Below are my initial thoughts, please add other points and flow

**Postal ShipBook**

Registration

         With Email and Valid Address

         And Credit Card information

                                -- Not in this proto type and postal can issue their own credit card similar to Money Order

           --- Email Verify

    After verifying the user account:

                1)  Pay postage

                2)  Ship packages by printing labels using their address

                                                --- Postal will calculate the price based on priority and from to zip.

                3)  Greeting/card will be sent by the user selecting from the options.

                4)  Postal can update the local news and reach promotion easily to the users by the zip.

                5)  Postal can pay incentive based on the user transaction example.

                                -(If the user is regularly shipping through postal some incentives)

                6)  Postal Pay and Ship will be an option for online shopping.

                                - Users don't want to give their payment and shipping information to unknown companies.