



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)
  - a. Use budgeting and financial planning tools
  - b. Chat with customer service within the app
  - c. Pay bills from the app, such as rent or utilities
  - d. Take a tutorial about how to use the app
  - e. Get statements and important letters in the app