Parcel Pro

Mockup Presentation
2.009 Pink B

User Problems:

- Packages get lost

- Packages get stolen

- Packages get delayed

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**
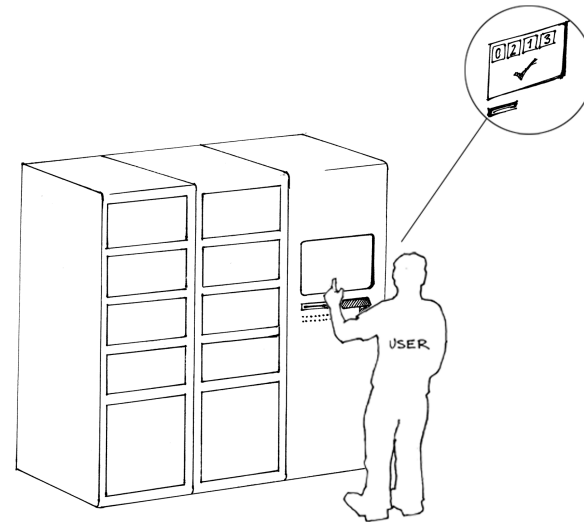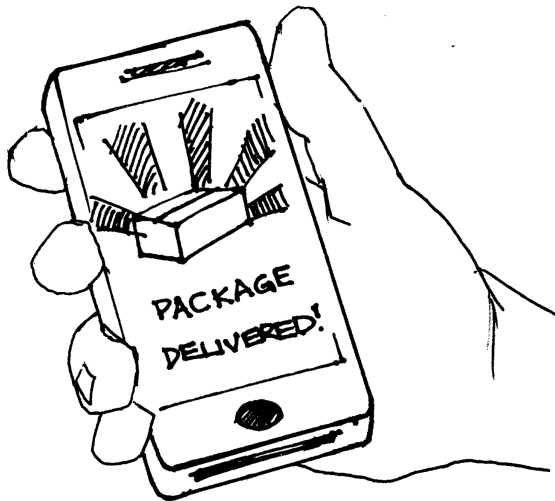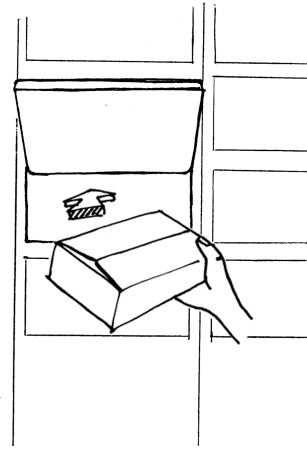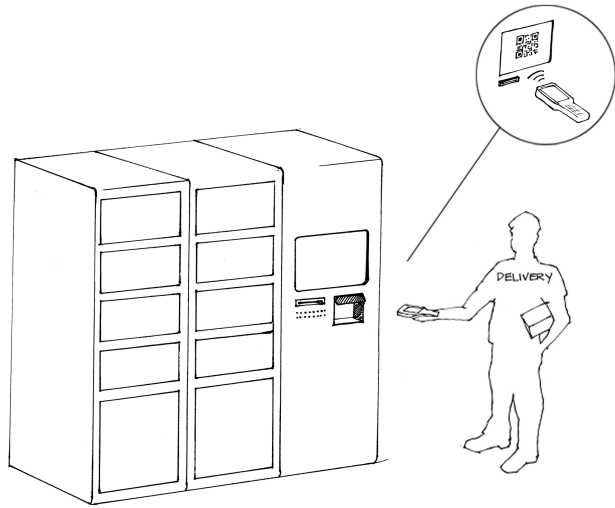 - Apartment buildings managers, small businesses

- **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

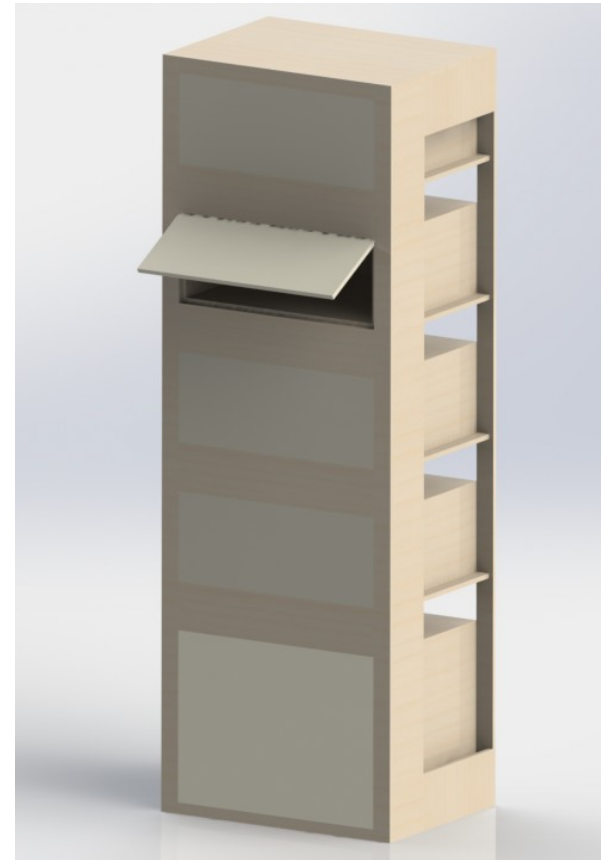 - Reduce the labor cost and time to manage packages

End user benefits:

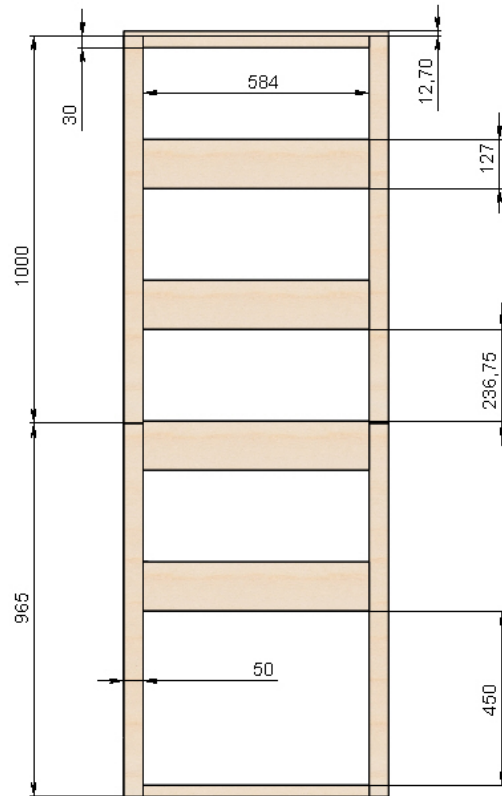| End user Needs	Product Attributes	Engineering Specifications
Simple User Interface	Time to complete a process	Takes less than 2 minutes to deliver a package
Affordability	Pricing	Competitive with current products in market
Compatible with most common size boxes	Size and availability of boxes	Three 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

Future Considerations

- Prototype implementation

- Testing with actual parcel carriers

- Pricing estimate

- User testing

- Crowdsourcing