# Internal User Experience at Mevo

CONTEXT

Mevo was founded in 2014 as an alternative to private car ownership. Mevo supplies cities with new, efficient cars which can be unlocked using a mobile phone as the key.

Their Mobility team relies heavily on technology in order to complete their tasks. In order to best understand the user experience of this team we had to do our best to understand their current processes.
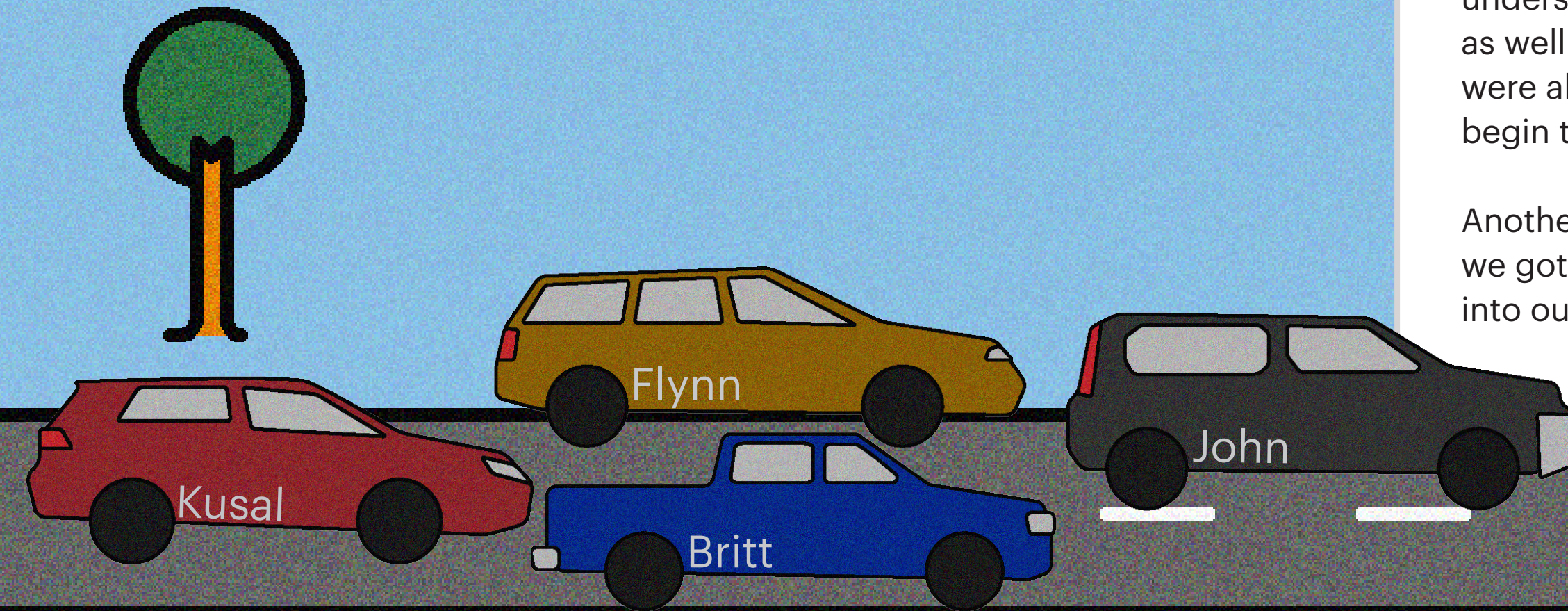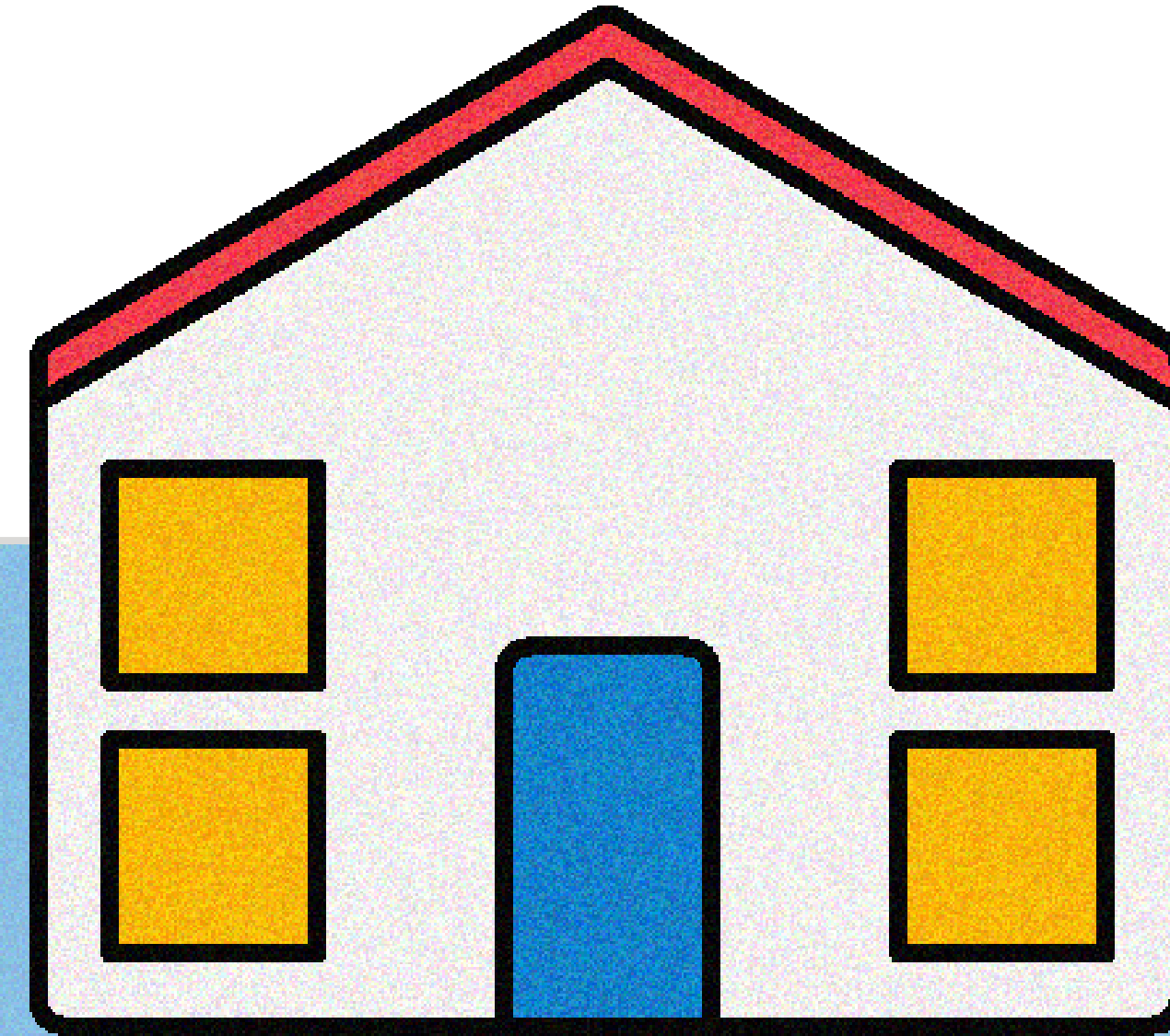
METHODS

How might we improve the Mobility Team's internal processes to make them more efficient, replicable and scalable for Mevo as it continues to grow?

Mobility Shifts

Through mobility shift participation we began to understand the complexities of the tasks in context as well as observing the behaviours of the team. We were also able to use the applications they use, and begin to understand their key functions.

Another benefit of conducting this research first, was that we got to know the team and built a rapport before heading into our user interviews.

User Interviews

We conducted interviews across each role within the Mobility team. After completing some ethnographic research we could use the interviews to understand the attitudes around the behaviours we had observed, as well as filling in any gaps in areas we were still unsure of.
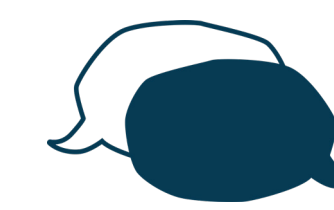
For some roles we asked participants to map processes. This helped us to gather more specific information about how the mobility team carries out their tasks.

RETROSPECTIVES MEETING FRAMEWORK

Team Process

PRESENTATION

As our user research was based around an internal team, we felt it was important to present the findings back to them. This was an opportunity to get feedback to help us with the direction we took when delving into the solution space.

Mindful of how to best communicate our findings back to Mevo, we formatted a selection of "discoveries". These were the insights which we felt would have the most immediate impact on the team and would provide good opportunities for solutions. We consulted the Mevo team to find out which of the discoveries were most important to them.

From the presentation we found that the discovery around the Coordinator and Supervisor role was the most important.

DISCOVERIES

We presented a handful of salient discoveries back to the Mevo team, these we're informed by our insights and observational research.

Supervision Use Cases

Supervisors and Management use Supervision to find different information as Supervisors use it to carry out their shift specific tasks, whereas Management uses it to understand what is happening with the fleet. The functions of Supervision are not fit for purpose for Supervisors currently.
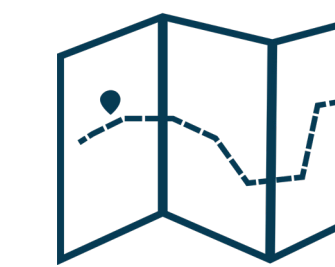
Service level agreements and success criteria

Service level agreements (SLA's) are important to fulfil on shift because of standing contracts. Because of this, their success criteria are more clearly defined for Mobility. This means they're prioritised first and always attended to on shifts.

Coordinator and Supervisor Role Relationships

Coordinators wait for Supervisors' verbal instruction because this is how tasks are communicated to them. It can be easy to forget instructions.

There isn't a documented process for the Supervisor role, so they have to remember a lot of things on the job. This causes them to develop their own processes based on their hands-on experience over time.

Supervisors have to remember many steps to carry out their job because the information isn't easily accessible on Fleet Manager. Therefore they spend a lot of time managing tasks and looking at their phone.

SPRINTS STANDUPS

Team Process
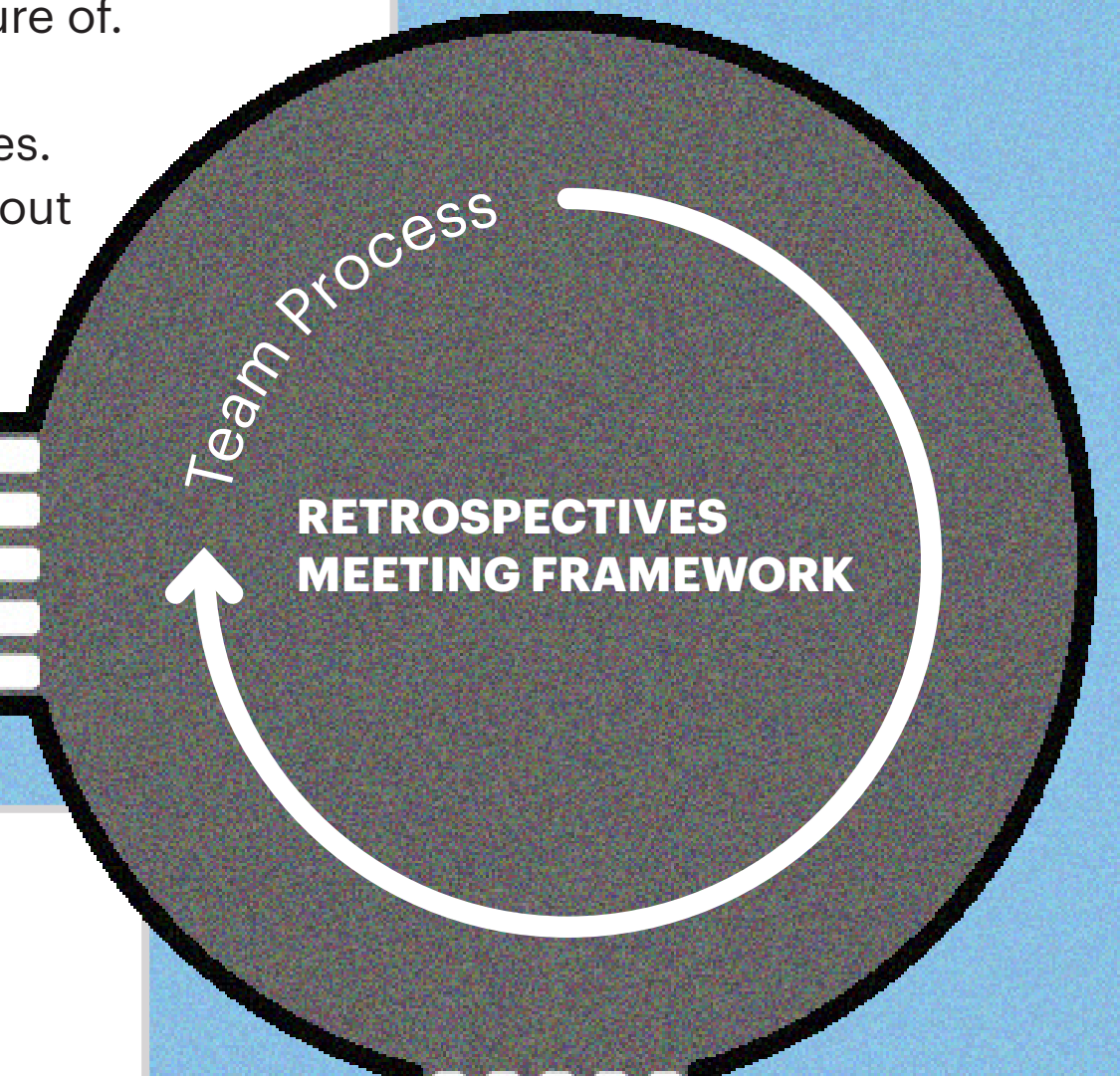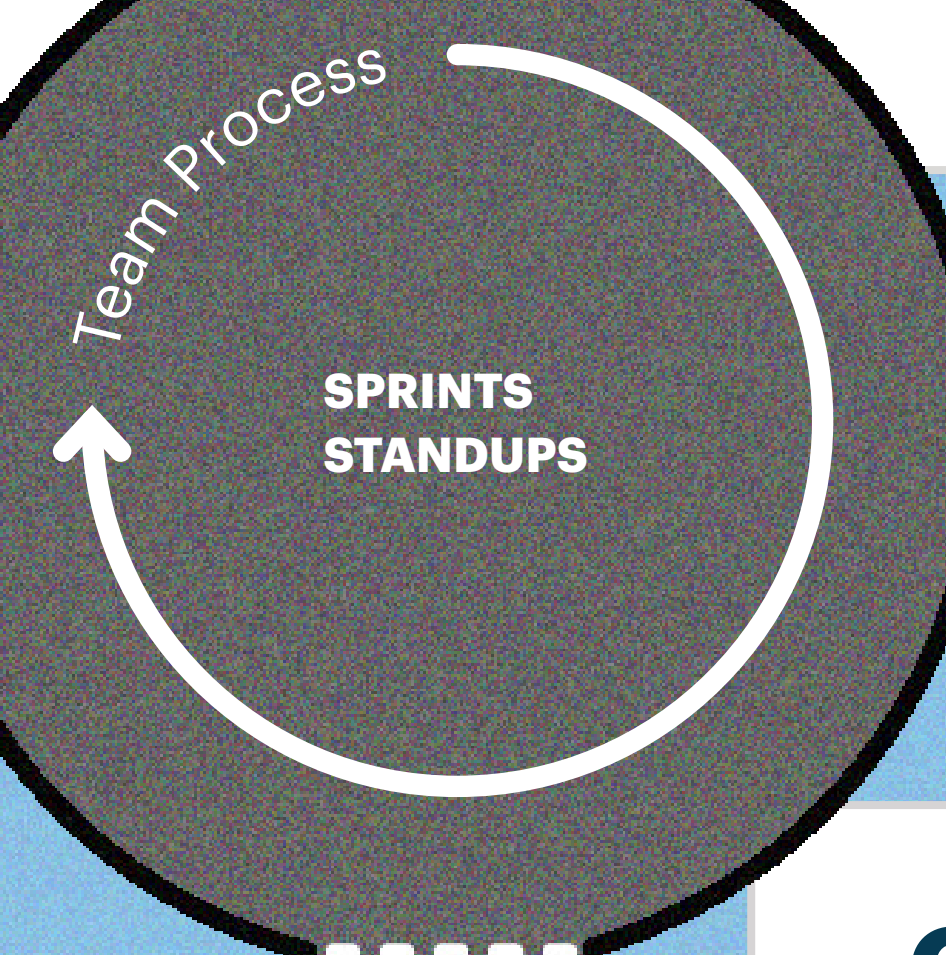
MAPPING

From our research we encapsulated processes that were key to Mobility shifts. These were groups of tasks that were carried out day to day. We depicted these alongside our insights, app interactions and evidence. We created 4 maps in total, these were based around 4 tasks; City Relocations, Valet Fulfillments, SLA Fulfillments and GPS Drift.
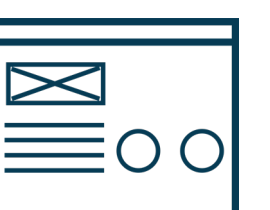
CITY RELOCATION
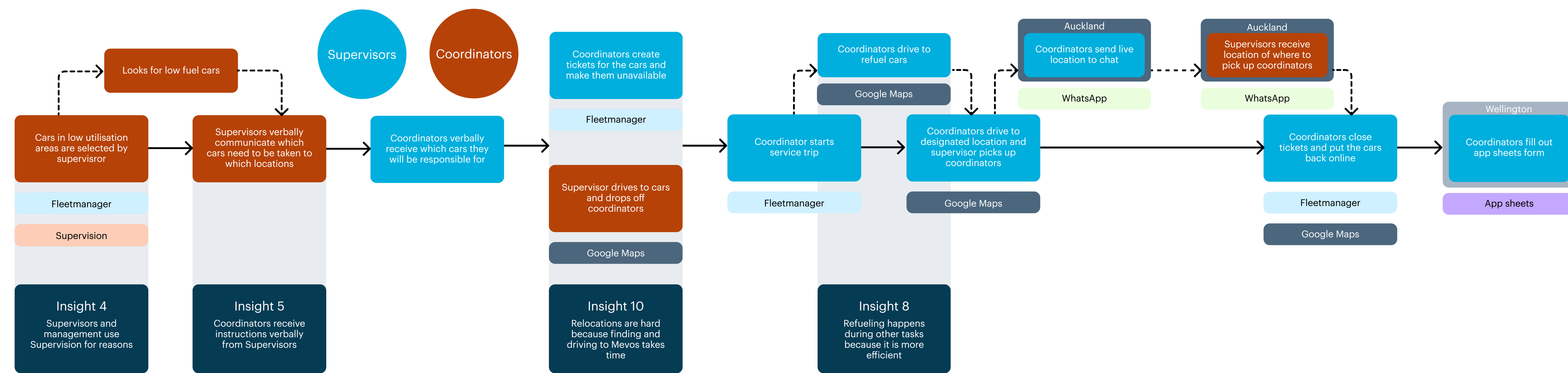
NEXT

These next steps move us past creating good documentation of Mevo's processes into engagement and solutions.

Wireframes

3 Mid fidelity wireframes identified from Disovery 3.

Testing

Testing the procces maps with Mobility Management.

Presentation 2.0

Presenting back to the 3 teams to build empathy and buy in.