We interviewed around 6 Professionals and few students in which we got mixed response. Following is the interviews we conducted.

Interview 1:

Age:27

Gender: Female

Profession: HR

Online shopping frequency: 2 times one week

We asked the first interviewee about if she will use the device. And in her opinion she will use the device when she bought some expensive items and maybe pay for it based on the item’s price. And for the feasible part she doesn’t think deposit is acceptable and she raise up the question is how to deal with the package lost.

Interview 2:

Age:24

Gender: Male

Profession: Teacher

Online shopping frequency: 0.5 time one week

For the second interviewee he is not satisfied with the current tracking system, it’s not very convenient we need to open the package tracking website through the phone or computer. And another point is use the device on the expensive items or some package need the signature. The service fee is about a one dollar to 5 dollar based on the item price. The last is about the return device.

Enhancement:

For those two they think the service fee is acceptable between 1 to 10(most expensive) dollar. And the other is about the deposit fee and return problem. Base on those two point I think it’s a better idea to make it’s a low cost one-time-use chip and we can use only a signal send chip/attachment in the package to send signal and install some receiver in the track or plane to receive the single(it’s no need to cost a lot in power supply and the return fee). We also can add some function like text message to the customer when the package very nearby.

Interview 3 & 4:

Age: 36

Gender: Female

Profession: Senior Software Engineer, EBSCO, Ipswich, MA

Age: 42

Gender: Male

Profession: Product Manager, EBSCO, Ipswich, MA

Feedback:

We first asked any problems they faced with any of the Postal Services in the USA.

She told us that she had one of the parcels which was delivered to her house, but was left somewhere near the garage and she had to go to the Postal office twice or thrice and then talk to the package delivery person to finally find the package lying near her garage.

When said about our solution, they asked that how the cost would be managed as GPS with Sim capability is very expensive, and I spoke about the solution of renting the tracker through postal service, they then asked us how to procure and return the product, for which we told them that the entire process will be administered by the delivery person by use of a master lock and key mechanism to open/close the package container, that is, when the package is being sent, the postal office puts the package inside the GPS based container, the package is then sent with the delivery person who also has the master lock to open the container. Once the package is delivered, the delivery person opens the container thereby updating the exact delivery location and switching off the GPS. The delivery person then takes the container with him back to the postal office for its next service. They also asked us about what kind of container are we planning to build, for which we replied that it would be a mixture of glass and plastic that does not break easily. They also asked me about how would we design such a system efficiently as there would be many items where in the tracking numbers have been used before, for which we replied that each of the boxes would have a GPS tag, which is a 10 digit unique number to identify each of the containers.

Interview 5:

Age: 42

Gender: Male

Profession: Sr. Software Engineer at NetNumber, Lowell, MA

Feedback:

He discussed about technical difficulties and possible options. According to him idea is good but need lot of resources to develop which could also question cost effectiveness. He also discussed about the investments, returns and investors. He recommended to target FedEx, UPS directly instead of selling it to people. Overall his conclusion was to dig more about the money we will need to develop the product.

Interview 6:

Age:34

Gender: Male

Profession: Delivery Boy at FedEx Billerica, MA

Delivers approx. 40 parcels a day in Boston. The problem in delivering parcel faced is traffic – can’t estimate time exact of delivery, broken lock of truck which lead into loss of packages.

Feedback:

The idea is awesome, It will help in giving real-time update of parcel delivery time as google map also gives estimated time to reach. It will help in finding lost packages.

Drawback: Delivery boy will have additional duty to return the device if the policy is to return the device after delivery but rest of the things are extremely helpful.

Students Interview:

Overall we got mixed response from students, some are ready to spend extra bucks for tracking while some are not. If the item cost is roughly more than $200 then 70% are ready to buy / rent our device if it costs below $10.