A Step in the Right Direction

Upgrading EverDriven's Transportation Request Form

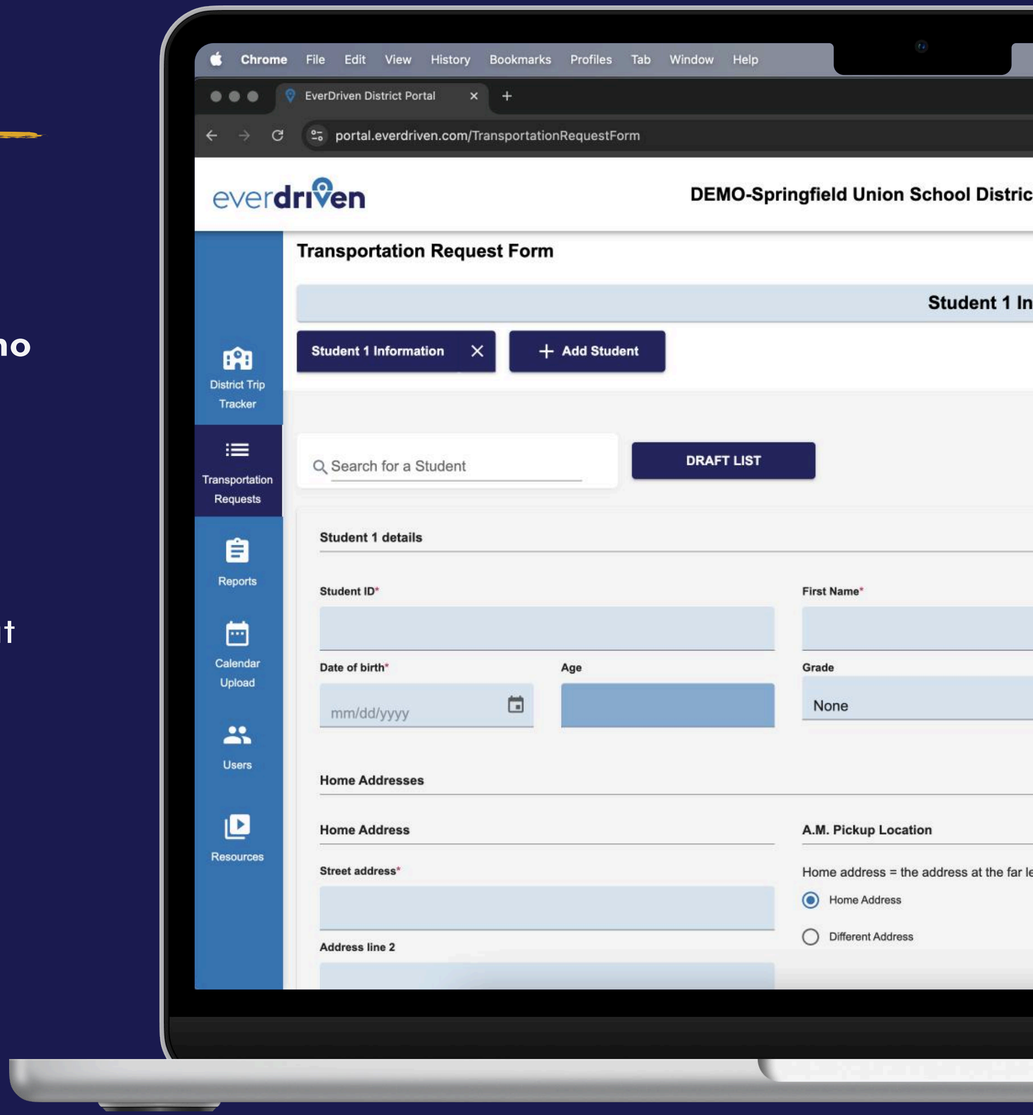
Kayla Goodison, 2024

The Challenge

When 30% of your customers bypass your digital tool and send thousands of requests directly to your internal team for manual processing, you have a business crisis. **The problem? This had been "normal" for so long that the organization no longer saw it as a problem to solve.**

What Was Actually Happening

- EverDriven's routing team was manually processing thousands of requests that should be self-service
- Large districts were abandoning the form because it didn't scale
- 5-7 minutes per form × hundreds of requests = hours of work for districts
- Previous bulk import feature got <10% adoption because nobody validated it with users



Understanding the Real Problem

The Operational Reality

- 30% of districts bypass the form entirely, forcing routing staff to manually enter thousands of requests.
- One-form-per-trip limitation made it impossible for large districts to use efficiently.
- 5-7 minutes per form × hundreds of requests = hours of unnecessary work.

Why the Previous Solution Failed

- Bulk import feature built on wrong assumptions (20-minute vs. actual 5-7 minute completion times).
- Only filled 50% of form, still required individual completion.
- <10% adoption because no one asked users what they actually needed.

What We Needed to Fix

- Create genuine self-service capability to eliminate thousands of manual requests.
- Enable large district adoption through real workflow efficiency.

The Basics

Roles

UX Research, UX/UI Design

Timeframe

7 Months, April 2023 - November 2023

Tools

Figma, Miro, QuantumMetric

The Challenge

Solve fundamental scalability crisis preventing large district adoption while eliminating thousands of manual requests processed by internal routing team.

Timeline

Goals: Eliminate operational burden while creating **genuine self-service capability** for enterprise districts.

Strategic Context: April research phase designed to enable July release, ensuring users had improved form functionality ready for school year start.

Research Methodology

Working Within Constraints

Business timeline and resource allocation meant I had to focus on stakeholder interviews within the April research window.

How I Approached It

- **Cross-Functional Interviews:** 5 departments (Product, Field Operations, Routing, Business Development)
- **Operational Focus:** Manual processing burden, known friction points, adoption barriers
- **Behavioral Analysis:** QuantumMetric data for user interaction patterns and rage-click identification
- **Systematic Synthesis:** Comprehensive findings documentation across operational and user perspectives

Key Research Findings

The Manual Processing Problem

- 30% of districts bypass form entirely, sending requests directly to routing team.
- Thousands of manual entries creating unsustainable operational burden.
- Existing bulk import feature failed (<10% adoption) due to incomplete workflow solution.

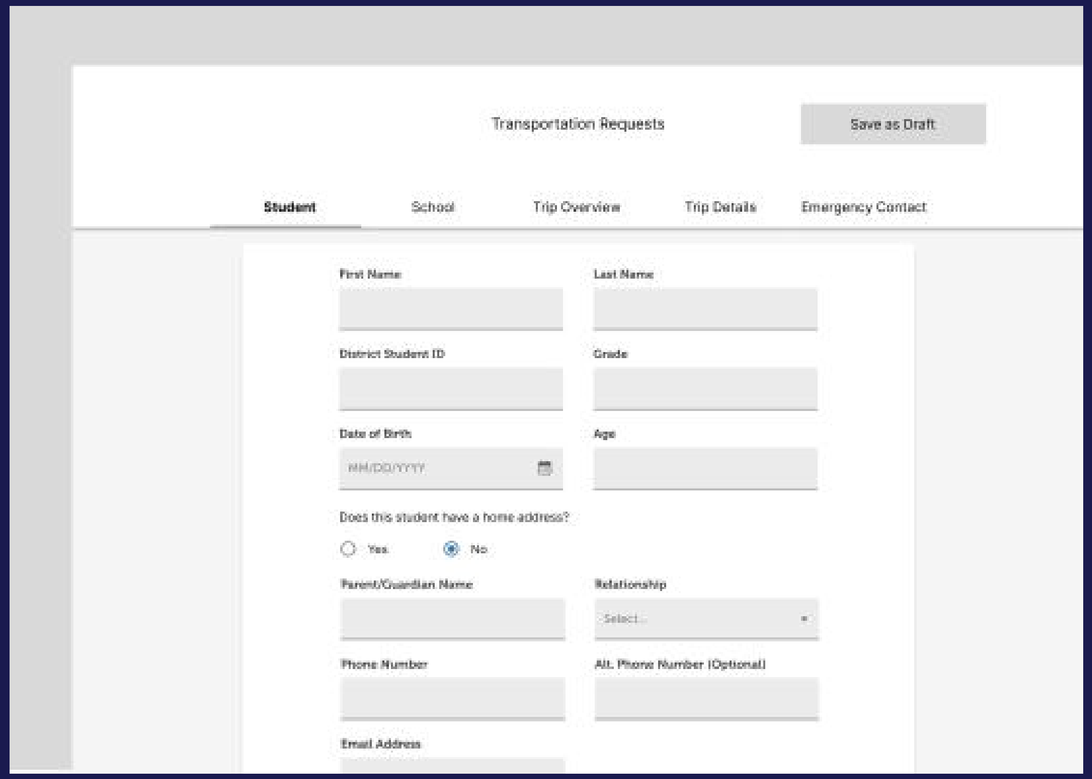
Why Large Districts Can’t Use It

- One-form-per-trip limitation impossible for large districts with hundreds/thousands of requests.
- 5-7 minutes per form × volume = hours of work driving digital abandonment.
- Manual process forcing highest-value clients away from platform.

Interface Problems Making Everything Worse

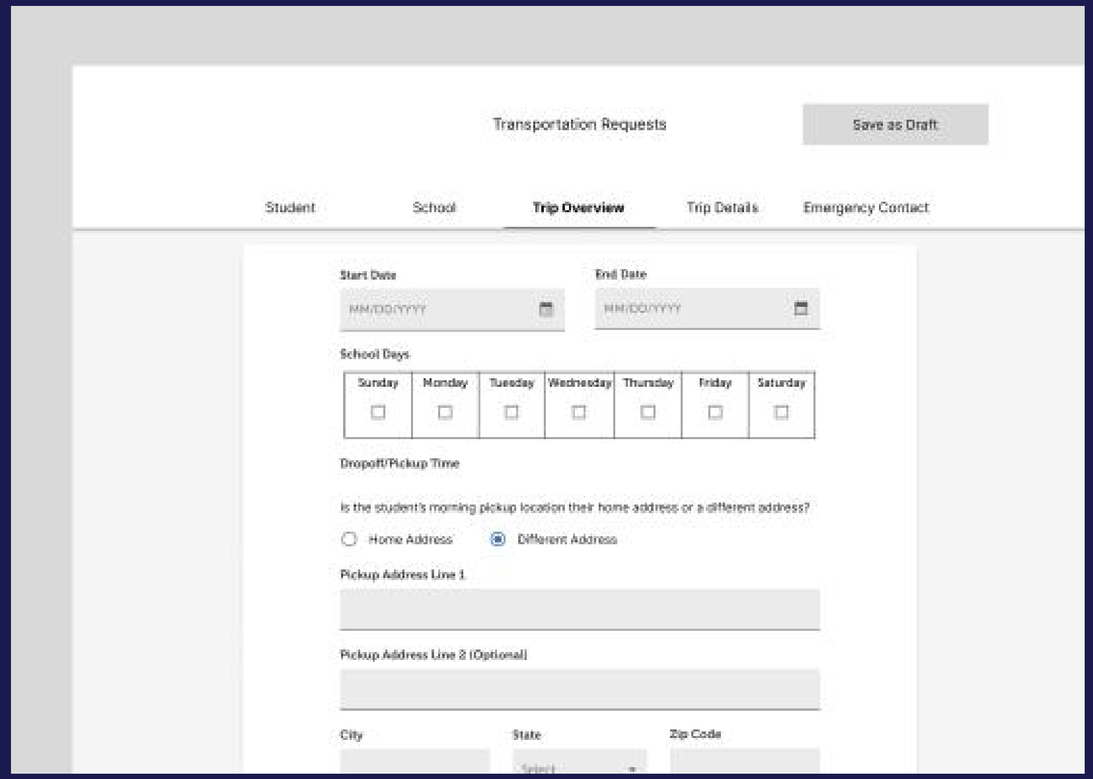
- Highest platform rage-click rates indicating severe interface problems.
- Confusing microcopy and information organization.
- Lack of progressive disclosure and workflow guidance.

Early Wireframes - 2023



Breaking Up the Form

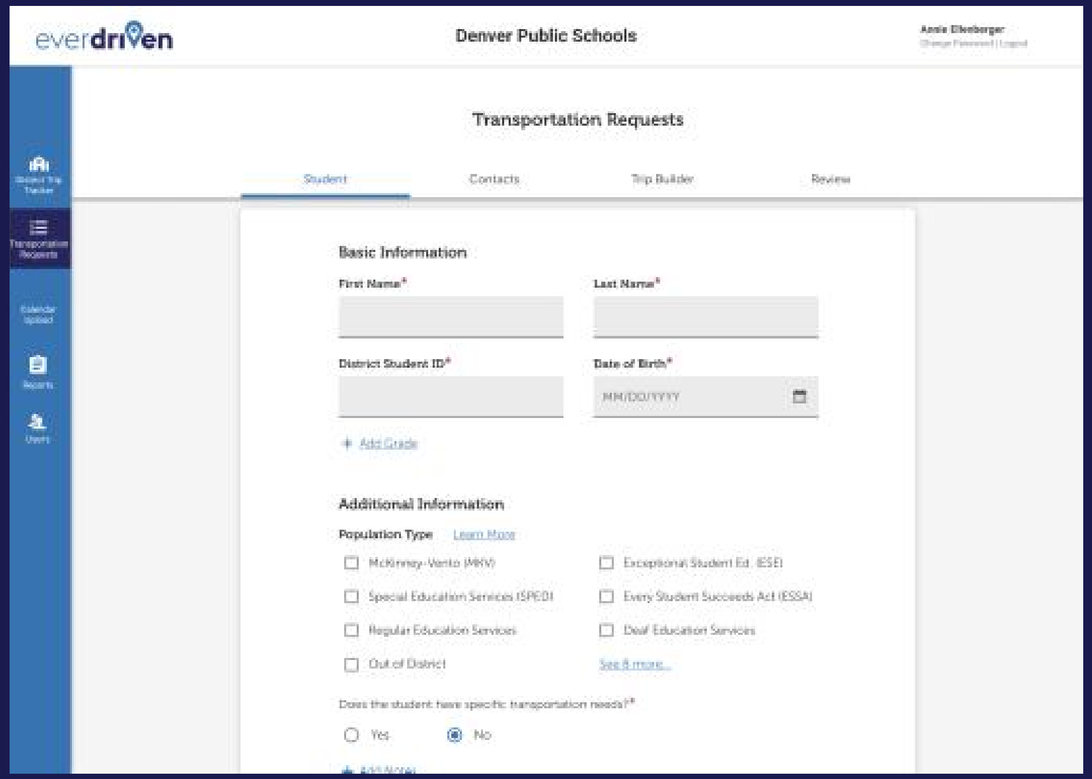
Breaking apart the form to reduce cognitive load and enter information in a flow that makes sense.



Better Information Display

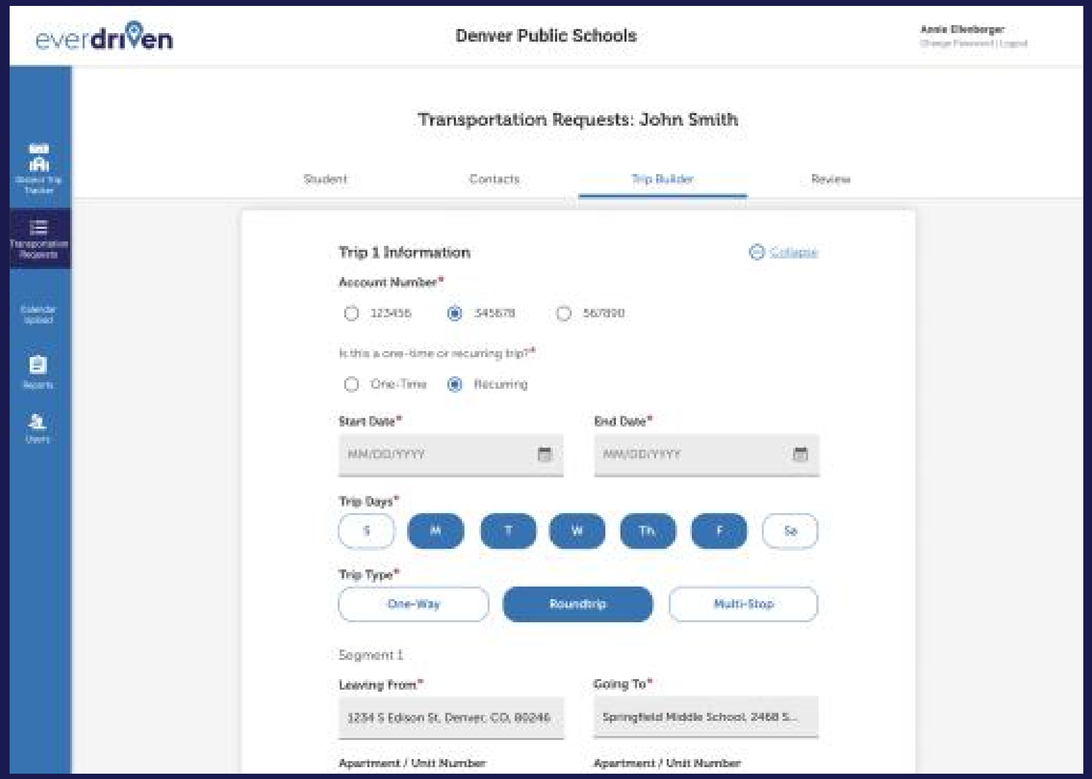
Allow districts to see more about students and trips, for a more complete picture of what's going on.

Final Mockups - 2023



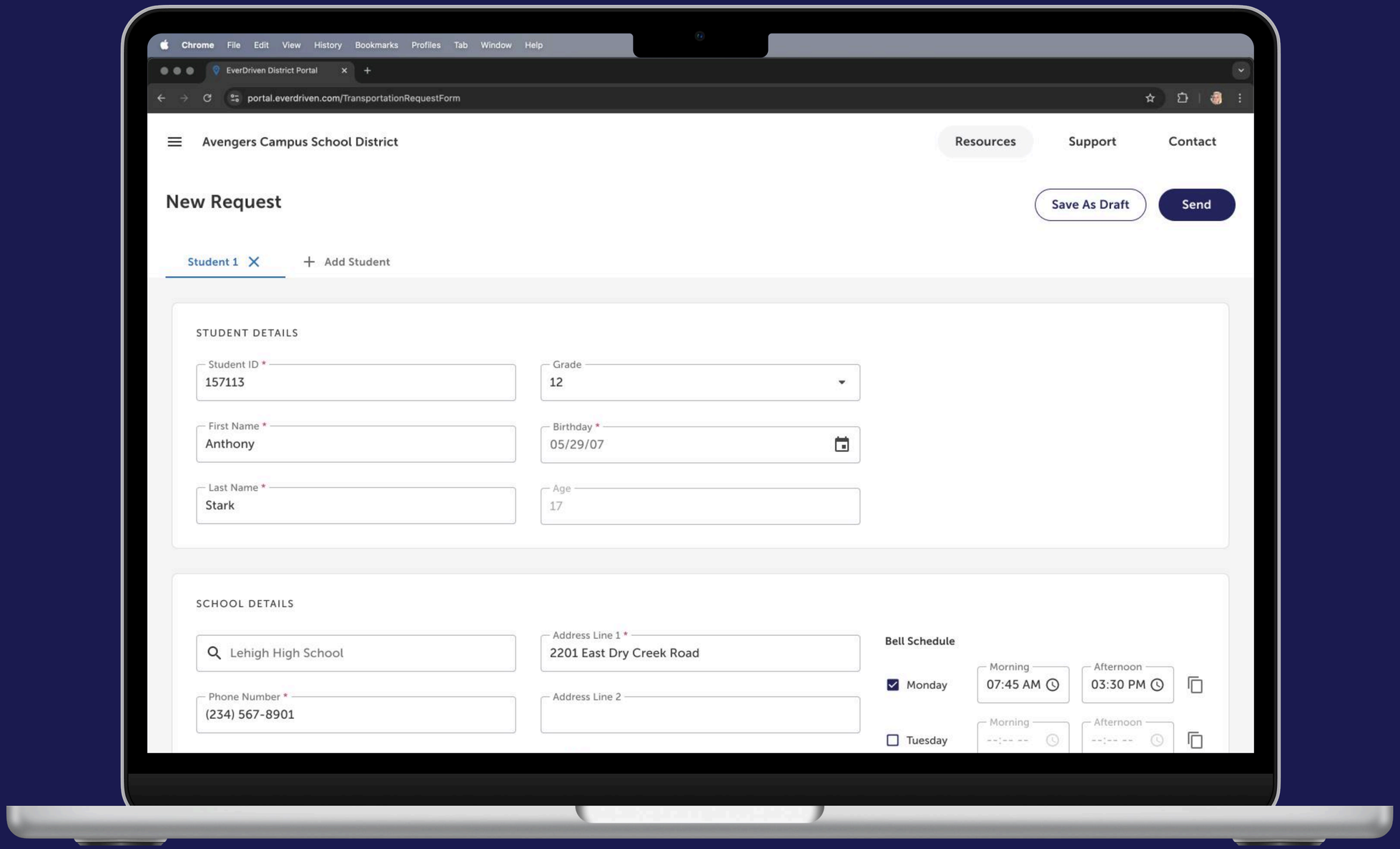
Adding Context

Adding definitions for population types and various transportation needs may cut down on human error from acronyms or similar-sounding requirements.



Solving the Core Problem

Add trips to different addresses on different days within a single form, instead of filling out a new form for each address.



Future Ideal Designs, 2024

What I Learned From This

Research Method Reality Check

Having done both approaches (VIP with user research vs. TRF with stakeholder interviews), I experienced firsthand why you can't replace direct user input for complex workflows.

Recognizing Normalized Problems

I learned to recognize when organizations have normalized inefficiencies that are actually solvable business problems.

Bad Data Leads to Bad Solutions

Wrong data leads to wrong solutions. The bulk import feature failed because we built it on faulty assumptions instead of talking to users.

Team Collaboration Matters

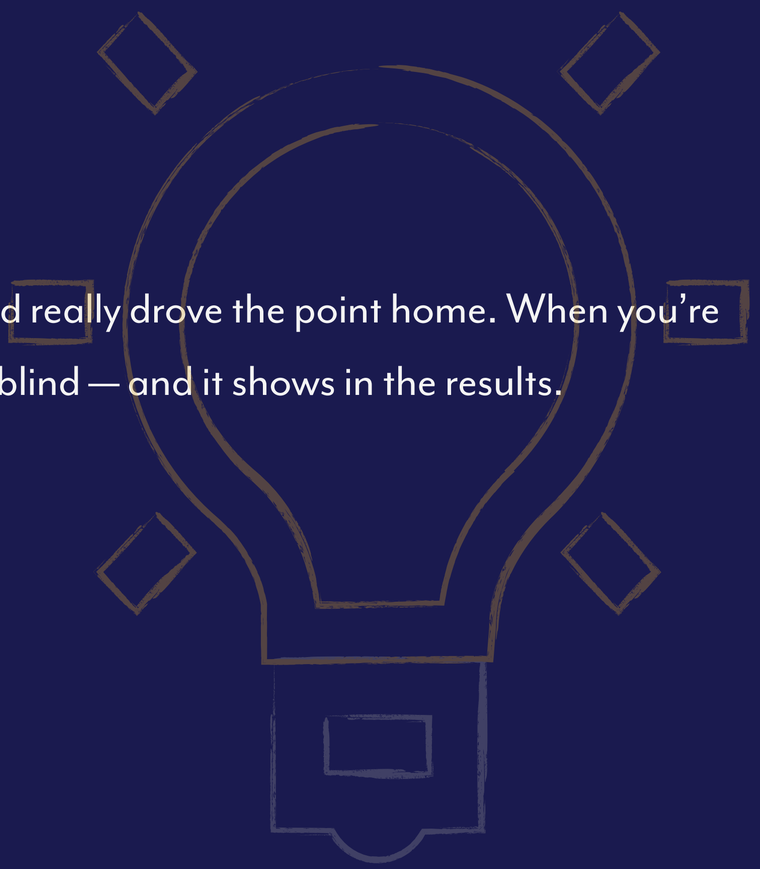
Getting developers involved early prevents technical surprises and builds team buy-in for solutions.

The Reality Check

- **VIP App (user research):** 75% wait time improvement.
- **TRF Project (stakeholder-focused constraints):** Project got canceled.
- **Previous bulk import (built on assumptions):** Less than 10% of people used it.

What This Taught Me

I already knew user research was important, but experiencing the difference firsthand really drove the point home. When you're working under constraints and can't talk to users directly, you're basically designing blind — and it shows in the results.



Want to Learn More?

Head on over to the Contact page. I'd love to chat!