MASTER THESIS

DESIGNING A PROFITABLE DELIVERY SERVICE
for PostNL

PROJECT BRIEF

PostNL would like to add a delivery service to their portfolio that enables them to build a direct payment relationship with the consumer. This delivery service should focus on the 'reception' part of a parcel delivery. The assignment was formulated as: "Design a delivery service from the perspective of a specified target group that PostNL can ask money for. The willingness to pay (WTP) for this service needs to be researched." A service blueprint, user interface design and strategic roadmap have been developed for the new delivery service Shift.
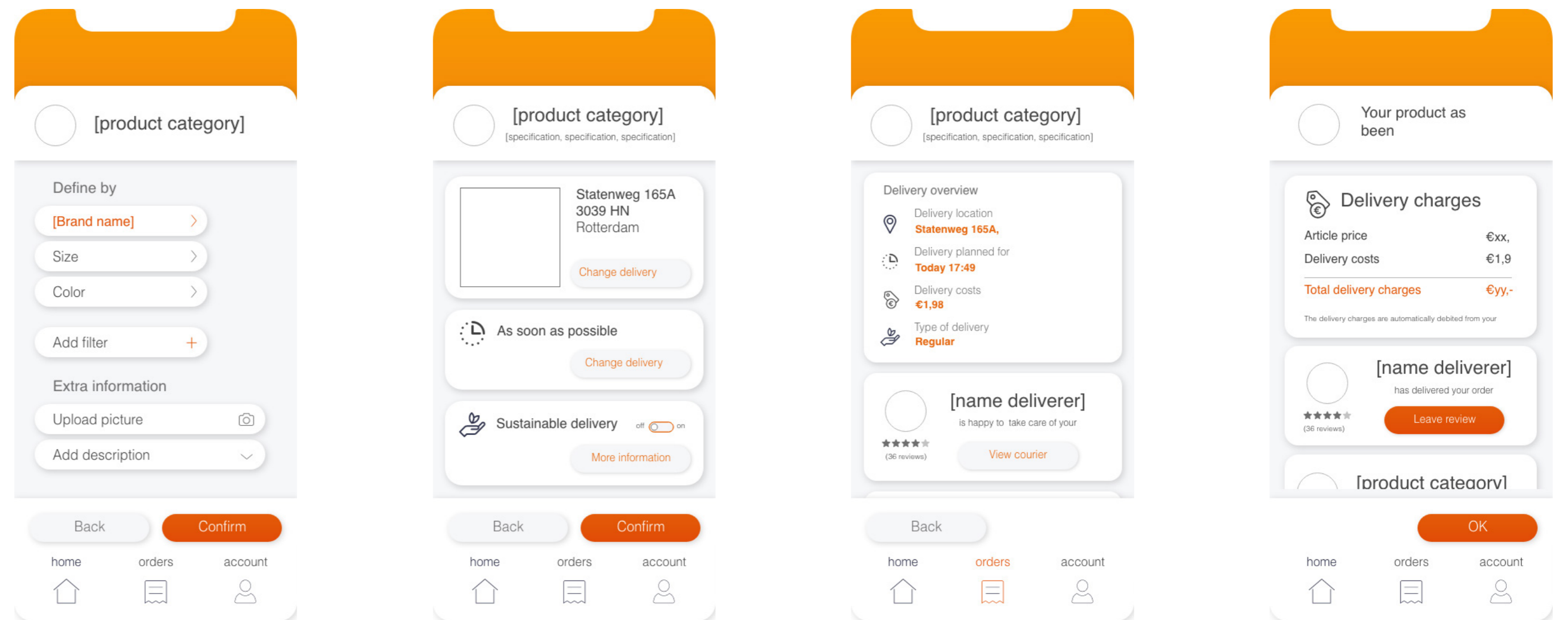

USER INTERFACE DESIGN

To provide a holistic view on the service, i.e. from the perspective of PostNL and the perspective of the consumer, attention must be paid to how consumers experience Shift. About 90% of the interaction between the consumer and Shift takes place through the app. Therefore, the customer experience is largely dependent upon how the consumer experiences the usage of the app.

UI wireframes are designed that focus on the functionalities of the app and provide a glimpse of the look and feel of the app. The screens that are essential to placing a delivery order and receiving that order were developed. The most important starting point for the interface design is that it should be clear and intuitive.

SERVICE BLUEPRINT

Next to a user interface design, Shift's service blueprint was developed. A service blueprint provides a visual overview of all elements that constitute a service. It helps people in different areas of the organization see the bigger picture behind the service. The service blueprint serves two purposes: 1) providing a holistic yet high-level view on all the actions and processes that underlie the service based upon a customer journey and 2) providing PostNL with a communication tool that guides and evokes discussion with other teams and expert groups. The service blueprint framework entails the following layers: physical evidence, customer actions, line of interaction, frontstage actions, line of visibility, backstage actions, internal line of interaction and support processes.
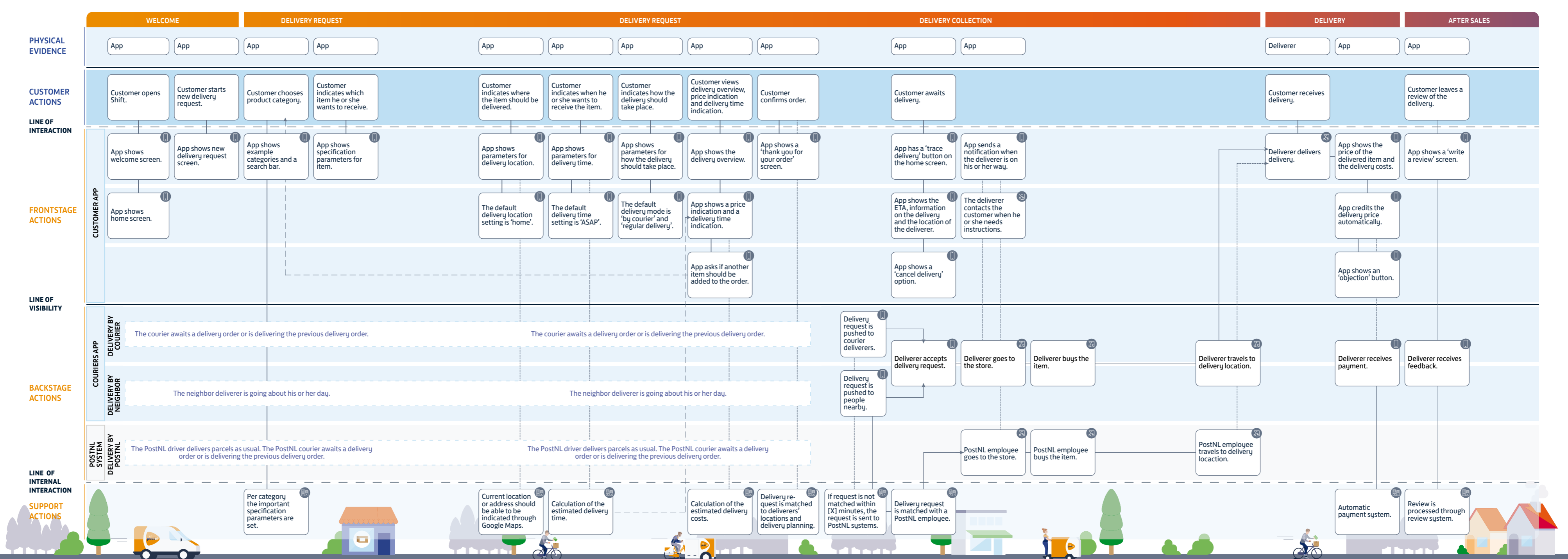
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