Connecting Technology to Clients: MyWIC App

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An Opportunity

- 80% of WIC moms have a smartphone
- 85% of moms use social media
- Moms check their phones 41x per day.
- Moms visit WIC clinics 6 times per year.
Preparing for the Future

• The Millennial moms are here.

• In 2 years, new WIC moms will be born after the year 2000.

• This generation is highly mobile. We want to meet them halfway.
Project Goal: Both Common Platforms

Available on iOS and Android platforms
Project Goal: A Seamless User Experience

The app branding matches the WIC card experience
Project Goal: Connect EBT and MIS

The app matches EBT data with personal account information.
Project Purpose: Better WIC Experience

- Check balance any time
- Browse products available to them
- Scan barcodes in the store
  - WIC Approved?
  - In my balance?
- Next appointments
Easy Registration

- EULA

- Verify identify with phone number and birthday

- Create secure user account and password
Real-Time Balance

• Balance is updated in real-time
• Shows actual product images
• Products sorted by category
**Barcode Scanning**

- Scan products in-store
- See instant approval status
- Get product details
Steps to Success

- Funding from FNS
- Contracted with Mobile Benefits (QuickWIC)
- Worked the project
  - Requirements
  - Development (3 contractors)
  - Testing
- Awaiting approval for launch
Rollout Next Month!

Another great app for you!

With the MyWIC app you can:
- Check your next appointment date
- Scan foods in the store if you’re unsure
- Check your benefits balance

Download it for free now!
App Vendor: QuickWIC

The app was made by QuickWIC

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