Project Re:form — Civilla and Michigan's Human-Centred Redesign of a 42-Page Benefits Application

Digital Inclusion · Good practice · United States of America

Quality score: 96/100

Evidence strength: Strong

Summary

Detroit design studio Civilla and Michigan's MDHHS rebuilt the state's 42-page, 1,200-question multi-benefit application with residents and caseworkers: 18 pages, about 80% fewer words and questions, and complete applications up from 72% to 94%.

Key dimensions

Dimension	Score
Innovation level	4/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-12

Civilla with Michigan Department of Health and Human Services (MDHHS) — accessed 2026-11-12

Bridge Michigan — renewal form redesign and application results — accessed 2026-11-12

Michigan Public — How Michigan used human-centric design for public benefits (2019) — accessed 2026-11-12

GovTech — Michigan scales back massive application with human-centric design — accessed 2026-11-12

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