

Form Frenzy: Rebuilding trust



People-Centered Government



People are at the center of everything we do

- Each agency's mission statement is a reflection of the ways State Government works to improve people's lives. Collectively, with focus, we can make a big difference.
- Our staff are the most crucial aspect of our work. Building our capacity for good starts with building the capacity of our public servants.

Our systems must be designed with people in mind

- Our measures of success should continuously push us to increase the impact our work has on people's lives.
- Our technology and our processes need to be human-centered and meet people where they are.

The Form Frenzy Process



Form Frenzy 24



**INTRODUCTION
TO
FORM
FRENZY**

February

**FORM
DESIGN
SESSION**

March

**FORM
FRENZY
FORUM**

April - May

Introduction to Form Frenzy

Laying the foundation for getting started

- 1. Introduction to the Form Frenzy experience**
Provide an overview of the initiative, the why, the how and expected outcomes
- 2. Guidance for prioritizing and choosing a form**
Determining which questions are necessary and removing unnecessary questions
- 3. Give agencies an opportunity for asking questions and discussion**
Grouping and order of questions, form fields and formatting
- 4. Leave with next steps and deliverables for the Design Session**

The Vision: What, Why, When,& How

- The average American spends **35 hours** a year filling out government forms.
- The average American spends **46 days** of their life waiting on hold.
- There are 80 different federal programs addressing anti-poverty but **\$60 Billion** goes unclaimed every year.

The Vision: What, Why, When, & How

90 Days

36 Agencies

1 Form

Monumental Impact

Roles and Responsibilities

- Agency Directors and Leadership
- Agency OCI or Lean Champion
- Form Teams
- GTO

Scope

Changes to the form
instructions,
questions, layout,
design and
technology, piloted
and implemented by
May 31, 2024.



Selecting a Form



Number of customers using the form

Proportion of customers who have difficulties

Consequences if customers cannot complete form

Feasibility to make changes to the form

Low ← Priority → High

Consequences



Consequences if customer cannot complete form

Create a Form List

Creating a form inventory and feasibility list

Form Information					Factors			Feasibility			
Form Name	Purpose of Form	Public or Internal Form	Form Type	Form Owner Division / Team	Avg number of forms received (per month)	Avg number of forms returned to customer due to E&O (per month)	Consequences for Customer if form submission is delayed	Do form changes require IT collaboration?	Are there other documents associated with this form?	Is content in the form governed by policy or statute?	Improvement Effort Rating 5= Most Effort 1= Least Effort
Records request form	For media and organizations to request information and records	Public	Web Form	Public Services / Records Team	63	12	Low	Yes	No	No	★★★★★
											★★★★★
											★★★★★
											★★★★★

- Form Information
- Factors to Consider
- Feasibility

Download from **The Hub**
and customize for agency
use

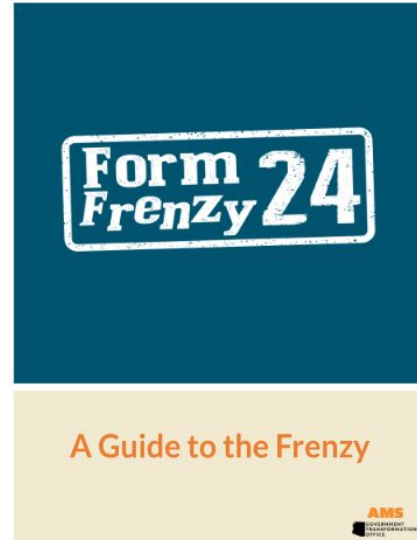
Next Steps



1. Discover- identify the form
2. Select- assess
3. Notify- inform GTO
4. Organize- build your team

Let's Get to Work!

1. Be a vocal supporter and engage your staff
2. Challenge your team to do more, and eliminate more sludge (waste)
3. Celebrate the success, so the whole agency knows what is possible in the future



QR Code

From your work phone

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Design Sessions



Design Sessions- Focus

- Understanding the customer of your form
- A conversation with customers
- Demographics
- Cultural considerations
- Behavioral Insights

‘A conversation with customers’

Form Frenzy- Design Sessions

IMPROVEMENT IN THREE KEY AREAS

**FORM
INTRODUCTION**

Improving information needed to determine eligibility, completing the form, and expectations after the form is submitted

**FORM
STRUCTURE**

Grouping and order of questions, form fields and formatting

**FORM
EXPRESSION**

Grade level, languages, positive framing and conversational questions

Design Session Deliverables

Design Knowledge

Agency teams will leave with foundational knowledge on improving forms that, when implemented, will create a better customer experience and can be repeated for other forms.

Documented List

Each agency team will have a documented list of specific form improvements (countermeasures) to take back to their agency to vet for feasibility and implement

We will use these documented lists to follow-up with agency teams on implementation wins and challenges. (centralized reporting or check-ins)

Measuring Form Improvement

Agency teams will be equipped to identify and begin measuring improvements made to ensure success.

Desired impact to people and customers

Time savings through simplicity, usability, consistency

Less language barriers with grade-school verbiage and multiple languages

Eliminate redundant questions in forms asking for the same information more than once

Easily determine eligibility before completing form

Better understanding of what the form is based on title



Follow-up



Support

GTO used the documented lists of improvement to follow-up with teams to provide support on implementation wins and challenges.
(centralized reporting or check-ins)

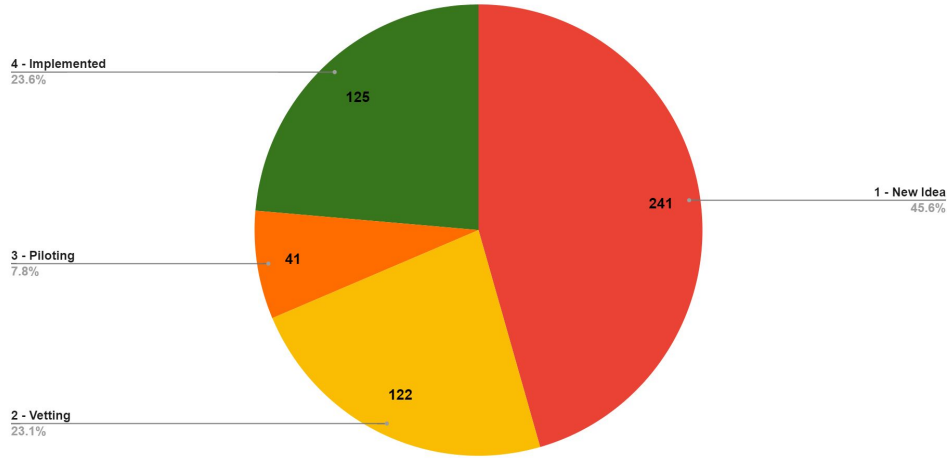
Tracking

GTO created a process for tracking improvement progress and collecting Wins.

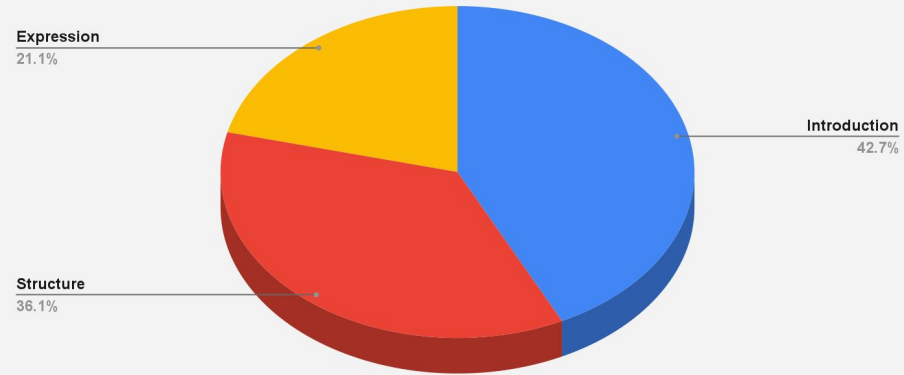
Tracking Progress



Total Number of Form Frenzy Ideas by Status



% of Ideas by Type



Form Frenzy 24- Information

- Register for Forum Sessions
- Form Frenzy Training Materials
- Form Frenzy Guide & Tools
- Timeline

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FORUMS

April - May

GTO Forums/Support Sessions

★ May 29 - Center for Plain Language Barbara Kingsley

- May 15 - Human-Centered Design
Form Highlight: Game & Fish Department
- May 1 - Using a DEIA Lens
Form Highlight: Dept of Revenue
- April 17 - Sludge and Waste Reduction
Form Highlight: Dept of Public Safety
- April 3 - Behavioral Insights
Form Highlight: Dept of Juv. Corrections

Improvement Data by Type- Final Metrics

433 Improvements implemented

180

Form
Introduction
Improvements

166

Form
Structure
Improvements

87

Form
Expression
Improvements

Improvement examples

Reduced processing
time of form

Eliminated duplicate
questions

Used plain language

Translated to Spanish

Implemented
QR Code



Combined multiple
forms into one form

Implemented DocuSign
and data validation

Improved visual appeal

Added or improved
instructions

Used color and bold to
highlight important
information

Converted from paper
to fillable pdf

Reformatted for easier
completion

Improvement Data by Impact- Final

Customer impact

49%

Reduction in
unnecessary
questions

50%

Reduction in
average median
time to complete
a form

20%

Increase in
average number
of C/A forms
received

*C/A=Complete and Accurate

Success Story

Tell us your Form Frenzy story!

- One story for each form
- Success & Recognition Event



<https://sites.google.com/az.gov/statewiderecognition/home>

Success stories-Outcomes

Outcome



Increase Timeliness

Improved customer experience/service—
An introduction that states “what you’ll need to fill out this form” helps the retiree understand what documents they need to submit and why. Increased timeliness/time reduction - Retirees can get their benefits quicker, and error rates for keying information are reduced.

Early Data: 10 % Improvement

Decrease in Processing Time and Improved Data

Process is less time consuming and data collection is available in one document, providing convenience for our underserved communities.

**Reduced time to complete the form
from 5 to 2 minutes**

**Reduced number of questions
from 21 to 13**

Outcome



Improve Accuracy and Decrease Time

Completeness improved as well as a decrease in customer time.

- **Reduced from 33 pages to 2 pages**
- **Reduced from 55 questions to 14**
- **Reduced completion rate from an average 2 days to 20 minutes**

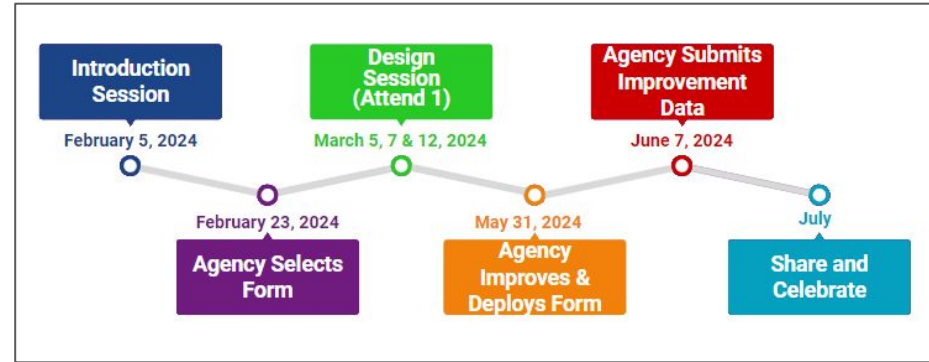
Time to Complete Reduced 50%

This improvement resulted in a 36% reduction in the number of questions included in the form, and has reduced the time needed to complete it by an estimated 50%.

It also has taken the burden of data entry off of staff members, and has the added benefit of allowing for tracking and reporting of user data, which was not possible in the past with paper forms.

Share and Celebrate in July

- Governor's Office Recognition
- Recognize teams for improvements made
- Agencies share what they learned and how they did it!
- Celebrate improvements and build momentum for additional improvement work



Celebrate!

Form
Frenzy
Celebration

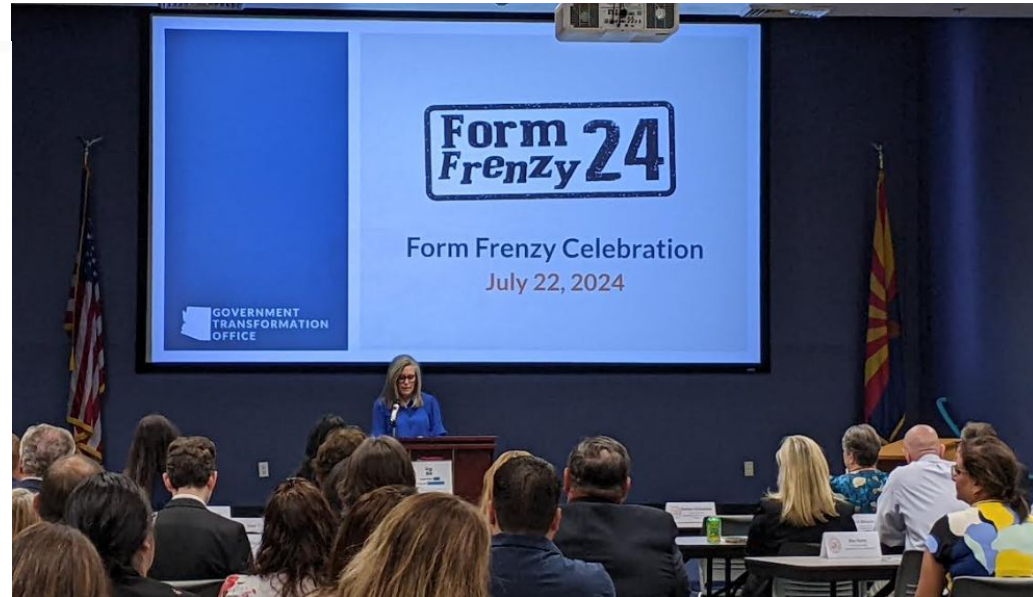
Governor
Hobbs

Speaker:
Lindsay
Moore

Speaker:
Allie
Yang-Green

Form
Frenzy
Recap

Agency
Showcase



Monday, July 22
8:45 to 10:30

Lessons Learned

- Resources
- Tracking/measuring
- Scope
- Introduction Session
- Design Sessions
- Forums
- Celebration
- Deltas



Questions?



Form Frenzy

Thank you!