**Lob is trying to speed up end-to-end delivery times of all their mail products. What are 5**

**levers you would explore to achieve this goal?**

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1. The first step in achieving any group goal is to communicate. Communication is key in everything. A communication plan is needed. This can also be known as the ask stage. Questions such as;
2. How long does it currently take to deliver mail products?
3. What time frame is expected when it comes to speeding up delivery times
4. What do we need to do as a company to speed up delivery times? Hire more people?
5. How will speeding up delivery times help the company?
6. The second is to have a roadmap. A road map is having detailed answers to the questions asked in the first step (communication)
7. Thirdly, reach out to stakeholders who will have an impact on this change. Stakeholders will also carry out the changes or even coach those who will carry out the plan
8. Next is to identify the knowledge needed, knowledge gaps and resources needed to increase delivery times.
9. Lastly, once the change has been implemented. A resistance management plan needs to be carried out. Human beings resist change. It’s a psychological and physiological tendency. The resistance management plan captures the approach to proactively and reactively respond to resistance when it occurs during change

**A customer asks us if we are able to print catalogues via our API? How would you**

**evaluate the opportunity to advise the product team?**

The answer to this question depends on if the API will only be accessed by the product team or if this is an Ecommerce site. What was the middle layer (what was used to develop the website)?

Also, where is the catalogue data stored at the moment?

On what platform will the catalogue be used? A web

Assuming that it’s an Ecommerce site and built with Java script and data is stored in a relational data base and if the catalogue will be used on both web and mobile.

Then it’s possible to fetch the data from the data base and expose via a route (URL).

It’s also important to add authentication and authorization to the API so that only the product team will have access.

**How would you describe what an API is to a non-technical VP of Marketing on the client?**

**side?**

An API- Application Programming Interface. It allows either a user or/and an application to communicate to other applications.

For example, if you were to check your account balance on your Mobile Banking app, API is used to fetch your bank account balance from the bank database.

Another example is if you try to verify an address on Lob’s website. When you enter an individual’s address and full name, Lob’s API is used to look up that address in the background/backend and returns the response if the address is Valid or not.

Or when you need to connect your bank card to your Amazon account for fast checkout, an API is used for that. (communication from your bank to Amazon)