Design Project 2019

Case Posti

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Our motivation

Why we are here

Trends

The amount of letters sent is declining annually

The rise of eCommerce and the fall of brick & mortar

Data, data, data

Organization's motivations

New organization with emphasis on eCommerce development

A way to differentiate in the increasingly competitive market

Modern problems require modern solutions

Designing for Posti

Pros and Cons

Pros

Lots of resources

Basically everyone is a customer

       Easy to find people to interview ☺

Real impact on society

Cons

The organization is huge – some changes can be very difficult

No clear customer segment ("lives in Finland")

Brand has suffered over the years, user reception skeptical

DESIGN PROJECT 2019 CASE
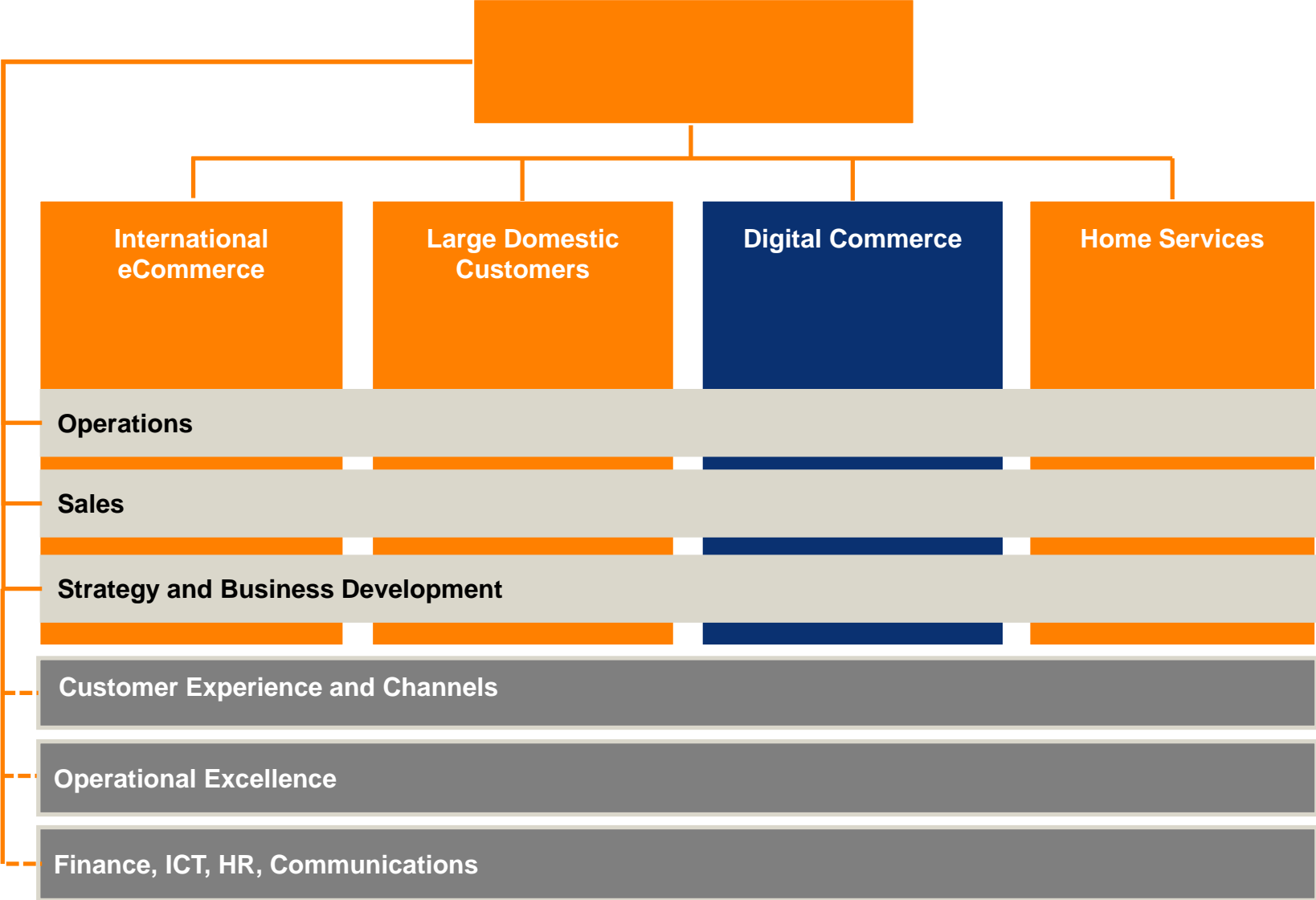
A service for the consumers

A service for the consumers

We don't want to limit you. The end users can be whoever you want, but the main value should be to consumers in Finland.

Bonus points if your design concept:

- is digital

- uses existing Posti infrastructure

- uses self-service

Parcel and eCommerce

International eCommerce | Large Domestic Customers | Digital Commerce | Home Services

Operations

Sales

Strategy and Business Development

Customer Experience and Channels

Operational Excellence

Finance, ICT, HR, Communications

Contacting us

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Contacting us

For general inquiries about the case you can contact either me or Ville Vasaramäki

Jesse Palo (me), Junior Visual/UX Designer

email: jesse.palo@posti.com

telegram (fastest): @jespalo

Ville Vasaramäki, Head of New eCommerce services

Email: ville.vasaramaki@posti.com

Monday's agenda

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Monday's agenda

09.15 - 09.45   **Digital Commerce -** Pasi Ilola, Vice President & Head of Digital Commerce

09.45 -10.00   **Consumer Services -** Timo Korander, Head of Consumer Services

10.00 -10.30   **Retail Network -** Lasse Huttunen, Director

10.30 -10.45   **Break**

10.45 -11.00   **Data and digital marketing services –** Mikko Ristimäki, Head of Services

11.00 -11.15   **Parcel & eCom –** Simona Palermo, Development Manager

11.15 -11.30   **New eCommerce Services –** Ville Vasaramäki, Head of New eCom Services

11.30 -12.00   **Design at Posti –** Natasha Overell, UX Designer

+ some light food