

LMET IVR Usability Testing Plan

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Background

An Interactive Voice Response (IVR) system is being proposed for LMET to reduce the number of call transfers by routing the caller to the correct team the first time by eliminating the caller's judgement from the decision-making process and implementing logic defined by program teams to the call flow. Currently, callers must listen to a long menu of options and select the correct option to be routed to the correct response team, leading to a problem of incorrect selections based on user judgement, increased out-of-scope calls, and long call wait times for LMET. The proposed project is to remake the Last Mile Emergency Team (LMET) call workflow away from a menu listing options to an Interactive Voice Response (IVR) which directs callers based on voice inputs.

Objective

This usability testing study will test how correctly the voice response system routes drivers to the correct department based on their voice description that they speak into the demo emergency phone line. We want to gather quantitative metrics on what percentage of calls the voice response system correctly routes, to evaluate its accuracy and identify situations or keywords it doesn't recognize yet. We also want to gather qualitative feedback from drivers concerning the experience of calling the new service, in order to identify areas of opportunity and improvement before initial release and for future enhancements.

Methodology

We will conduct a series of short in-person 15min sessions with Delivery Associates asking them brief questions about their experiences contacting the LMET and SDS. Using the most their most recent delivery issue or emergency as real-life examples, drivers will call the demo emergency support line and describe their issue.



Questions

Introduction

- Hi, my name is Kendra and I'm a UX Designer working with the GSOC to test out some new tech for the driver emergency call line with DAs and DPs. We're testing out a different call menu experience when drivers call in to report an incident or to call driver support. It uses voice recognition technology to route you to the correct department, either SDS or LMET.
- I'll be asking you a few quick questions about your experience calling the emergency line or driver support, then we'll have you call a number and get your feedback
- [Please write your name and personal email on the sheet, so we can email you that gift card]
- [START RECORDING]
 - If not Chime:
 - New Screen Recording - Chime
 - Start voice memo on phone

Flex

- Where are you located at?
- How long have you been driving with Flex?
- How often do you drive with Flex?

Prior Experience

- Have you ever had to call the Emergency Help line, for something like an injury or an accident?
 - How would you rate your experience getting connected with someone on the phone 1-5? Was it fast or slow, did you have to be transferred (how many times)?
 - If you imagine you were in an accident while making a delivery, what would you do?
- Have you ever had to call Driver Support for a delivery issue?
 - How would you rate your experience getting connected with someone on the phone 1-5? Was it fast or slow, did you have to be transferred (how many times)?



Usability Test

- So now we're going to have you test out this new call routing experience - it's an automated demo version.
- Test scenarios: delivery issue, accident - LMET vs SDS
- Think back to the most recent time you've had to call Driver Support for a delivery issue
 - Pretend you're back where you were, on your phone to call them. It'll prompt you with a few questions, so answer like you would in that scenario.
 - Call this number on your work phone, and keep it on speaker: +1 [REDACTED] 5742
 - We'll see if it correctly routes you to the right department
- After test: any feedback? How was the process? Faster or slower?
 - How would you compare it to the current menu options? Better or Worse?

Post

- Thank you for your feedback
- You'll be getting your gift card through email in a week or two
- [END RECORDING]

Participants

10-15 Delivery Associates from DTU8 and DAZ2 delivery stations

Deliverables

Interview analyses through Dovetail, including quote snippets

Add incorrectly routed examples to troubleshooting log

Written research report

Appendix

Dates

Field testing #1: 9/9/24 - 9/13/24

Analysis of field testing #1: 9/9/24 - 9/16/24

Summary of field testing #1: 9/17/24

Field testing #2: 9/23/24 - 9/27/24



Links

Document: [LMET IVR Proposal](#)

Figma: [LMET IVR Proposed Workflow](#)

LMET IVR Master List, Troubleshooting log: [LMET IVR Master List](#)

Research analysis: [Dovetail](#)

Printouts



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Emergency Phone Line Demo

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