

Parcel Pro

Mockup Presentation
2.009 Pink B

User Problems:

- Packages get lost
- Packages get stolen
- Packages get delayed

United States Postal Service®
Sorry We Missed You! We'll Deliver for You

Today's Date: 7/13/11
Sender's Name: JAPAN

Items at: Post Office™ (See back) Available for Pick-up After Date: 7/14/11 Time: 9am

For Delivery: (Enter total number of items delivered by service type.)
For Notice Left: (Check applicable item)
 Express Mail® Insured Mail
 Certified Mail™ Return Receipt for Merchandise
 Restricted Delivery Firm Bill Delivery Confirmation™
 Perishable Item Registered Mail™ Signature Confirmation™
 Other:

Article Requiring Payment
 Postage Due COD Customs \$
 Final Notice: Article will be returned to sender on

Article: E.
PS Form 3849, September 2009 (Rev. 10/08) usps.com

For Redelivery
Go to usps.com/redelivery or see reverse
 If checked, you or your agent must be present at time of delivery to sign for item.



Market Problems:

- Mailboxes too small
- No mailbox access for UPS / FedEx
- Package delivery outpacing letter delivery

ParcelPro Overview

- **Product Description**

- User friendly electronic lockbox that receives and stores package deliveries when you're not home

- **Intended Customers**

- Apartment buildings managers, small businesses

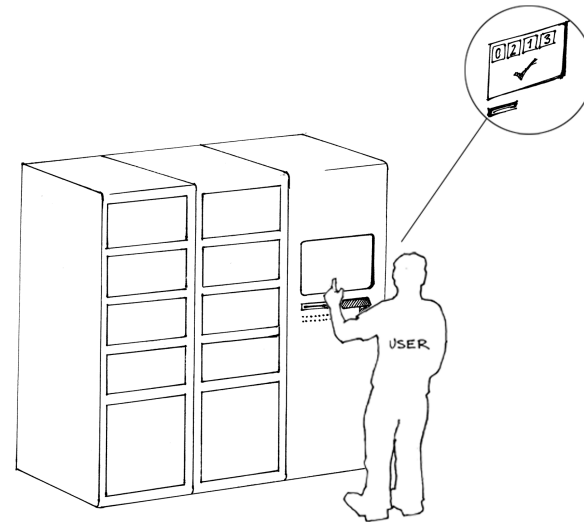
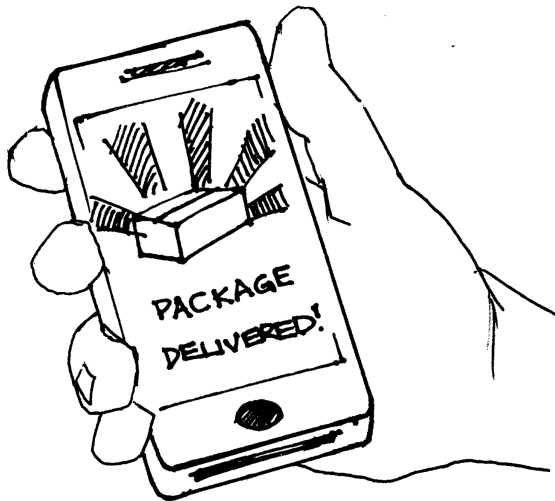
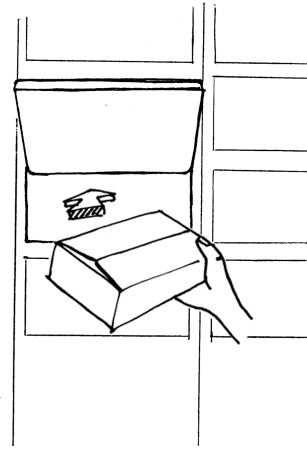
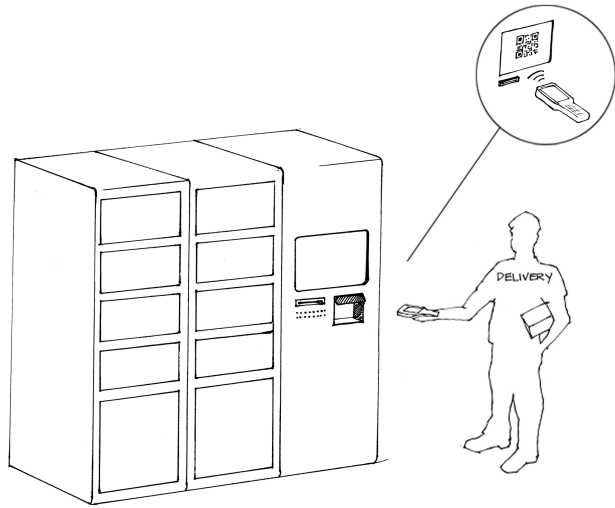
- **End User**

- Apartment residents

- **Market**

- estimated market size: 0.5 million boxes

Solution:



Customer Needs:

- Our customer is a property manager of an apartment building
 - New feature for the apartment building
 - Reduce the labor cost and time to manage packages

End user benefits:

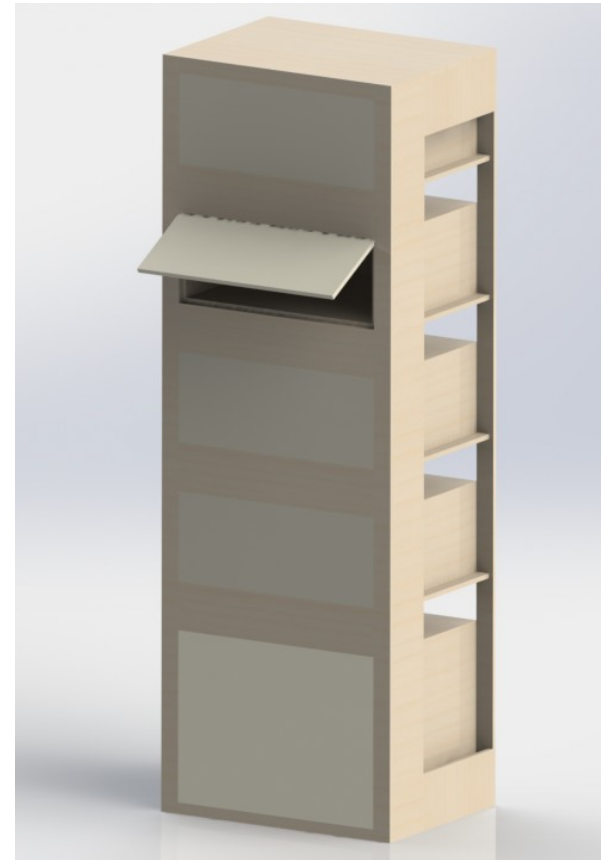
End user Needs	Product Attributes	Engineering Specifications
Simple User Interface	Time to complete a process	Takes less than 2 minutes to deliver a package
Affordability	Pricing	Competitive with current products in market
Compatible with most common size boxes	Size and availability of boxes	Three different box sizes based on calculated averages
Package need to be kept safe until customer picks it up	Number of people who can access the package	2 - delivery person and resident with unique code
Fallback behavior in power outage	Unpowered state	Closed
Resilience to harsh weather and vandalism	Expected life span of building material	> 5 years

Competitors

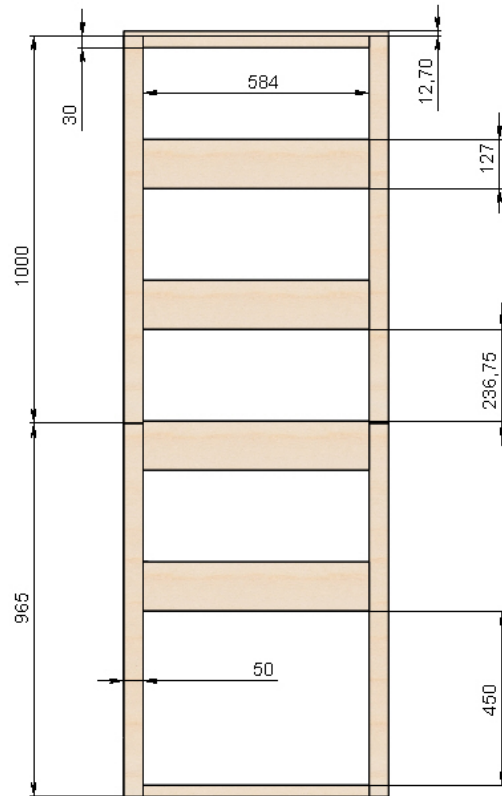
	Amazon Lockers	BufferBox	Southwest Solution	Parcel Pro
Installation Location	Specific Locations	Specific Locations	Installed in large businesses	Installed in any location
Cooperation with Carriers	Amazon packages only	Universal	FedEx only	Universal
Capacity	Fixed - Large	Fixed - Medium	Fixed - Small	Custom based on building capacity
Dimensions	11.8" x 11.8" x 11.8"	20" x 18" x 25"	18" x 17" x 24"	18.6" x 17.7" x 23"
Price	Free for Amazon packages only	\$3 / package	\$800/ unit (6 lockers), only works with FedEx	Less than \$1000 for 1 unit (4 boxes)

Critical Risks:

- Physical design
- Complexity of interface



Risk 1: Box Capacity



Risk 2: Ergonomics

- Elevation of the base
- Lock mechanism
- Thickness of the door

Risk 3: Time for Delivery

Every delivery needs to:

- Selecting the recipient
- Choose an appropriate locker
- Authenticate as a parcel carrier
- Deposit parcel in Parcel Pro

First-time user

1 minute 20 seconds

Average use case

30 seconds

Risk 4: Management Interface

The image displays two browser windows side-by-side, illustrating the Parcel Pro management interface. The left window shows the home page for a user named Peter, and the right window shows the management tool interface for a user named Dave.

Left Window: Home Page

URL: www.parcelpro.com/home/info

Navigation: home about log off

parcel pro by pinkb

Welcome, Peter!

You can receive packages at 197 Green Street

You can change your phone notification here:

change it!

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Right Window: Management Tool

URL: www.parcelpro.com/Management

Navigation: home about log off management tool

parcel pro by pinkb

Dave, manage your Boxes here

197 Green Street

Residents

#	Name	Appartment number	e-mail	Phone number	
1	John Johanson	100	john@dickenson.com	617 666 6666	Edit Delete
2	Peter Dickenson	101	dick@dickenson.com	617 444 6668	Edit Delete
1	Maria Levine	102	marry@mail.com	617 575 9399	Edit Delete

+add resident

57 Ames Street

Residents

#	Name	Appartment number	e-mail	Phone number	
1	Kenny Hullet	100	ken@mail.com	617 242 4667	Edit Delete
2	Lesley Dickenson	101	les@mail.com	617 122 6546	Edit Delete

+add resident

localhost:50831

Future Considerations

- Prototype implementation
- Testing with actual parcel carriers
- Pricing estimate
- User testing
- Crowdsourcing