

Facts

Factual information about the target client



Equipment & Environment

- One small brick-and-mortar store and one online store. Might expand to 2-3 online stores next year.
- No postage meter. Uses stamps when he has an occasional #10 to mail.
- Stamps.com, UPS.com, and FedEx.com

Responsibilities

- Owns online retail business. One-man-band - does it all.
- Sending is only one small part of his overall business. He is the only person who does the sending (other employees do not)

Attitudes

- Not a shipping expert; not an online selling expert; got into his local retail business because he wanted to own his own business and started out with a small local shop (selling graphic and custom-printed t-shirts). He feels out of his element with the topic of shipping
- Cost of shipping products impacts the company bottom line so he looks at their carrier contracts once a year looking for the best rates

Behavior

Existing behavior now because they don’t have our solution

Mailing

- *Where:* Back room in brick-and-mortar store
- *Who:* Mike
- *Volume:* 0-1 item per day usually; occasionally sends a large batch of promotional catalogs
- *Contents:* Documents (only). Transactional.
- *Services used:* First class ("Regular mail") for transactional mail.
- *Cadence:* Applies a stamp when he needs it. For catalog batches, he and staff may form an assembly line and stuff/stamp envelopes.

Shipping

- *Where:* PC in back room in brick-and-mortar store
- *Who:* Mike
- *Volume:* Ship 1-15 items a day with spikes during special events/holidays
- *Contents:* t-shirts and accessories (hats, belts)
- *Services used:* USPS Priority, UPS Ground, FedEx 2-day, FedEx Overnight. Occasionally needs to insure higher value items. Occasionally uses COD
- *Cadence:* Has a daily prescheduled pickup with his carriers. Tries to save packing & printing shipping labels to an hour before the carrier is scheduled to arrive – then it’s a rush to complete all orders.
- *Packaging:* Mostly generic brown boxes. (larger orders) or Tyvek Envelopes (smaller orders). Occasionally uses flat-rate boxes, weight may vary.
- *Return labels:* Occasionally needs to print return shipping labels for recipients

Overall

- *Criticality of items:* Shipping is business-critical (fulfillment), while mail is a business byproduct.
- *Destination of items:* Ships mainly domestic, occasionally international (about 10%)
- *Who pays for shipping:* Clients. He charges clients for shipping based on the service/speed they select, and tries to break even or even make money on the shipping cost.
- *Perception of packaging:* Appearance of packaging matters. Doesn’t have to be particularly fancy but does not want it to look beat-up.
- *Decision-making:*
 - Most of the time His clients decide how they want items to be shipped to them. He offers them choices: USPS Priority, UPS Ground, FedEx 2-day, FedEx Overnight
 - *Packaging:* Uses a lot of the same packaging, but with a different weight each time
- *Package prep & Addresses:* Mike prepares and addresses his own items. Frequently gets addresses from online shopping cart. Addresses are usually different for each shipment.

Pain & Needs

Client problems that we believe our solution solves

- Complexity /efficiency / savings / reconciling data from different sources & carriers
- Multiple tabs & windows open on his PC, jumping between carriers, general complexity of the shipping process
- Does not want to show the cost of the label to their customers.
- Needs to be able to toggle email notifications. Does not always want to send them
- Needs to be able to control which services are used. He is considering having his employees do some of the packing/shipping but he feels it’s a risk to yield that control.
- Needs to save as much time as possible, since he wears many hats. Tries to do his sending all at one time

Goals

Goals implied by their behavior that this solution will better support

- Cut down on costs where possible. Customer service is important to him, but he believes in the ability to both satisfy his customers and save money at the same time.
- Needs to be able to easily schedule pickups, and see when they are scheduled for. Since he is in the process of hiring new employees, it is important that he sees all pickups scheduled for his entire company, so that he does not schedule multiple at the same time.
- Email notifications would be very useful for Mike, but he does not want to use them all the time.
- Wants to be able to easily print multiple labels at once – sometimes they are the same packaging, sometimes they are not.
- Wants to be able to ship seamlessly in a way that he understands.