# Research Plan | Interactive Voice Response System

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**Study Dates:** Dec. 16 and 17, 2019

Due to confidentiality, some information has been omitted and/or provided in general terms.

The interactive voice response system (IVR) was created to help manage call volume at brick-and-mortar locations and improve the user experiences of customers and employees. From company data, it was determined that a significant number of customers could have their questions answered within the IVR, with no need to speak directly to employees. Content in the IVR was recently revised and needs to be evaluated for usability and comprehension.

## Research Objectives

* Determine if customers understand the content in the IVR can successfully choose the options they need to complete the goal of their call.
* If the wording is unclear in the menu, determine how to make it clearer.
  + Understand how users would organize and word the menu options.

## Participant Requirements

* Mix of gender, age, technical ability, employment status
* Mix of users who live in metro and rural areas
* Users who call the brick-and-mortar locations 1 or more times a month.

## Number of Participants

* 6

## Methodology

Discovery and usability testing

* Participants’ past experiences and behaviors will be explored first through discovery questions.
* Participants will be given scenarios and tasks to complete.
* Think aloud protocol will be used.
* Follow-up questions will be asked to further explore users’ thoughts and perceptions.

## Test Environment

* Usability lab
* User calls brick-and-mortar location

## Evaluation

* Analysis of all participants’ data will take place once all sessions are completed.

## Deliverables

* Research plan
* Moderator guide
* Usability testing results (1-pager)

## Project Schedule

* Usability Testing: Dec. 16, 17
* Analysis: Dec. 19
* Results: Dec. 20

## Contact

For additional information regarding this test plan, please contact:

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