



Beyond the consumer lifecycle

A service framework for PostNL to develop personalized value propositions by empathizing with consumer life events

WHY?

Context | Already for over 220 years, PostNL is the one that is delivering mail and parcels in the Netherlands and abroad. Today, PostNL is facing serious challenges in digital transformation. However, current development processes within PostNL are still more technology-driven rather than consumer-driven.

Problem | How can PostNL get an in-depth understanding of their consumers to develop value propositions that at the same time contribute to PostNL's ambition in becoming digitally relevant?

HOW?

Opportunity | Understanding and responding to the needs and emotions of consumers during their life events can be the fuel for PostNL to move forward, overcome their challenges and become the favourite deliverer within the Netherlands.

Benefits | Of consumer life event engagement:

- Spot market gaps & innovation opportunities
- Sensitize consumer data
- Become consumers' trusted partner in life
- Create cohesion between micro-services

WHAT?

Design | To realize this vision, a service framework was designed to guide PostNL in understanding life events and creating personalized interactions that respond to consumer life events. The framework stimulates to empathize with the needs and emotions of consumers during life events and includes a step-by-step approach to develop personalized value propositions that respond to these needs and emotions.



EMPATHIZE

PERSONALIZE

ENGAGE



CONTEXT



NEEDS



EMOTIONS



INTERACTION



SERVICE CONCEPT



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