

The background of the image is a close-up, slightly angled view of a large stack of brown cardboard boxes. The boxes are covered with various Amazon service labels. Prominent labels include 'prime' in black and blue, 'music' in blue, 'unlimited' in blue, 'free delivery' in black, 'free listening' in black, 'free reading' in black, 'voice shopping' in black, 'video streaming' in black, and 'echo' in blue. Each box also features the iconic Amazon smile logo in black. The boxes are stacked in a way that creates a sense of depth and repetition, with some labels partially obscured by others.

Package Theft Case Study

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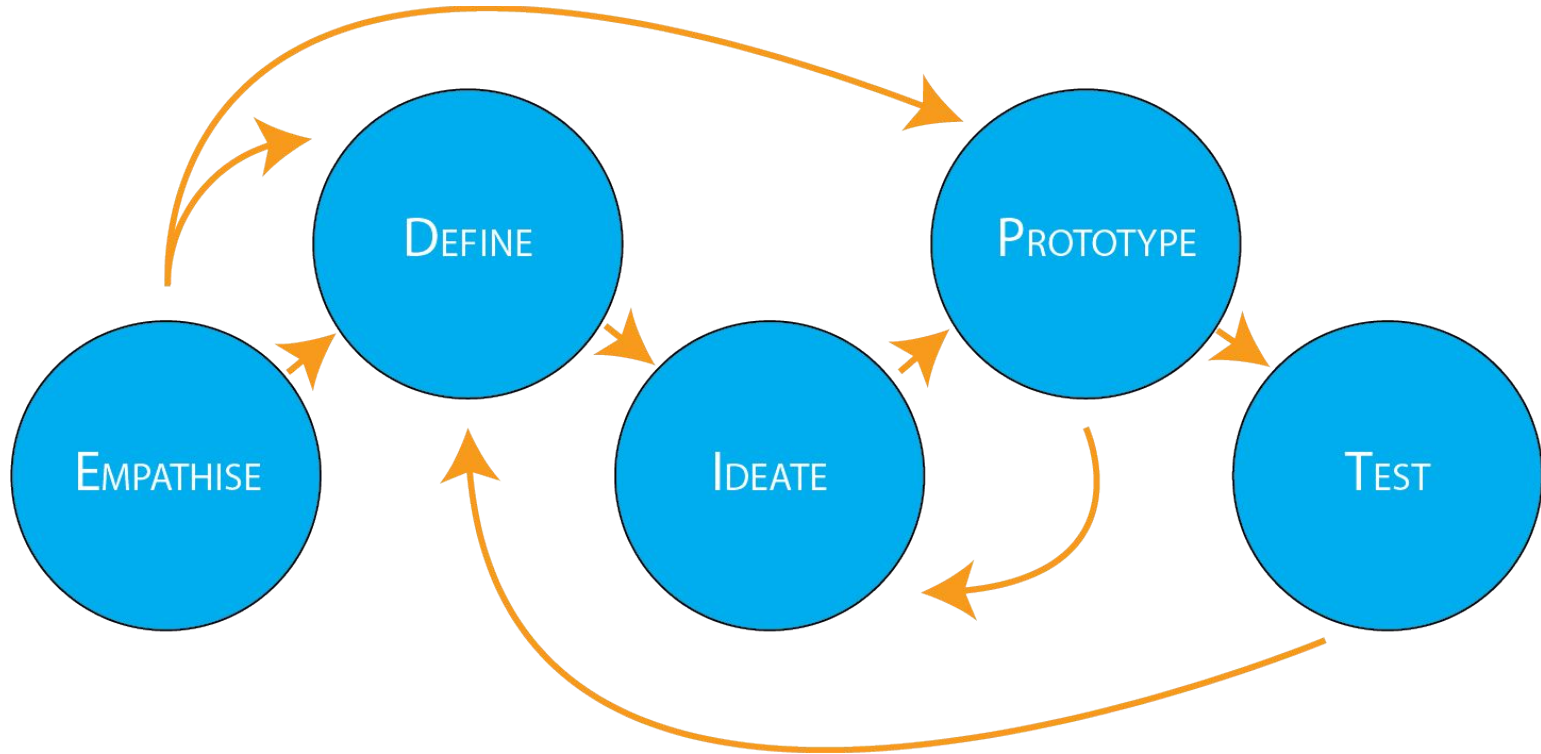
Existing Options

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





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.

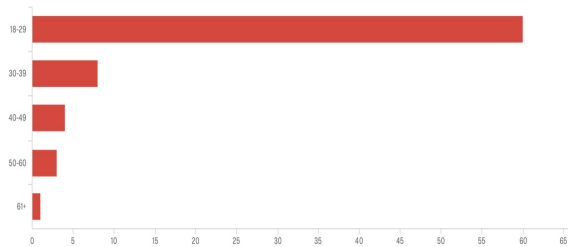
Some of the drawbacks that we wanted to improve upon with LockBox though was the price, if there were either a way to simplify the lock to reduce the initial cost of it or to remove the drawback of signing up for another subscription this would help attract potential customers that would like the idea 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 participants a few questions regarding package theft and their demographics. What we found was rather interesting!

Data Overview

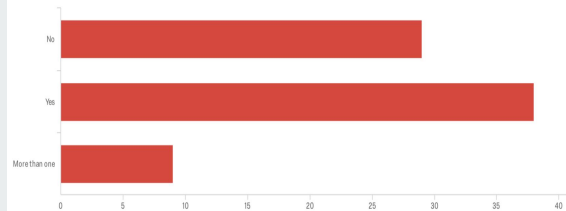
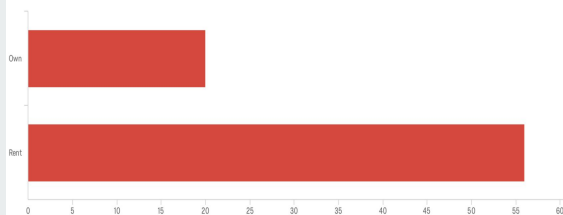


Age

Our survey focused on millennials mostly. This means that the information we've gleaned from this may not be exclusive to millennials.

Own vs Rent

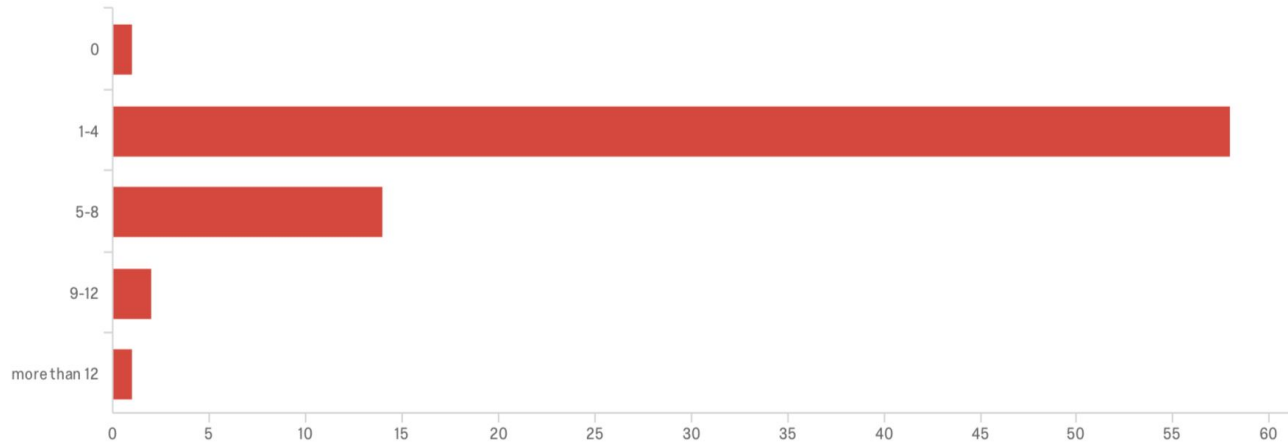
The majority of our respondents were renters rather than owners. This means that hardware package theft solution that require installation are likely less appealing.



Package theft experience

67% of our respondents knew someone who has had a package stolen.

How often do they receive packages

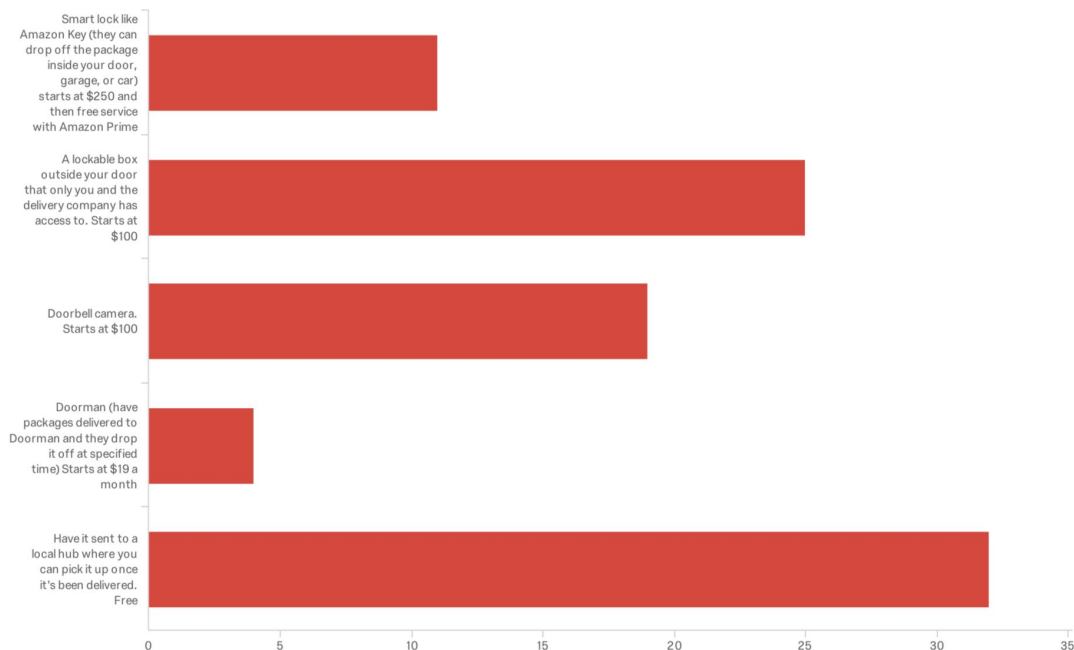


98.69% of our respondents received at least 1-4 packages a month, with 22.37% receiving at least 5-8.

So over the course of a year that means 98.69% of them receive at least 12-48 packages a year and 22.37% receive at least 60-96 packages.

So clearly there is a people are having packages delivered but would they be interested in a package theft solution?

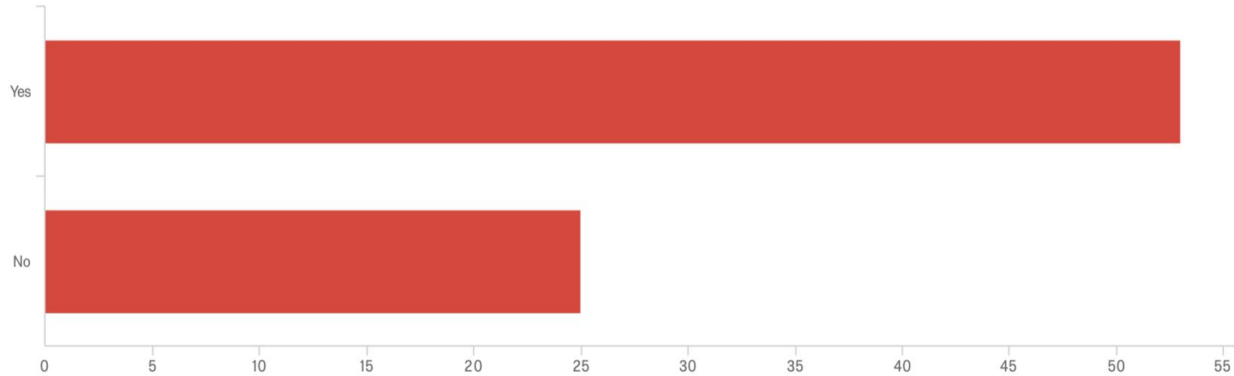
What product might you be interested in



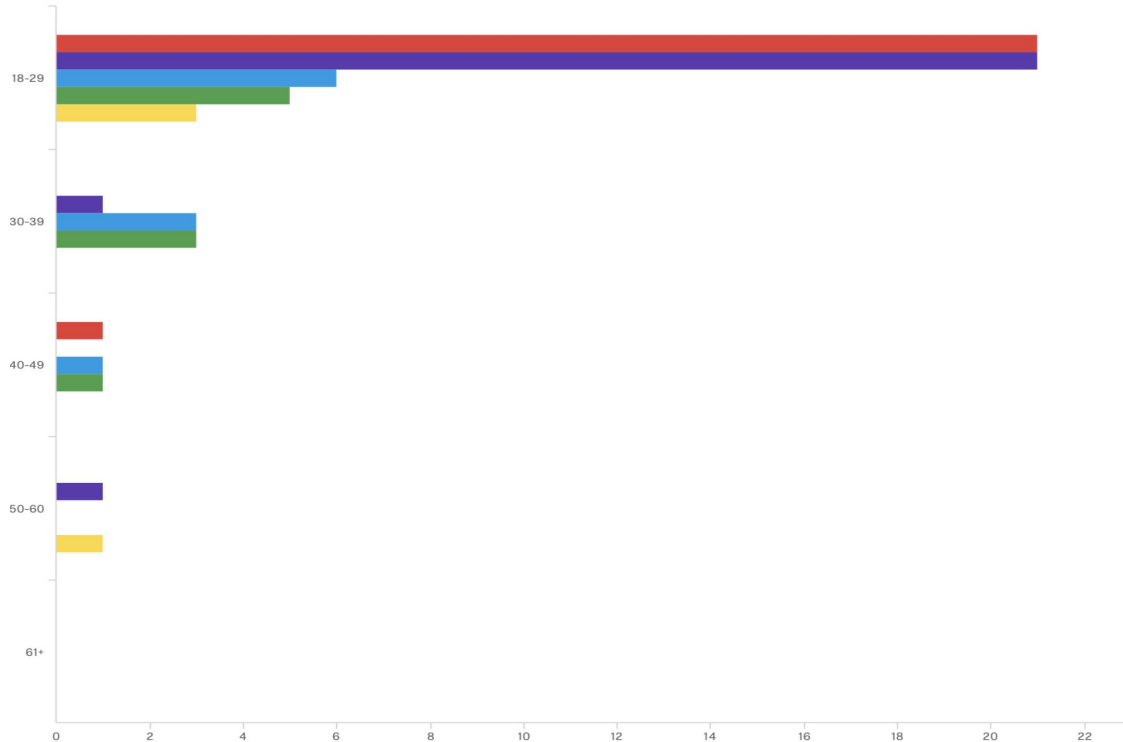
When asked what products they might be interested in 35.16% said having it dropped off at an alternate pick up location would be their choice and the second most popular solution was a lockable box outside their door that 27.47% of people were interested in.

Did Price play a factor in your choice

However when we asked if price played a factor in their choice 68% said that it did.



If cost wasn't an issue



When we took cost out of the equation those interested in the free option of having it dropped off somewhere like a fedex, ups, or walgreens almost disappeared. ? And those interested in Amazon Key or a lockable box outside of their residence that packages could be dropped off in shot up dramatically especially among our millennial age group.

Conclusion

Given that even with cost factored in the lockable box outside the house was one of the popular options but taking price out of the equation it rose even more, we believe that it would be a great way to expand Amazon Key by offering a box type solution that would be a cheaper alternative than other package theft deterrents.

Another reason this would appeal to users is that incorporating it into a bench or other porch item means that it doesn't have to be installed into the home like a doorbell system or lock since a large portion of people are renting rather than owning their residences.

With less security risks this solution would also allow other delivery personnel to easily use this service to secure Amazon Key customers deliveries in areas where Amazon doesn't deliver directly to users.

References:

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https://www.dropbox.com/s/7cfhs79aetaco2v/RingReport_PackageTheft.pdf?dl=0