

# Who?

- Small Business Owner (online)
- Company looking to increase shipping efficiency
- Elderly woman living alone (places online order)
- Single city-dweller ordering online purchases

All must use Fedex's services for shipping + delivery

# What?

- Losing customers due to poor shipping + returns
- Weather Delays
- Lost + Damaged Packages
- Lost income due to poor shipping
- Monopoly - little to no choice in comp. or cost of shipping
- Variables (date + time delivery + do I have to sign)

All Issues + Problems prevent users from getting expectations met

# How?

- Customer Satisfaction surveys + Company satisfaction surveys
- Employee's raises based on satisfied % in their service area
- Offer more pricing selection through <sup>drop-down</sup> menus
- Easier to navigate online customer service chat (instead of calling)
- Competitor analysis + user feedback

# User(s)

# Issues / Potential problems

# Goals +

# Solutions

Easy-to-use new choiced pricing/time+date drop-down menu:

NEW now MORE CHOICES

Pricing + time options
Option 1
Option 2
Option 3
Option 4
Option 5

\* Discount offered for successfully completing customer survey

## Competitor analysis

## user feedback:

- online satisfaction surveys
- feedback through a new CS chat (Live Engage)
- RESEARCH - How are competitors doing?