



Package Theft Case Study

Table Of Contents

Overview

Our idea

Our Process

Survey

Problem Solve

Conclusion

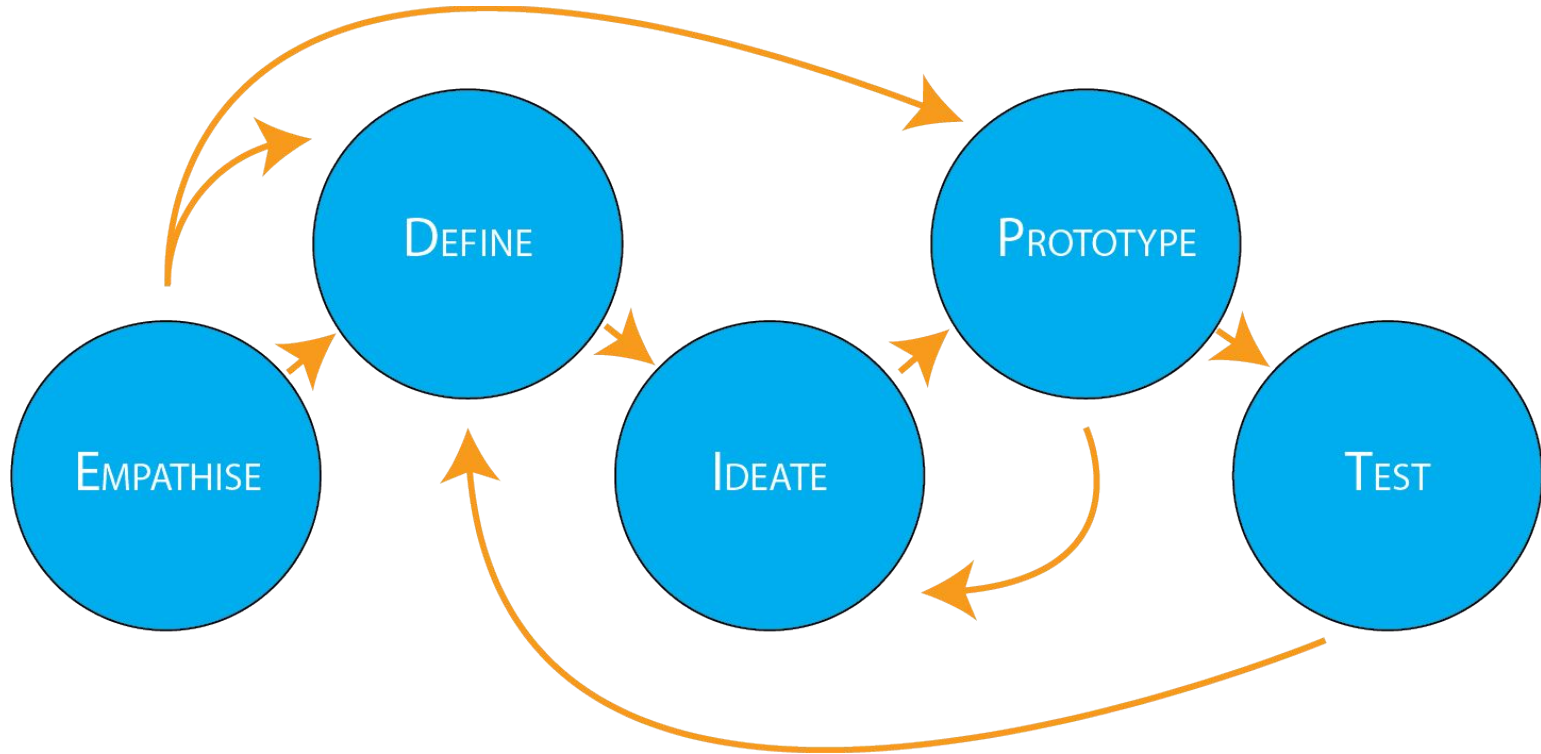
Existing Options

Overview

- Package theft is a real problem.
- What can we do to help stop or minimize it?
- What existing options are there?
- The lockable box! What is it and how is it going to improve Amazon Key?



The Design Thinking Process:



The Problem:

- 1 in 4 people have had a package stolen
- ½ Of people know someone who has had a package stolen
- On average victims of package theft have a package stolen 2.6 times a year
- Police make arrests in less than 10% of cases

With a quarter of people having packages stolen and many of those people potentially having multiple packages stolen a year, package theft is a very real issue. When you add the fact that less than 10% of reported cases lead to an arrest it only seems to be a issues that's going to continue to

Package Theft Deterrents / Safety Measures

- Amazon Key
- Door Man
- Box Lock
- Dropping it off at a pickup location

Box Lock



Key Features:

- Steel Padlock on outdoor boxes
- Scanner on lock scans specific package barcode to unlock
- Usable by any delivery service

Drawbacks:

- Monthly service fee

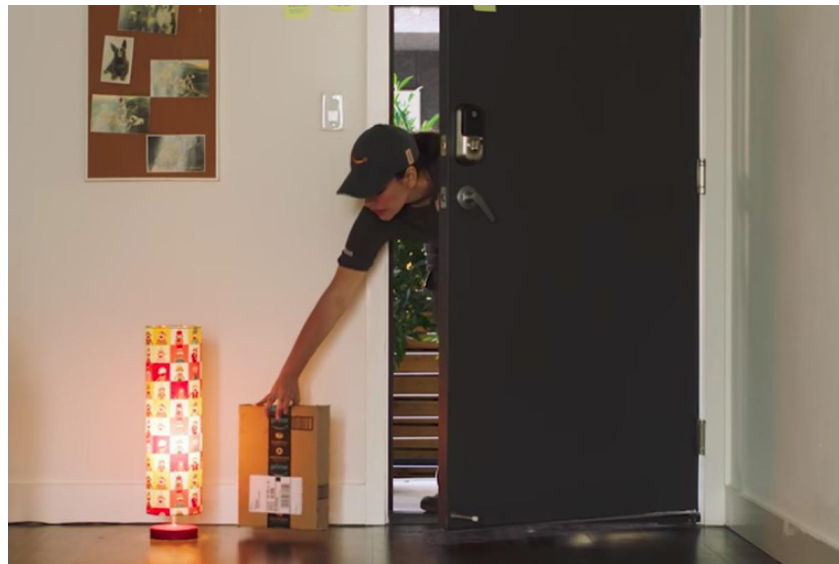
Amazon Key

Key Features:

- Offers a ways for delivery personnel to drop off packages inside
- Camera footage of the event
- Lock your door remotely
- Works with Alexa

Drawbacks:

- Hardware Installation
- Not pet friendly
- Only works with Amazon delivery personnel





Doorman

How Deliveries Work



Send Packages to Us

Send us your packages. You'll get a notification when your package is safe and sound at our secure warehouses.



Schedule Delivery

Select a delivery window between 6 pm - midnight in the app when you're ready to have your package delivered.



Sign For Delivery

Come to the door and sign for your delivery when your friendly, background-checked Doorman driver arrives.

Key Features:

- Offers a flexible ways to get your packages delivered at convenient times.

Drawbacks:

- High subscription fee

After considering all the options available including having it dropped off at a local pickup location like a fedex, ups store, or Walgreens which is currently used by some companies for higher priced packages. After evaluating them all what we decided on as being one of the most flexible options was the BoxLock.

Part of what made this so accessible was that it didn't require a hardware installation like a doorbell or door lock but rather just used an existing box or container you owned that could use a padlock, or purchasing both the lock and container from BoxLock.

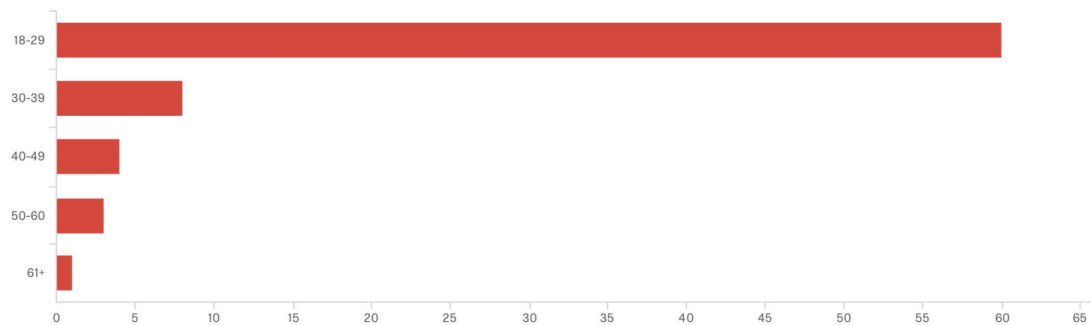
Some of the drawbacks that we wanted to improve upon with LockBox though was the price, if there were either a way to simplify the lock to reduce the initial cost of it or to remove the drawback of signing up for another subscription this would help attract potential customers that would like the idea of a simple box like solution that allowed customers to refrain from giving access to their home to delivery people allowing for situations like dogs running out or doors not being shut all the way.

Eventually we came to the conclusion that if Amazon were to incorporate an idea like this to their already existing Amazon Key infrastructure it would help appeal to this other group of users that might not want to give away access to their front door. The subscription / maintenance costs could also be swallowed up by a Prime membership as is already the case with Amazon Key, but they could also allow amazon to provide a secure package experience to prime users who do not live in Amazon shipping areas.

But is there a real interest?

To make sure we weren't just projecting our ideas we decided to conduct a survey and ask them a few questions regarding package theft and their demographics. What we found was rather interesting!

Survey Data



Our survey focused mostly on millennials



Process



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