

**Direct Express®**

Mobile App Website & IVR Concept Test Plan

**Comerica Contacts:**

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**Test Dates:**

TBD

**Location:**

N/A

**Participant Criteria**

* We are targeting 1,000 DE users to participate in the mobile app survey.
* Mobile app users will receive a pop-up survey during mobile app usage.
* This voluntary survey will start and continue until we reach our target number of participants.

**Approach**

* Direct Express development team
* In-house Medallia survey team
* Create a multiple-choice question survey
* Receive approval from Comerica legal and compliance, Fiscal Service, and Comerica Risk
* Determine timeframe for implementing survey in Quality Assurance
* Test the survey and results
* Implement survey in production
* Once Comerica receives OMB approval, the development team will start designing the survey which will take approximately 4 weeks to deploy the survey. The survey will start and continue until we reach our target number of participants.

**SURVEY QUESTION**

1. What other feature would you like to see in this app? (select all that apply)
   1. Use budgeting and financial planning tools
   2. Chat with customer service within the app
   3. Pay bills from the app, such as rent or utilities
   4. Take a tutorial about how to use the app
   5. Get statements and important letters in the app