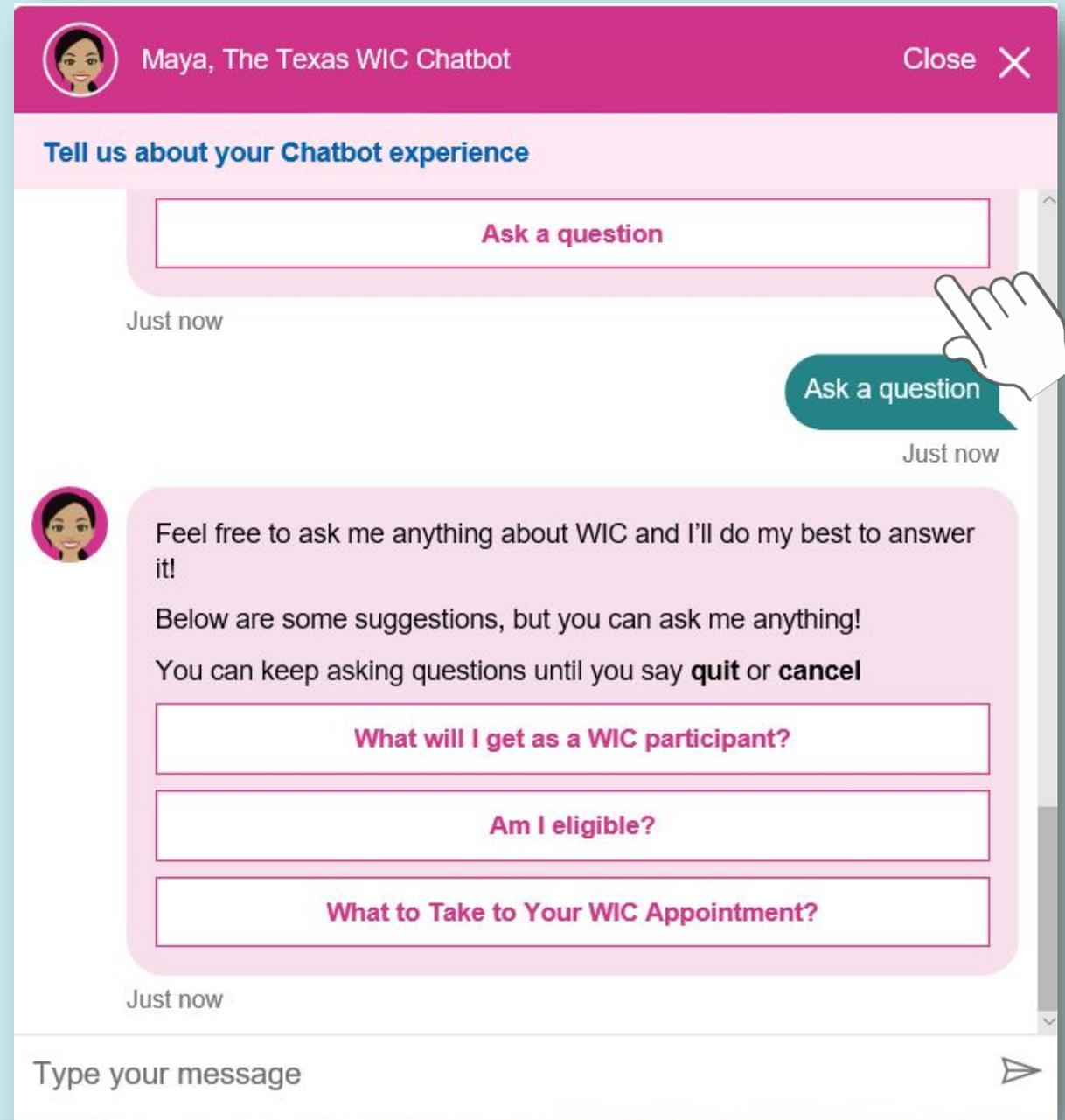
FAQs



# Ask a question

Users can click the button from the menu.

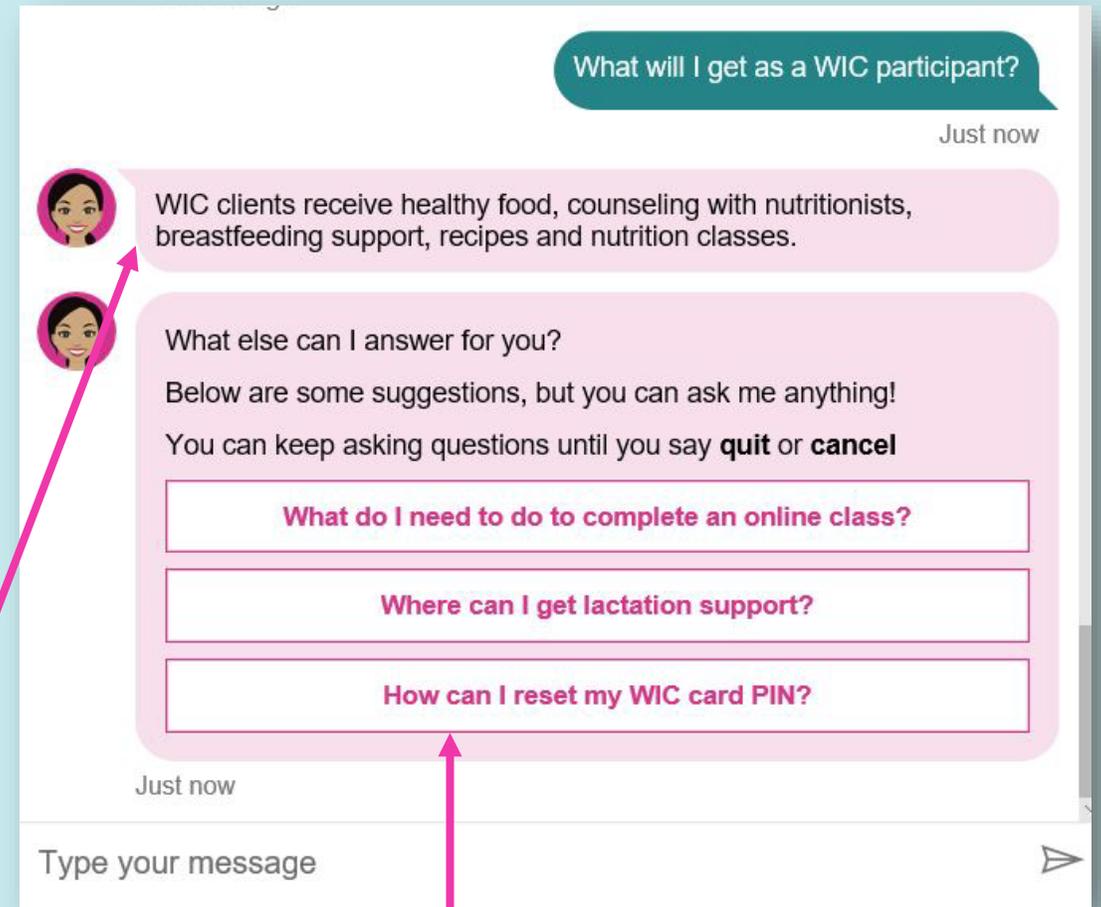
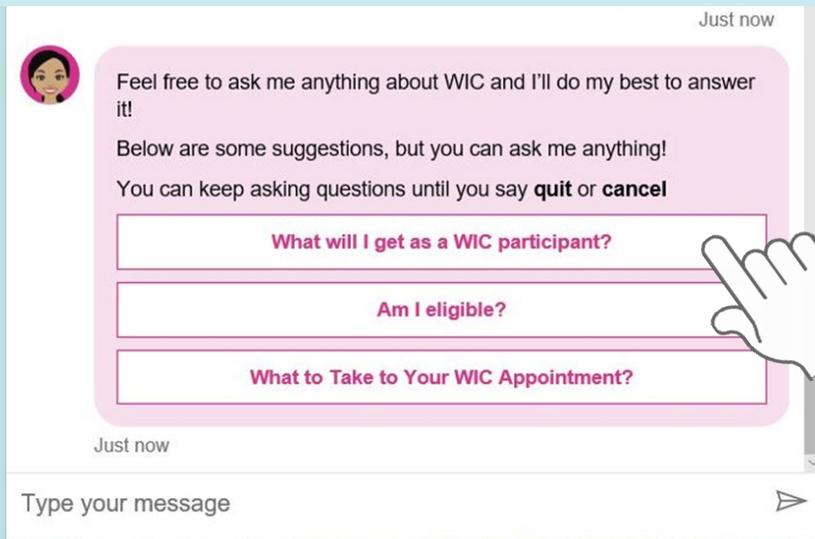
They will get 3 suggestions or they can type in their question



The screenshot shows a chatbot interface for 'Maya, The Texas WIC Chatbot'. At the top, there is a header with the chatbot's name and a 'Close' button. Below the header, a section titled 'Tell us about your Chatbot experience' contains a large 'Ask a question' button. A hand icon is shown clicking this button. Below the button, a chat bubble from the chatbot says: 'Feel free to ask me anything about WIC and I'll do my best to answer it! Below are some suggestions, but you can ask me anything! You can keep asking questions until you say **quit** or **cancel**'. Three suggestion buttons are listed: 'What will I get as a WIC participant?', 'Am I eligible?', and 'What to Take to Your WIC Appointment?'. At the bottom, there is a text input field labeled 'Type your message' and a send button.



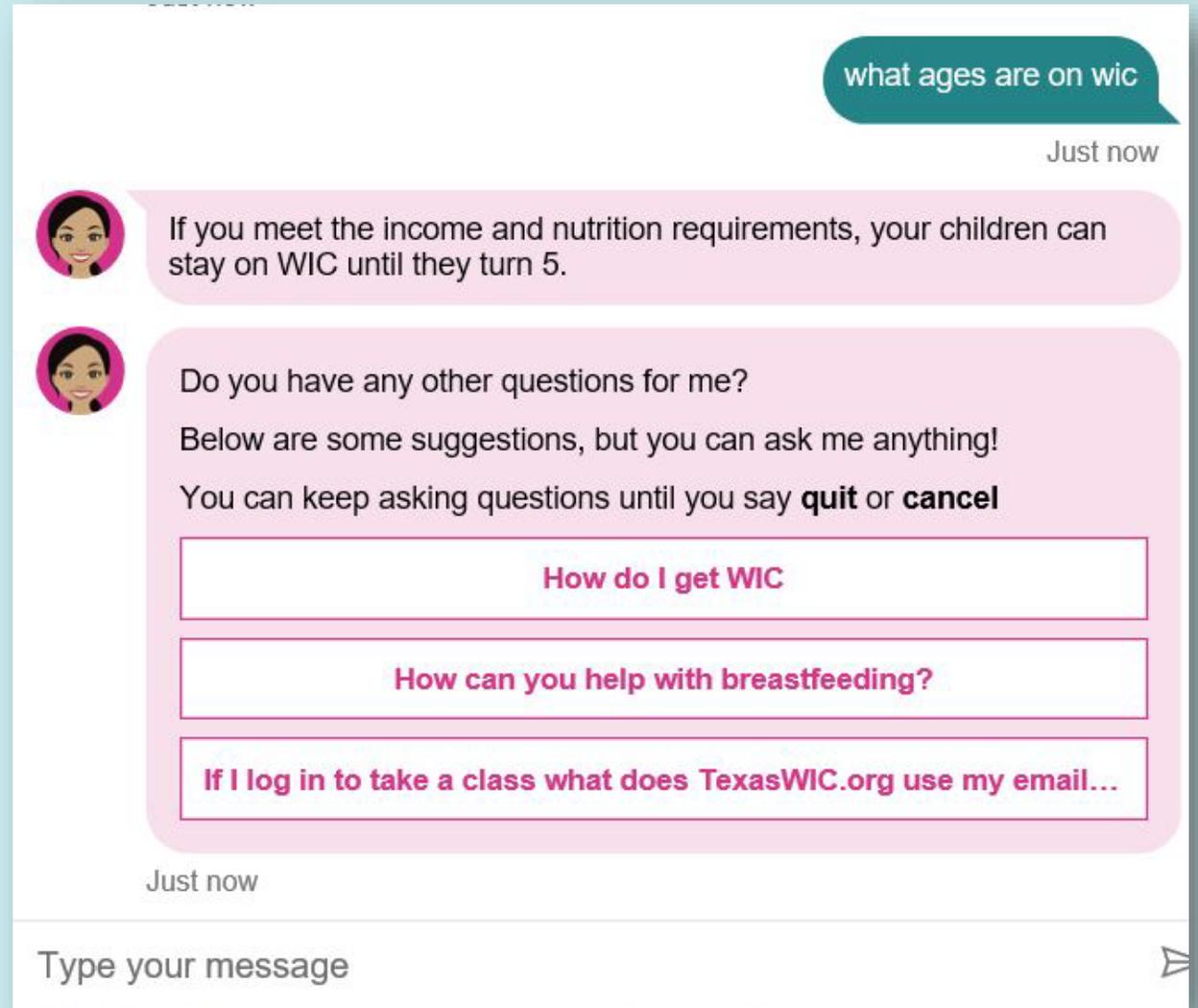
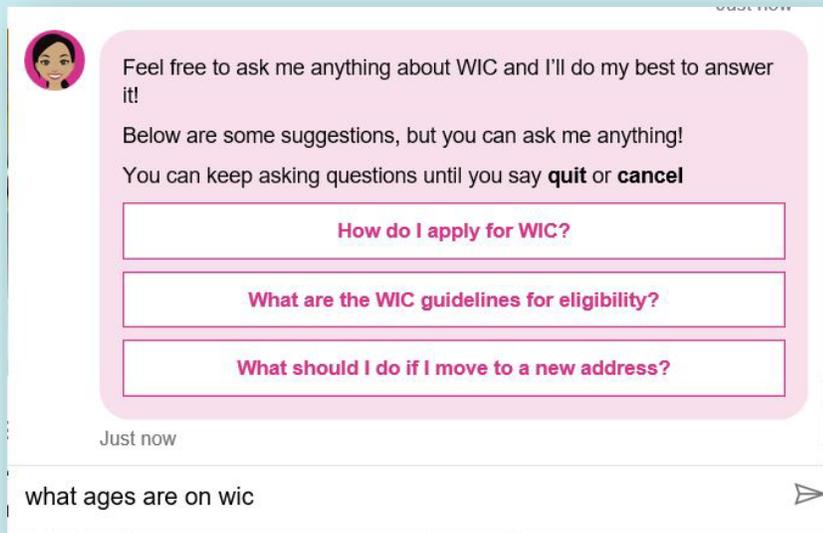
# Ask a question: button



Maya provides and answer and additional question suggestions

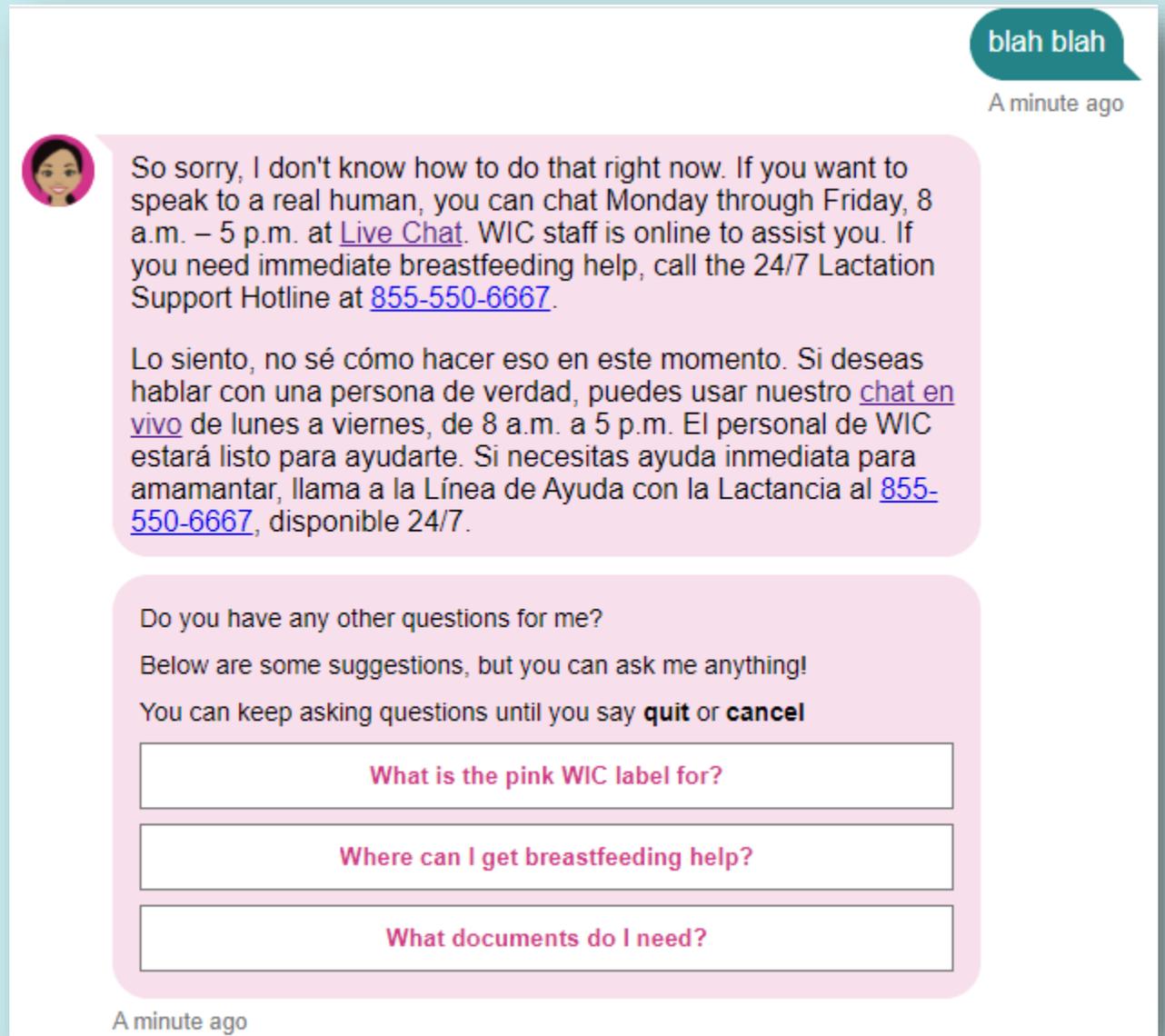


# Ask a question: Type in



# Fall back response

- Fall back response is used when Maya doesn't understand a question.
- Provides response in English and Spanish



blah blah  
A minute ago

 So sorry, I don't know how to do that right now. If you want to speak to a real human, you can chat Monday through Friday, 8 a.m. – 5 p.m. at [Live Chat](#). WIC staff is online to assist you. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [855-550-6667](tel:855-550-6667).

Lo siento, no sé cómo hacer eso en este momento. Si deseas hablar con una persona de verdad, puedes usar nuestro [chat en vivo](#) de lunes a viernes, de 8 a.m. a 5 p.m. El personal de WIC estará listo para ayudarte. Si necesitas ayuda inmediata para amamantar, llama a la Línea de Ayuda con la Lactancia al [855-550-6667](tel:855-550-6667), disponible 24/7.

Do you have any other questions for me?  
Below are some suggestions, but you can ask me anything!  
You can keep asking questions until you say **quit** or **cancel**

A minute ago

# Chat with Maya!

▶ [TexasWIC.org](https://TexasWIC.org)



# Attachment D

Chatbot Question and Answer Database

## Question and Answer Database

Question	Answer	Source	Metadata	Suggested Questions	Is Context Only	Prompts	Qnald
From Texas	Before you move, ask your Texas WIC clinic for a Verification of Certification form to take to your new state. You will need to make an appointment at the WIC office in your new state to have new benefits issued.	About WIC and Eligibility.xlsx		[]	False	[]	1
What should I do if I move to another state?	Before you move, ask your Texas WIC clinic for a Verification of Certification form to take to your new state. You will need to make an appointment at the WIC office in your new state to have new benefits issued.	About WIC and Eligibility.xlsx		[]	False	[]	1
To Texas	Contact the [local WIC clinic in your area](https://find.texasWIC.org) to tell them you want to transfer your WIC benefits from another state. If you do not know the nearest WIC clinic in your area, you can [ <b>Live Chat</b> ](https://texaswic.org/about-wic/live-chat-with-wic?state-wic-office) online with WIC staff for assistance.	About WIC and Eligibility.xlsx		[]	False	[]	2
What should I do if I moved to Texas?	Contact the [local WIC clinic in your area](https://find.texasWIC.org) to tell them you want to transfer your WIC benefits from another state. If you do not know the nearest WIC clinic in your area, you can [ <b>Live Chat</b> ](https://texaswic.org/about-wic/live-chat-with-wic?state-wic-office) online with WIC staff for assistance.	About WIC and Eligibility.xlsx		[]	False	[]	2
Change address	If you are in the same part of town, contact your WIC office and let them know your new address. If you move to another city or a different part of town, [find a WIC office in your area](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia) and contact them to request a transfer of your records.	About WIC and Eligibility.xlsx		[]	False	[]	3
What if I need to change my address?	If you are in the same part of town, contact your WIC office and let them know your new address. If you move to another city or a different part of town, [find a WIC office in your area](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia) and contact them to request a transfer of your records.	About WIC and Eligibility.xlsx		[]	False	[]	3

Question and Answer Database

What should I do if I move to a new address?	If you are in the same part of town, contact your WIC office and let them know your new address. If you move to another city or a different part of town, [find a WIC office in your area](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia) and contact them to request a transfer of your records.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	3
forms	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have](https://texasWIC.org/apply/your-first-WIC-appointment).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	4
What documents do I need?	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have](https://texasWIC.org/apply/your-first-WIC-appointment).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	4
What forms will I need?	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have](https://texasWIC.org/apply/your-first-WIC-appointment).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	4
What should I take to my WIC appointment?	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have](https://texasWIC.org/apply/your-first-WIC-appointment).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	4
How do I update my email address for WIC Classes?	To change your email for online classes, [log in](https://texaswic.org/online-classes) and click on "Profile." A window will open and display your current email address. Enter your new address and click save. The next time you log in, use your new email address. You will still see all of your class progress.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	5
Breastfeeding	Breastfeeding isn't always easy, but your WIC office can help. WIC's breastfeeding experts help mothers meet their breastfeeding goals with lactation consultants, classes, peer counselors and a 24/7 hotline. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18555506667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	6

## Question and Answer Database

How can WIC help me with breastfeeding?	Breastfeeding isn't always easy, but your WIC office can help. WIC's breastfeeding experts help mothers meet their breastfeeding goals with lactation consultants, classes, peer counselors and a 24/7 hotline. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18555506667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	6
How can WIC help with breastfeeding?	Breastfeeding isn't always easy, but your WIC office can help. WIC's breastfeeding experts help mothers meet their breastfeeding goals with lactation consultants, classes, peer counselors and a 24/7 hotline. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18555506667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	6
How can WIC help with nursing?	Breastfeeding isn't always easy, but your WIC office can help. WIC's breastfeeding experts help mothers meet their breastfeeding goals with lactation consultants, classes, peer counselors and a 24/7 hotline. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18555506667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	6
How can you help with breastfeeding?	Breastfeeding isn't always easy, but your WIC office can help. WIC's breastfeeding experts help mothers meet their breastfeeding goals with lactation consultants, classes, peer counselors and a 24/7 hotline. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18555506667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	6
How can you help with nursing?	Breastfeeding isn't always easy, but your WIC office can help. WIC's breastfeeding experts help mothers meet their breastfeeding goals with lactation consultants, classes, peer counselors and a 24/7 hotline. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18555506667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	6
Nursing	Breastfeeding isn't always easy, but your WIC office can help. WIC's breastfeeding experts help mothers meet their breastfeeding goals with lactation consultants, classes, peer counselors and a 24/7 hotline. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18555506667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	6

## Question and Answer Database

Where can I get breastfeeding help?	Breastfeeding isn't always easy, but your WIC office can help. WIC's breastfeeding experts help mothers meet their breastfeeding goals with lactation consultants, classes, peer counselors and a 24/7 hotline. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18555506667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	6
baby's formula	Call your WIC office to discuss your baby's formula needs and the available options.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	7
formula	Call your WIC office to discuss your baby's formula needs and the available options.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	7
How do I change my baby's formula?	Call your WIC office to discuss your baby's formula needs and the available options.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	7
Where can I get lactation counseling?	For 24/7 breastfeeding help, call the free Lactation Support Hotline at [1-855-550-6667](tel:18555506667). Lactation Consultants are on-call to answer questions about pumping, latch and position, medications and returning to work or school. Help is available to ALL Texas moms – even if you are not a WIC client.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	8
Where can I get lactation support?	For 24/7 breastfeeding help, call the free Lactation Support Hotline at [1-855-550-6667](tel:18555506667). Lactation Consultants are on-call to answer questions about pumping, latch and position, medications and returning to work or school. Help is available to ALL Texas moms – even if you are not a WIC client.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	8
breast pump	I'm happy to hear you are breastfeeding! WIC offers breast pumps and breastfeeding counseling. Call your WIC office and ask to speak to a breastfeeding counselor about a breast pump. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18558856667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	9
breastpump	I'm happy to hear you are breastfeeding! WIC offers breast pumps and breastfeeding counseling. Call your WIC office and ask to speak to a breastfeeding counselor about a breast pump. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18558856667) for free.	Breastfeeding.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	9

Question and Answer Database

<p>I'm breastfeeding. What if I need a breast pump?</p>	<p>I'm happy to hear you are breastfeeding! WIC offers breast pumps and breastfeeding counseling. Call your WIC office and ask to speak to a breastfeeding counselor about a breast pump. If you need immediate breastfeeding help, call the 24/7 Lactation Support Hotline at [1-855-550-6667](tel:18558856667) for free.</p>	<p>Breastfeeding.xlsx</p>	<p><input type="checkbox"/></p>	<p>False</p>	<p><input type="checkbox"/></p>	<p>9</p>
<p>Are there breastfeeding groups?</p>	<p>WIC has 5 free lactation support centers for ALL Texas moms — even if you are not a WIC client. Locations are in Houston, Dallas, Austin, McAllen and San Antonio. [View their contact information](https://texasWIC.org/breastfeeding/were-here-help) to schedule an appointment. For 24/7 breastfeeding help, call the Lactation Support Hotline at [1-855-550-6667](tel:18555506667).</p>	<p>Breastfeeding.xlsx</p>	<p><input type="checkbox"/></p>	<p>False</p>	<p><input type="checkbox"/></p>	<p>10</p>
<p>What are WIC Lactation Support Centers?</p>	<p>WIC has 5 free lactation support centers for ALL Texas moms — even if you are not a WIC client. Locations are in Houston, Dallas, Austin, McAllen and San Antonio. [View their contact information](https://texasWIC.org/breastfeeding/were-here-help) to schedule an appointment. For 24/7 breastfeeding help, call the Lactation Support Hotline at [1-855-550-6667](tel:18555506667).</p>	<p>Breastfeeding.xlsx</p>	<p><input type="checkbox"/></p>	<p>False</p>	<p><input type="checkbox"/></p>	<p>10</p>
<p>I'm not a WIC client. Can I still get help with breastfeeding?</p>	<p>Yes! Texas WIC has several resources to help you breastfeed your baby, even if you do not qualify for WIC benefits.\n\nTexas provides free, 24/7 breastfeeding help through the Texas Lactation Support Hotline. Call [1-855-550-6667](tel:18558856667) to speak with a lactation consultant. They can help you over the phone and link you to breastfeeding resources in your area.\n\nWe also offer free, in-person help at our Lactation Support Centers. They are located in McAllen, Austin, Dallas, San Antonio and Houston. If you live near these areas and are interested in getting in touch to make an appointment, you can [find more information](https://texaswic.org/breastfeeding/were-here-help).\n\nAdditionally, we have online classes available to anyone at no-cost. They include “click and learn” options that you can take at any time, and live classes with IBCLCs. [Register online](https://texaswic.org/online-classes).</p>	<p>Breastfeeding.xlsx</p>	<p><input type="checkbox"/></p>	<p>False</p>	<p><input type="checkbox"/></p>	<p>12</p>
<p>Will I be able to use my Texas EBT card in another state?</p>	<p>No, the Texas WIC card can only be used within Texas.</p>	<p>Texas WIC Card and Shopping.xlsx</p>	<p><input type="checkbox"/></p>	<p>False</p>	<p><input type="checkbox"/></p>	<p>13</p>

Question and Answer Database

Will I be able to use my Texas WIC card in another state?	No, the Texas WIC card can only be used within Texas.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	13
how do I continue with my WIC card?	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
how do I get my WIC card?	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
How do I reload my WIC card?	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
how do I restart my WIC card?	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
how do I resume my WIC card?	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
how do I update my WIC card?	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
load	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
load WIC grocery card	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
reload	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
reload card	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14

Question and Answer Database

renew	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
update	Benefits can be loaded on your WIC card for up to three months at a time. Please contact your WIC office to schedule an appointment to reload your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	14
check benefits on my card	To get the most up to date balance, request a balance receipt from the cashier at a store. You can also download the ***my*TexasWIC** shopping app to check your balance. Just know that the benefits in the app take a few days to update. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	15
check balance	To get the most up to date balance, request a balance receipt from the cashier at a store. You can also download the ***my*TexasWIC** shopping app to check your balance. Just know that the benefits in the app take a few days to update. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	15
What is the benefit balance on my card?	To get the most up to date balance, request a balance receipt from the cashier at a store. You can also download the ***my*TexasWIC** shopping app to check your balance. Just know that the benefits in the app take a few days to update. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	15
Missing benefits on my WIC card?	Please contact your WIC office to schedule an appointment to reload your WIC card with benefits.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	16
use card at the grocery store	Using your WIC card works a lot like a debit card. Insert your card into the card reader at checkout and enter your PIN. Once your items are scanned, review your receipt to make sure that your WIC purchases are correct. Every time you use your WIC card, you will get a receipt that shows the benefits you have left for the month.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	17
What will happen when I use my WIC card at the grocery store?	Using your WIC card works a lot like a debit card. Insert your card into the card reader at checkout and enter your PIN. Once your items are scanned, review your receipt to make sure that your WIC purchases are correct. Every time you use your WIC card, you will get a receipt that shows the benefits you have left for the month.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	17

Question and Answer Database

Can someone else use my WIC card?	You can give your WIC card and PIN to someone else to shop for grocery items for you. Be sure the person is someone you trust with your card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	18
someone else use my card	You can give your WIC card and PIN to someone else to shop for grocery items for you. Be sure the person is someone you trust with your card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	18
How can I reset my WIC card PIN?	You can reset your PIN number at your WIC office.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	19
reset PIN	You can reset your PIN number at your WIC office.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	19
how can I get WIC card	You can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start your application online](https://texasWIC.org/apply)	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	20
The website looks different. Where did my completed class certificates go?	If you started a class or completed a class before May 10, 2018, the class history and progress did not move to the new TexasWIC.org. To get credit for your class, tell the WIC office that your certificate was lost because of the change.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	21
Can you email me a copy of my class certificate?	I'm sorry, our current system does not email certificates. When you log in using your email address, you will be able to see what classes you've completed. You can show these certificates on your phone at your WIC appointment.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	22
What should I do if the online classes are not working properly?	Send an email to [WICsupport@hhs.texas.gov](https://texaswic.az1.qualtrics.com/jfe/form/SV_0GMXlQRHlhZ77Uy) and let us know that the site is not working. If you are unable to complete your class, you can still receive your WIC benefits at your appointment.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	23
If I log in to take a class what does TexasWIC.org use my email address for?	TexasWIC.org only uses your email address to save your progress in the classes and to save copies of your certificates. WIC will not send you any unsolicited emails. You will only receive emails if you sign up for our monthly newsletters.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	24
What do I need to do to complete an online class?	To complete an online class, log in with your email address and you will see "My Classes" and "Class Catalog." Choose the class you would like to take from the catalog. At the end of the class you will receive a certificate. You can save, download or print the certificate. You can bring a printed certificate or log in to "My Classes" to show your certificate at your WIC appointment.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	25

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What do I need to do to complete an online WIC class?	To complete an online class, [log in](https://texaswic.org/online-classes) with your email address and you will see "My Classes" and "Class Catalog." Choose the class you would like to take from the catalog. At the end of the class you will receive a certificate. You can save, download or print the certificate. You can bring a printed certificate or log in to "My Classes" to show your certificate at your WIC appointment.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	26
How many classes do I need to complete to get credit for attending my WIC class?	To get credit for nutrition education, you only need to complete one class before your WIC appointment.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	27
Do I need to complete a specific class?	You can complete any class that interests you.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	28
What if I don't have a printer available to print a certificate?	You can save or download a certificate to your phone or log in to "My Classes" and show your completed certificate at your WIC appointment.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	29
COVID	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. [Find a WIC office near you](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia)	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	30
COVID 19	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. [Find a WIC office near you](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia)	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	30
COVID-19	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. [Find a WIC office near you](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia)	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	30
COVID-19 and WIC appointments	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. [Find a WIC office near you](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia)	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	30

Question and Answer Database

Pandemic	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. [Find a WIC office near you](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia)	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	30
Social distancing	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. Visit https://find.texasWIC.org/ to find your local clinic or call [1-800-942-3678](tel:18009423678).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	31
Virus	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. Visit https://find.texasWIC.org/ to find your local clinic or call [1-800-942-3678](tel:18009423678).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	31
What will happen at my appointment during the COVID-19 pandemic?	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. [Find a WIC office near you](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia)	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	32
What will happen at my appointment during social distancing	Texas WIC has modified services throughout the state to help keep clients and staff safe. Families may call their local WIC clinics to learn more about how they can receive services. [Find a WIC office near you](https://find.texaswic.org/?wicType=Clinic&lge=a8Jwz9Jlia)	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	32
I can't find WIC foods at the grocery store. Are there more options?	To get your family what it needs during these difficult times, Texas WIC has temporarily added more options for the milk, bread, rice, pasta and eggs that you can buy at the grocery store. [More information](https://texaswic.org/about-wic/special-wic-food-updates).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	33
Temporary foods	To get your family what it needs during these difficult times, Texas WIC has temporarily added more options for the milk, bread, rice, pasta and eggs that you can buy at the grocery store. [More information](https://texaswic.org/about-wic/special-wic-food-updates).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	33

## Question and Answer Database

What foods are available during coronavirus	To get your family what it needs during these difficult times, Texas WIC has temporarily added more options for the milk, bread, rice, pasta and eggs that you can buy at the grocery store. [More information](https://texaswic.org/about-wic/special-wic-food-updates).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	33
What foods are available during COVID-19	To get your family what it needs during these difficult times, Texas WIC has temporarily added more options for the milk, bread, rice, pasta and eggs that you can buy at the grocery store. [More information](https://texaswic.org/about-wic/special-wic-food-updates).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	33
What about dads?	Fathers of children younger than age 5 can enroll their children in the WIC program. Just like any other parent or guardian, fathers can bring their children to appointments, attend nutrition classes and get benefits for their children.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	34
What about fathers?	Fathers of children younger than age 5 can enroll their children in the WIC program. Just like any other parent or guardian, fathers can bring their children to appointments, attend nutrition classes and get benefits for their children.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	34
Can fathers apply for WIC?	Fathers of children younger than age 5 can enroll their children in the WIC program. Just like any other parent or guardian, fathers can bring their children to appointments, attend nutrition classes and get benefits for their children.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	34
What about my baby daddy?	Fathers of children younger than age 5 can enroll their children in the WIC program. Just like any other parent or guardian, fathers can bring their children to appointments, attend nutrition classes and get benefits for their children.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	34
How long can I stay on WIC?	If you meet the income and nutrition requirements, your children can stay on WIC until they turn 5.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	35
How old can I stay on WIC?	If you meet the income and nutrition requirements, your children can stay on WIC until they turn 5.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	35
What age can I stay on WIC until?	If you meet the income and nutrition requirements, your children can stay on WIC until they turn 5.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	35

Question and Answer Database

What are the WIC guidelines for eligibility?	If you are on Medicaid, TANF or SNAP, you may also meet the income eligibility guidelines for WIC. Even if you don't qualify for these programs, you may still qualify for WIC. [View the guidelines](https://texasWIC.org/apply). I'm also happy to help you determine if you qualify for WIC benefits. Type quit or cancel, and select "Do I qualify for WIC?" from the main menu.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	36
WIC eligibility guidelines	If you are on Medicaid, TANF or SNAP, you may also meet the income eligibility guidelines for WIC. Even if you don't qualify for these programs, you may still qualify for WIC. [View the guidelines](https://texasWIC.org/apply). I'm also happy to help you determine if you qualify for WIC benefits. Type quit or cancel, and select "Do I qualify for WIC?" from the main menu.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	36
WIC guidelines	If you are on Medicaid, TANF or SNAP, you may also meet the income eligibility guidelines for WIC. Even if you don't qualify for these programs, you may still qualify for WIC. [View the guidelines](https://texasWIC.org/apply). I'm also happy to help you determine if you qualify for WIC benefits. Type quit or cancel, and select "Do I qualify for WIC?" from the main menu.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	36
Why isn't my benefit balance updated immediately on the myTexasWIC shopping app?	Benefit balances in the ***my*TexasWIC** app requires 2-5 days to update after a shopping trip. To get the most accurate balance, request a balance receipt from the cashier.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	37
What if I'm a foster parent with more than one card trying to register for the myTexasWIC shopping app?	Foster parents must register each card individually in the ***my*TexasWIC** shopping app.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	38
I can't register for myTexasWIC	If you are having trouble registering your WIC card as a new user, please call [1-800-942-3678](tel:18009423678) and press "3" Monday-Friday, 8 a.m.-5 p.m. or email [WICsupport@hhs.texas.gov](https://texaswic.az1.qualtrics.com/jfe/form/SV_OGMXIQRHhZ77Uy)	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	39
What if I don't see changes to my benefits on the shopping app?	If you recently visited the clinic and had changes to your food package (examples: formula change, food substitutions or removal of food items) you will have to wait 1-2 days for the ***my*TexasWIC** app to reflect new changes.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	40
Why can't I register for the myTexasWIC shopping app?	New participants must wait 1-2 days to register their WIC card with the ***my*TexasWIC** app. Existing participants can register immediately.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	41

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Can I reload my benefits through the myTexasWIC shopping app?	No, benefits can only be reloaded during an appointment at your WIC clinic.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	42
What if I still can't register for the myTexasWIC shopping app?	You can email us at [WICsupport@hhs.texas.gov](https://texaswic.az1.qualtrics.com/jfe/form/SV_OGMXlQRHhZ77Uy) or [**Live Chat**](https://texaswic.org/about-wic/live-chat-with-wic?state-wic-office) online with WIC staff for assistance.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	43
Who can register on the myTexasWIC shopping app?	The primary card holder or additional card holder may register. Please note, your 19-digit WIC card number can only be registered once per household.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	44
myTexasWIC shopping app	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
android app	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
app	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
app store	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45

Question and Answer Database

Does WIC have a mobile app?	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
google app	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
ios app	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
iphone app	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
mobile app	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
mobile application	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45

Question and Answer Database

play store	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
playstore	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
shopping app	Yes! Shopping just got easier with the ***my*TexasWIC** shopping app. Use the app on your mobile phone to scan items at the store to see if they are WIC approved, check your WIC benefits and view the Texas WIC shopping guide. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	45
Do I need to update the myTexasWIC shopping app if I recently replaced a lost or stolen card?	Yes, you will need to register again with your new 19-digit WIC card number and date of birth 1-2 days after your card has been replaced.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	46
Can I continue to shop if I choose not to register on myTexasWIC shopping app?	Yes, you will receive an ending balance receipt from the cashier to show what's left on your card after each shopping trip.	myTexasWIC Shopping App.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	47
What do I do before I shop?	Before you shop, look at your Texas WIC Shopping List to see what foods you have. Be sure to take your shopping list and Texas WIC Shopping Guide with you to the grocery store. The WIC Shopping Guide helps you choose WIC approved foods and package sizes. You can also [download the ***my*TexasWIC** shopping app](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	48
What if my food doesn't scan?	Check the size and brand against your Texas WIC Shopping Guide or the ***my*TexasWIC** app. Be sure you have enough benefits left on your card for the item. You can pay for it with your other groceries or return the food. If you don't have the app already, [download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	49

Question and Answer Database

What if a WIC item is not listed on my receipt as a WIC purchase?	If a WIC item is not on your receipt, you may have selected an item that is the wrong size or brand, or you may not have enough benefits left on your card. You can choose to pay for the item yourself, or you can tell the cashier you do not want the item.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	50
What if I have other problems at the grocery store?	If you have any WIC-related problems at the grocery store, <b>[**Live Chat**]</b> ( <a href="https://texaswic.org/about-wic/live-chat-with-wic?state-wic-office">https://texaswic.org/about-wic/live-chat-with-wic?state-wic-office</a> ) online with WIC staff.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	51
pink label	Look for the pink “WIC Approved Item” stickers on the grocery store shelves. Stores use these stickers on certain WIC foods to show you which brands to buy when shopping at that store. Look for the pink WIC Approved Item sticker for milk, juice, cheese, dried beans and whole grains.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	52
What is the pink WIC label for?	Look for the pink “WIC Approved Item” stickers on the grocery store shelves. Stores use these stickers on certain WIC foods to show you which brands to buy when shopping at that store. Look for the pink WIC Approved Item sticker for milk, juice, cheese, dried beans and whole grains.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	52
What brands can I buy?	Not all foods are marked with WIC stickers. Use the <b>***my*TexasWIC**</b> app or WIC Shopping Guide to learn which specific brands to buy. For some WIC foods “any brand” is allowed. That means you can choose any brand you want, but check your WIC Shopping Guide to see which package sizes and varieties you can choose from. If you don't have the app already, [download it today]( <a href="https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods">https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods</a> ).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	53
what foods can I buy	WIC foods include fruits and vegetables, milk, cheese, eggs, peanut butter, whole grains, baby food, cereal and more. [Learn more about WIC foods]( <a href="https://texasWIC.org/WIC-foods-and-recipes/food-packages">https://texasWIC.org/WIC-foods-and-recipes/food-packages</a> ).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	54
What WIC foods can I buy?	WIC foods include fruits and vegetables, milk, cheese, eggs, peanut butter, whole grains, baby food, cereal and more. [Learn more about WIC foods]( <a href="https://texasWIC.org/WIC-foods-and-recipes/food-packages">https://texasWIC.org/WIC-foods-and-recipes/food-packages</a> ).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	54

## Question and Answer Database

What can I buy	You can buy as much or as little of your food as you want. On your first trip, you might try shopping for just a few foods. Look for the pink WIC Approved Item sticker for milk, juice, cheese, dried beans and whole grains. You can also download the ***my*TexasWIC** shopping app to help with shopping. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	55
What can I purchase	You can buy as much or as little of your food as you want. On your first trip, you might try shopping for just a few foods. Look for the pink WIC Approved Item sticker for milk, juice, cheese, dried beans and whole grains. You can also download the ***my*TexasWIC** shopping app to help with shopping. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	55
What should I buy?	You can buy as much or as little of your food as you want. On your first trip, you might try shopping for just a few foods. Look for the pink WIC Approved Item sticker for milk, juice, cheese, dried beans and whole grains. You can also download the ***my*TexasWIC** shopping app to help with shopping. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	55
What you can buy	You can buy as much or as little of your food as you want. On your first trip, you might try shopping for just a few foods. Look for the pink WIC Approved Item sticker for milk, juice, cheese, dried beans and whole grains. You can also download the ***my*TexasWIC** shopping app to help with shopping. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	55
What you can purchase	You can buy as much or as little of your food as you want. On your first trip, you might try shopping for just a few foods. Look for the pink WIC Approved Item sticker for milk, juice, cheese, dried beans and whole grains. You can also download the ***my*TexasWIC** shopping app to help with shopping. [Download it today](https://texasWIC.org/WIC-foods-and-recipes/shopping-WIC-foods).	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	55

Question and Answer Database

What if I need someone else to go to the store for me?	You can give your WIC card and PIN to someone else to shop for grocery items for you. Be sure the person is someone you trust with your card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	56
What if I go over my dollar amount for fruits and vegetables?	You can pay with cash, credit, debit or SNAP if you go over the fruit and vegetable dollar or monthly benefit amount on your WIC card.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	57
Do I have to buy a certain amount of food at each trip to the grocery store?	You choose how much of your WIC food benefits you want to spend each shopping trip. For example, you can buy one box of cereal this week and another box of cereal next week or you can buy two boxes all at once. It's up to you.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	58
How much food can I buy?	Your Texas WIC Shopping List or the ***my*TexasWIC** app shows every eligible family members' WIC foods. Most numbers on the WIC Shopping List show quantities. For example, "4.50 gal" means 4 1/2 gallons. For fruits and vegetables, a dollar amount is listed. For example, "\$8.00 VALUE" means that you can buy \$8 worth of fruits and vegetables.	Texas WIC Card and Shopping.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	59
Who provides the services?	Many organizations offer WIC services such as local health departments, county and city agencies, migrant health centers, community action agencies and hospitals.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	60
Who provides the WIC program?	Many organizations offer WIC services such as local health departments, county and city agencies, migrant health centers, community action agencies and hospitals.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	60
documents do I need	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have]( <a href="https://texasWIC.org/apply/your-first-WIC-appointment">https://texasWIC.org/apply/your-first-WIC-appointment</a> ).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	61
first WIC appointment	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have]( <a href="https://texasWIC.org/apply/your-first-WIC-appointment">https://texasWIC.org/apply/your-first-WIC-appointment</a> ).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	61
paperwork	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have]( <a href="https://texasWIC.org/apply/your-first-WIC-appointment">https://texasWIC.org/apply/your-first-WIC-appointment</a> ).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	61

Question and Answer Database

what do I bring	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have](https://texasWIC.org/apply/your-first-WIC-appointment).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	61
what do I need to take for the appointment	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have](https://texasWIC.org/apply/your-first-WIC-appointment).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	61
what documentation do I need	There are a few items you will need to have for your first WIC appointment. [Learn more about the documents you will need to have](https://texasWIC.org/apply/your-first-WIC-appointment).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	61
What if I have other questions?	To speak with a customer service representative, call 800-942-3678 during normal business hours or <b>[**Live Chat**]</b> (https://texaswic.org/about-wic/live-chat-with-wic?state-wic-office) online with WIC staff.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	62
What will I get as a WIC client?	WIC clients receive healthy food, counseling with nutritionists, breastfeeding support, recipes and nutrition classes.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	63
What will I get as a WIC participant	WIC clients receive healthy food, counseling with nutritionists, breastfeeding support, recipes and nutrition classes.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	63
About	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
About WIC services	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
How can WIC help me?	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64

## Question and Answer Database

nutrition program	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
supplemental program	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
what is special supplemental nutrition program for women, infants and children	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
What is WIC	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
What is WIC program	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
WIC program	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
WIC services	WIC is a nutrition program for pregnant or breastfeeding women and families with children younger than 5. WIC clients get healthy food, nutrition counseling, breastfeeding support and more.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	64
foster kids	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65

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foster parents	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65
grand parents	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65
grandparents	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65
guardians	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65
parents	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65

Question and Answer Database

Pregnant women	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65
step parents	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65
stepparents	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65
Who can apply for WIC?	Pregnant women and parents, step-parents, grandparents, guardians and foster parents of children younger than 5. If you belong to any of these categories, you can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	65
I want WIC benefits	You can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	66
Where can I get WIC benefits	You can start your application online. After you submit it, the WIC office will contact you to schedule an appointment and finish the process. [Start online](https://texasWIC.org/apply).	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	66

Question and Answer Database

Citizenship	Texas WIC does not collect citizenship and immigration status or social security numbers. We do not share personal information with any immigration agency. All information provided by WIC applicants and clients is confidential and is not used for immigration purposes or shared with any other agencies.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	67
Does WIC share my citizenship with immigration?	Texas WIC does not collect citizenship and immigration status or social security numbers. We do not share personal information with any immigration agency. All information provided by WIC applicants and clients is confidential and is not used for immigration purposes or shared with any other agencies.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	67
Does WIC share my information with immigration?	Texas WIC does not collect citizenship and immigration status or social security numbers. We do not share personal information with any immigration agency. All information provided by WIC applicants and clients is confidential and is not used for immigration purposes or shared with any other agencies.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	67
Immigration	Texas WIC does not collect citizenship and immigration status or social security numbers. We do not share personal information with any immigration agency. All information provided by WIC applicants and clients is confidential and is not used for immigration purposes or shared with any other agencies.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	67
had a miscarriage	I'm so sorry to hear about your loss. You are eligible to receive post-partum WIC benefits for up to 6 months after a pregnancy ends. Contact your WIC office to schedule an appointment and update your WIC record.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	68
miscarried	I'm so sorry to hear about your loss. You are eligible to receive post-partum WIC benefits for up to 6 months after a pregnancy ends. Contact your WIC office to schedule an appointment and update your WIC record.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	68
What if I was on WIC for my pregnancy but miscarried?	I'm so sorry to hear about your loss. You are eligible to receive post-partum WIC benefits for up to 6 months after a pregnancy ends. Contact your WIC office to schedule an appointment and update your WIC record.	About WIC and Eligibility.xlsx		<input type="checkbox"/>	False	<input type="checkbox"/>	68

Question and Answer Database

What if I was on WIC for my pregnancy but miscarried?	I'm so sorry to hear about your loss. You are eligible to receive post-partum WIC benefits for up to 6 months after a pregnancy ends. Contact your WIC office to schedule an appointment and update your WIC record.	About WIC and Eligibility.xlsx		[]	False	[]	651
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