

ESSENSE DESIGN PROPOSAL | CHALLENGE 3

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KEYWORDS

User experience; UX design; return procedure; parcel delivery

CSS CONCEPTS

Interaction design; User charasteristics

INTRODUCTION

This report concerns the design challenge conducted for the course User Experience Theory and Practice at the TU/e. Essense is a hands-on customer experience agency that provided the group with the following prompt for the course: Improving the parcel delivery service by designing a unique experience. Out of the four elements of the the delivery service, a focus was laid on the parcel returning process specifically, assigned by the challenge. This report aims to communicate the process and outcomes of the challenge project to stakeholders, including the challenge providers and teachers of the course.

Within the report, the design brief provided by Essense, the UX design process that follows, as well as a reflection on the entire course period are discussed. Also, design cases conducted by other student groups within the course User Experience Theory and Practice are analyzed in detail. The design challenge involved a three-week iterative design process specifically aimed to reflect on the UX aspects of the design case, as well as presenting the results to the design agency Essense. The main goal for this challenge has been getting familiar with implementing UX methods into the core of a design project, as well as learning how to design in assignment of a client. In order to develop a unique user experience, it was necessary to utilize the UX methods

learned during the course, gradually creating a UX-focused approach.

UX CHALLENGE

Brainstorming

The UX design process started with a first-person perspective brainstorm on the current existing postal service in the Netherlands (Appendix A). A human-centered approach was employed in order to place ourselves in the shoes of the user and empathize with both the sending and receiving stakeholders in the returning process. Key insights like the existence of different shipping companies, the possibility of different returning methods, and the option to return internationally had been discussed in detail. The brainstorming method was conducted as a source of inspiration for the forthcoming UX design process, such as assembling possible current pain points and developing concepts for improvement.

Subsequently, the personal experiences and findings from the first-person perspective brainstorm were applied to the second brainstorming method; ideation sketching. For this brainstorming technique, a focus was laid on the design brief provided by Essense: create a unique experience. while improving the parcel delivery service. Accordingly, multiple creative sketches were generated. from which 2 sketches have been influential in later stages of the design process. The first can be explained as an iterated return process where the aspects of efficiency and effectiveness are emphasized due to focusing on self-service (Figure 1). Furthermore, the second concept sketch visualizes lockers for return, displaying a recognizable image once lockers are occupied (Figure 2). An example is visualized of a timeless painting from the artist Piet Mondriaan, corresponding to the design concept being located in Amersfoort, his birthplace [15].

UX Methods

During the design case presentation by Essense, recommended UX methods like stakeholder mapping, journey mapping, concept testing, and service blueprinting had



Figure 1. Return process efficient & effective

MOSAIC WALL



Figure 2. Lockers with appearing recognizeable image

been depicted. Within the design process, two of these methods were chosen to initiate and dive deeper into the situatedness of the project. The stakeholder map was used to create an overview of all the contact moments between stakeholders (Appendix B). It can be noted here that the sender is centralized in the mapping, since this is the target user that needed to be focused on according to the design brief. The second method that had been used was a user journey map (Appendix C). Within the map, pain points like learning about the refund periods, refund methods, receiving non-reusable packaging, and waiting for emails had been discovered. The most interesting opportunity found was: Introducing a well-known return policy that is the same everywhere, not depending on the company. This can be explained by the insight of the opportunity connecting to multiple pain points that are related to the complexity and understanding of the process.

Persona's

After gaining insights from the stakeholder and user journey map. two persona's that are based on two specific user segments were created. The first persona refers to a wheelchair user named Bob who has a paralytic disability (Appendix D). In the persona of Bob, a section is displayed of his autonomy capacity regarding his day-to-day life in order to bring forward potential obstacles for his return journey. For this persona, three needs are established. The first is autonomy, which means for instance not having to ask for help, the second is entering a socially stimulating environment relating to the entire returning experience. and the third clarifies that there should be no unnecessary costs due to earning a basic income. These three needs will be implemented into the final solution by creating an overall positive environment and making the process comfortable for wheelchair users. The second persona refers to Zhara, a busy and active student (Appendix E). One of the core needs of this persona is experiencing an effective and efficient return process because of posessing a limited amount of time in a busy life. On top of that, managing her budget regarding orders, and the individual interest in practicing responsible consumption, such as looking out for their carbon footprint are preferred. Responsible consumption is chosen for the persona since it is in line with the changing world views towards sustainability that Brand & Rocchi describe in their model of 'Rethinking value in a changing landscape' [12]. Within the design process, this persona connects to the established journey map because of having a limited amount of time to figure out what needs to be done for the return procedure.

Exploratory prototyping

In order to start the conceptualization phase of the process, the exploratory prototyping ideation method was used. This is a great method to generate ideas creatively. The results can be seen in Figure 3. Two clear themes had been established within the prototypes; solidarity and togetherness. The first idea was based on iterating the recognizable image concept sketch that had been generated in the ideation sketching session. The second idea was about creating a community feeling with the means of gamification of the locker boxes. This could, for example, be done by playing connect four. The results of the exploratory prototyping session were also practical considerations about how the lockers could function. Placing tempered glass in front of the recognizable image, pulling boxes to a preferred height, or moving boxes to different positions were considered. The concepts had great value but also a lot of practical concerns such as a lack of satisfaction when only being able to take one turn in a game had been established.



Figure 3. Exploratory prototyping collage

Design concepts

After the generated insights from the exploratory prototyping session, a first attempt for improving the user experience with respect to the two user personas had been created. Within the Zhara persona, the following core needs had been established; undergoing an effective & efficient process, managing budget, and practicing responsible consumption. Consequently, within the first part of the concept service, a self-service hub containing multiple self-service displays and a wide range of lockers had been implemented (Appendix F). Furthermore, implementing an inclusive returning location, both for the sending and receiving stakeholders, results in the process of returning becoming habitual. The persona Zhara, therefore, will meet her needs by not having to unnecessarily search for returning methods depending on the company and postal service, resulting in an effective and efficient process. On top of that, the second part of the returning hub implements a socially stimulated environment by providing a unique addition (Appendix G). Every couple of days, a thought-provoking question or statement will be displayed within a social hub adjacent to the returning lockers. After the user has completed their return on one of the self-service screens, an eco-sticker made from recycled cardboard will be available, resulting in the user being able to state their opinion. Not only does this second concept idea comply with the design brief of creating 'a unique experience', the eco-sticker offers a sustainable solution to do so. In addition, the persona of Bob had been valuable in the process of the design concept iteration. Within the Bob persona, the following needs had been established; entering a socially stimulated environment, having no unnecessary costs, and having the feeling of autonomy. By introducing a socially stimulated environment within this design concept, and providing a talking topic, the need for entering a socially stimulated environment can be met, especially due to the wheelchair user being able to participate in a conversation that is on the same level within the community [1]. Furthermore, a practical design iteration could be made regarding the need of feeling autonomous. Currently, the self-service lockers of Budbee provide an interactive screen that is not at a reachable height for wheelchair users [2]. Therefore, within the inclusivity returning hub, a lower self-service screen is added, resulting in the wheelchair user not needing to ask for help. In addition, the self-service screen is accompanied by lockers placed at a comfortable hip-level height, making them easily accessible for Bob.

Final Design

In preparation for the presentation to the client, multiple 3D models were developed to demonstrate the unique features of our concept to Essense (Figure 4). Ultimately, in one of the finalized renders, a visualization of how a wheel-chair user would be able to operate a self-service screen next to a standing person is illustrated, fulfilling the needs of both efficiency and autonomy (Appendix H1). Important to note is that in the final renders, the design agency Essense is used for branding, due to a generalization of stakeholders in this concept.



Figure 4. Lo-Fi 3D model

During the final brainstorming stages of the final design, we envisioned that this locker setup could be implemented in larger retail stores like HEMA, as these organizations would greatly benefit from having a parcel point within their premises. Introducing an often-visited location for returning packages namely draws traffic to their own HEMA cafeteria, which could be adjacent to the socializing hub (Appendix G). Furthermore, HEMA carries the same vision that is provoked by our design concept of the inclusivity returning hub; In 2021, HEMA introduces the vision of "Creating a better everyday life for our customers in a more beautiful world; with our Dutch perspective on daily life, we are there for everyone." [5].

Future steps

The feedback that has been provided by the client Essense, as well as our classmates, has allowed us to make deeper reflections regarding certain issues that had not been covered in our initial concept. To give an example, the presented design concept had been based on the wheelchair disability only, while a comment had been made on including other types of disabilities as well. Examples of remaining disabilities that can be looked after are people with a vision impairment, such as being blind, or people with dexterity issues. The second future step we would like to address is relating to the responsibility of parcels. This issue was brought to light by Essense itself, and we agree this is important in the final definition of such a service. Our current service lacks elements such as notifications to confirm the various steps in the process from one stakeholder to another. Therefore, we would like to implement consensual solutions to ensure each step of the package safely without the responsibility falling on the wrong stakeholder.

Furthermore, in order to effectively implement the design concept, it is essential to conduct a comprehensive user test. This will help not only to optimize the proposed design, it will also validate the iterations that are made. In this scenario, there are two user testing methods that could be employed to obtain data. Firstly, the practical user journey could be observed, including the locker system, as well as the interactive digital self-service displays. Afterwards, a qualitative questionnaire would allow for qualitative subjective information. On top of that, we would like to investigate the eco-sticker concept in respect to how these sustainably can be produced and shipped to various locations within the Netherlands. From our point of view, this concept namely is essential to evoke a unique experience within the returning service journey. In addition, we could further iterate and brainstorm the eco-sticker concept to understand more possibilities and provide users the option to express their opinion in a different way. This could enhance our proposal on social interaction with the community. Finally, as a last step in the future scenario, we would like to incorporate "Essense Lockers" in multiple stages of the parcel delivery service and not just for parcel return, thus creating an "all in one" experience. This would allow stakeholders to benefit greatly from efficiency and speed in service as well as keeping the costs low for the deliverer.

To conclude the process, it would be necessary to contact HEMA headquarters and provide the company with our proposal, instituting a design agency-to-client relationship. The hook for explaining the value the inclusive service point brings within this business relationship would be; HEMA would profit greatly when including a parcel point next to their cafeteria, as it would draw more traffic into the store resulting in an increase in the number of customers.

REVIEW

Challenge 1



Challenge one, presented by the company Bureau Moeilijke Dingen (BMD), deals with the professional trajectory and the associated entry into the professional life of TU/e students (Figure 5). In order to design an appropriate solution, students should design a "one-stop store" version of all the services offered by TU/e, while carrying only relevant information to the individual student. Finally, the service should be rounded off and personalized by a section for reflection and the opportunity for personal coaching. The approaches of the four different teams of students working on a solution differed particularly in the use of intrinsic motivation. Team A's concept was to create a new overview of what the student had already done (courses, projects, jobs, internships) and to connect it to specific skill sets or areas of expertise. At the same time, the user (TU/e student) has the opportunity to reflect on the process he or she has already gone through and get an overview of the area of professional work in which the skills he or she has learned can be useful. The intrinsic motivation to deal with what has already been done should help to realize where there is still room for improvement and what the development can look like in the future. Students will also receive recommendations on activities that can be beneficial for specific expertise areas and can help them in their personal and professional development. With the data previously filled in. it is easier for the coach to respond to the student in an individual coach meeting. The coach already has an overview of the processes the student has gone through and

can form a personal impression. All the concepts of the different teams have potential and can probably be established in the form presented. What stands out is that the concepts are based on clear theories and are therefore easy to understand. This means that well-known models and theories have been used to create the concepts and to ensure their validity. We believe that the implementation of each of these concepts can help students with self-realization.

Challenge 2

Design for the user experience The experience of waiting in the emergency department

Figure 6. Challenge 2 (Philips)

Challenge two, provided by Philips Design, addresses the experience of waiting in the Emergency Department, clearly addressing the frustration points of patients and staff (Figure 6). The goal is to improve the experience for both patients and staff. A recurring element of the various concepts is the visual or spatial categorization of individual patients into a priority scheme to make it clear which patients have priority and an approximate waiting time can be estimated. Another recurring element of the concepts was to show the patients how long they would probably have to wait. This was presented in an abstract graphic but in one case tried to be done more concretely and to be shown in real-time. Fixed times do not exist in waiting areas. It can always happen that patients arrive with a high priority. The feedback provided by the client states that accurate displays are not possible and "accurate" waiting times can lead to even more frustration. The idea of showing an approximate workload in an abstract display has many advantages. Because the ED takes place behind closed doors, a client often can't really see if the employees are really working or if he is waiting for a long period of time for nothing. Illustrating how busy the ED really is can help communicate to the patient why they are waiting so long and increase empathy with staff. The idea of using an app or a website to provide information about typical processes or frequently asked questions seems sensible. With any further form of digitization, it must be considered whether it is reasonable for the staff, who are already busy, to also have to take care of entering additional data into another system.

Challenge 3



taking into account the needs and objectives of the different stakeholders involved

Figure 7. Challenge 3 (Essense)

Unlike in challenges one and two, within challenge three all groups are responsible for different parts of the process. The challenge was presented by Essense under the motto: improve the parcel delivery service by designing a unique experience (Figure 7). In the course of the challenge, each participating team had to develop a different part of the process. The areas mentioned are: Ordering, Shipping, Delivery and Returning.

Since the focus of the challenge was to design a unique experience, each group interpreted this in a slightly different way. Concepts were developed to make it easier to send gifts, to establish a new form of packaging, or to implement a kind of mobile parcel store. What is particularly striking is that all these concepts are not necessarily a revolution of the general process, but rather an adaptation. So the simpler way of sending gifts is not an advantage for most people, but only for those who see the traditional way as a way with flaws. In general, it was noticeable that not all stakeholders were taken into account in each of the concepts presented. A good example of that is, by implementing a new form of cardboard package, new pain points for the sender (in terms of the price of the package) will occur and the environmental impact will probably increase due to more cardboard being used. Is it sometimes enough to improve an existing process or concept (like we tried to do with our concept) and not to establish something completely new, just for the sake of establishing something new?

GENERAL REFLECTION

UX Methods

Implementing the first, second, and third-person perspectives had been valuable throughout different stages of the design process. Starting off with the first-person perspective brainstorm gave insights into the touch points the user identifies with, the possible needs that drive them, and the benefits they seek. Furthermore, the second-person perspective was used in order to generate creative ideas by implementing an exploratory prototyping session. Reflecting on this design method in particular, due to brainstorming while creating, specific user needs and pain points were realized. To give a concrete example, when constructing multiple games that can be displayed on lockers, the insight of wheelchair users not being able to reach the top lockers was easily made. As a result, by crafting ideas beyond the mental operations of our minds the effectiveness of this design method had been surprisingly helpful in generating original and useful outcomes. Finally, the third-person perspective, which involved researching relevant literature to support the needs and pain points of the personas, was fundamental in substantiating the established insights during the UX design process. However, due to the received feedback during the client presentation, it became apparent that these literature findings could be highlighted to specific parts of the user experience. Therefore, in future presentations to clients, this learning point of first presenting the UX method, and consequently highlighting the obtained conclusions will be implemented to communicate the value of the design process better. Lastly, although the second-person perspective had been implemented within the design process during the exploratory prototyping session, deeper investigation, implementing for instance research methods such as interviews and surveys, could have led to new insights regarding the student and wheelchair target segment.

Literature

During the UX process, various techniques such as first-person perspective brainstorming, user journey mapping, and the creation of persona's were employed. These methods were complemented by relevant literature studies that helped to identify practical human needs and pain points, as well as provide psychological depth. The following section explains how these theoretical aspects are relevant to the improved returning journey service that was iteratively developed.

4 types of pleasure framework

During the creation of the user journey map, it had been noted that introducing a well-known return policy that is the same everywhere could be a partial solution to the current efficiency problem (Appendix C). The '4 types of pleasure framework' from Patrick Jordan gave insight into why this change of uncertainty during the returning procedure, to a habitual return process would be favorable [10]. The second aspect of the pleasure framework, known as psycho-pleasure, explains that relevant to this point, pleasures are derived from cognition, discovery, knowledge, and other things that satisfy the intellect [10]. Therefore, designs that offer a learnable, memorable, and consistent experience are considered pleasurable, as this leads to a certain sense of satisfaction [10]. This insight also clarifies the present-day requirements identified for the return process, such as locating a return sticker upon opening the package or noticing an adhesive tape strip on the inside: the user knows and has learned the process of return upon noticing these variables presented and prefers it over investigating the returning procedure for that company, facing towards in uncertainty (Appendix C).

In addition, pleasures derived from social signifiers of belonging, social enablers, and other social self-identification factors identifying as socio-pleasure from the framework, have contributed to the understanding of the wheelchair user, the second persona in this UX iteration process [10]. In the iteration stages of the design concept, therefore, elements that possibly could increase this socio-pleasure aspect for a person with a wheelchair disability had been considered. Think about e.g. introducing a self-service display at a lower height while being design-wise identical to the remaining able-bodied self-service displays, presented to increase signifiers of belonging and inclusivity [10]. In order to investigate to which extent this socio-pleasure is reached, a qualitative user testing method could be used within the wheelchair disability user segment.

Basic human needs

Exploring Maslow's hierarchy of needs to understand the psychological aspect of returning a package was valuable in considering not only the actual experience but also the decision-making process involved in taking that important step [6]. For the wheelchair user persona in particular, the 4th hierarchy concerning 'Esteem', had been eligible in the eventual iterated returning procedure. According to Maslow, self-esteem can be based on respect and acknowledgment from others, as well as one's own self-assessment [6]. Therefore, based on the theory, the inability to fulfill the human need for esteem during the process of returning a package, such as the lack of autonomy, could lead the wheelchair user to opt out of the task [1]. Through providing a returning service that is inclusive and offers a socially stimulated environment, feelings of esteem can be enhanced, ultimately enlarging the chance of the persona deciding in favor to return a package [1].

Social interaction

According to research by the Jo Cox Commission on Loneliness, over half of the disabled individuals have reported they feel lonely [14]. Therefore, by incorporating a social hub into the returning service-point design concept, not only can a socially stimulating environment be created, also the issue of loneliness among individuals who use wheelchairs in their own community will be addressed. Furthermore, according to The Red Cross, one in two able-bodied people believe they have nothing in common with disabled people; a quarter even admits they have actively avoided engaging in conversation with a disabled person [1]. As designers, we believe it is time to break through this stigma by implementing and offering an original manner of socializing within their own neighborhoods or community. Accordingly, social interaction can lead to an increase in happiness, satisfaction, self-confidence, and morale according to the healthcare center 'Nevada Adult Day Healthcare Centers' [9].

In addition, studies show that social interaction for human beings, in general, are linked to creating physical health benefits, better habits, and a more healthy lifestyle [3]. Psychologist Susan Pinker even states that face-to-face contact is like a vaccine: direct person-to-person contact triggers parts of our nervous system that release a "cocktail" of neurotransmitters tasked with regulating our response to stress and anxiety [3]. In this era, social interaction through online social networks and interactions. however, gives a false sense of connectedness; we still need physical in-person connections for our own mental health [8]. Therefore, by introducing a chit-chat kind of interaction with people within their specific neighborhood through the use of our designed service, users are provided to enhance their experience not only in terms of happiness and longevity [3], but also in terms of their internal well-being [7].

Autonomy

When looking at the returning procedures that are currently accessible, we found that the lockers of the postal service Budbee offer the most efficient and effective user experience process [2]. However, room for improvement was applicable regarding increasing the autonomy of wheelchair users. Wheelchair users often suffer from access anxiety; the fear of accessibility issues on arrival such as inaccessibility of public transport, or visiting somewhere new and discovering there's a set of stairs up to the entrance [1][13]. Therefore, within the design concept, iterations that enhance the autonomy of wheelchair users have been explicitly addressed. Next to the returning policy becoming habitual, and the wheelchair persona not having to face any surprises within that regard of the experience, practical adjustments had been implemented. Instead of the interactive touchscreen being at eve-level height for abled individuals, a separate inclusive self-service screen had been integrated at wheelchair user level. Furthermore, lockers at hip-level height are reserved for wheelchair users, resulting in them being able to complete the return experience autonomously and not needing to ask for help. Lastly, the returning hub in itself is widely set up, resulting in an open environment where people, as well as wheelchair users, are not subconsciously disturbing each other's personal space.

Challenges

Within the first year of the master track at the TU/e, the User Experience Theory & Practice course provided three distinct challenges that were presented by three external organizations; design agency Bureau Moeilijke Dingen, the experience design department of Philips, and the customer experience design agency Essense. When looking at the user experience approach from these 3 entities, multiple similarities as well as differences could be noticed. Firstly, the scale at which the challenges were established regarding the target user corresponds to the affecting range the organization has to offer. To give an example, a company like Philips, which was recognized as the world's most innovative medtech company in 2020 by the Boston Consulting Group's annual report, had implemented a user experience strategy on a global level [11]. In contrast, the single-entity design agency Bureau Moeilijke Dingen, situated in Eindhoven, referred to a user segment of students studying at the TU/e, a target group located within the same city. Furthermore, similarity was observed in the explicitly stated needs from the design agency Bureau Moeilijke Dingen as well as the Philips department, to give an example; 'students need to reflect on their goals' and 'being able to prioritize high-quality patients' are needs that are clearly formulated. In contrary, within the Essense user experience approach, a more indistinct summary of needs that should be investigated had been listed. This can be explained through the approach consisting out of 4 distinct parts, resulting in different needs being applicable for different parts of the returning journey. Lastly, it was revealed during the presentations of the different student groups at the University that certain UX Methods were generally used belonging to a specific challenge presented. To give an example in light of this report concerning challenge 3, the UX Methods of stakeholder mapping as well as the user journey map had been implemented within the design process, which can be traced back to the initial Essense presentation.

WEEKLY LOGBOOK

Week 1

The first activity that had been performed was a first-person perspective brainstorm where digitally sticky notes were used to put down our thoughts and ideas in writing. After this initial brainstorm, an ideation sketching method had been utilized where every group member was assigned to create two ideation sketches. In the following meeting, these sketches were discussed and presented to each other, resulting in an open feedback-driven atmosphere. We decided to strengthen our initial ideas with deeper user-focused research; based on external research, a stakeholder map and a user journey map had been created. In order to start with designing concept ideas, two personas were considered useful tools to help us understand the pros and cons of the automated service we wanted to propose.

Week 2

Following the creation of the persona's, a desire to conduct research in the areas of autonomy for wheelchair users and their current social interaction judgment surfaced. Furthermore, models such as the '4 types of pleasure' from Patrick Jordan and Maslow's hierarchy of needs had been helpful to find strengths and weaknesses within the first ideation concepts. Next, the exploratory prototyping design method was carried out to creatively consider different options regarding the initial idea, as well as thinking about practical adjustments. This step allowed us to validate our initial personal assumptions and made us realize some surprising discoveries. At the end of week 2, we finalized all the insights that were gathered from research and literature studies to create the concept that eventually had been presented to the client.

Week 3

The last week had been dedicated to refining the details of the social inclusive returning hub concept, making it as complete as possible. Finally, we decided to divide the tasks for the presentation in order to deliver a nice overview with all the necessary elements to the client. The received feedback had been implemented within different sections of the report. Appendix I shows the different activities that had been performed during the three weeks in chronological order and the students who participated in each specific activity.

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APPENDIX A First-person perspective brainstorm



APPENDIX B Stakeholder-map



APPENDIX C User journey map

Journey Steps Which step of the experience are you describing?	Discovery Why do they even start the journey?	Consideration Informing about the return policy	Practice Making the package return-ready	Shipping Deliver package at service point	Concluding retour Payment Track & trace
Actions What does the customer do? What information do they look for? What is their context?	Return product Product Not needing in order to doesn't meet the product receive the user's anymore moneytcaupon needs	Information included in the package online online process	evening of peologe and the peological for the printing out for the peological forethof for the peological for the peological fo	Bringing Identification (ID) Postal service determines Iocation Waiting in Ine (at service point) Searching for the right parcel store	Check bank Conformation Klarna account and package being obligation registered settled
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Going through Reviews of a positively people who experienced addreagainst return process return	clear instructions instructions biotecology clear process instructions biotecology clear period dats significantly iong biotecology iong iong iong biotecology iong iong iong iong iong iong iong iong	Finding a Tearing the package when return stocker opening to tearing the sealed without policy opening to tearing the sealed without policy opening to tear tearing the sealed without policy opening the sealed without package for return adhesive tape	No parcel Customer experience at can choose service point store nearby company by (person to person)	Good support forquestions and easy to follow process
Touchpoint What part of the service do they interact with?	Website (s) Product Brand promise	Contact previously purchased (online) Social media Textual ton	Product Email Printer Company packaging Email Printer website	Traveling (car/bike/wal k/train) to service point	Email Mobile payment in company / banking app installments Paying by involce
Customer Feeling What is the customer feeling? <i>Tip: Use the emoji app to</i> <i>express more emotions</i>	+ - 😥)			@
Backstage					
Opportunities What could we improve or introduce?	Package that is designed not only for shipping to customer, but also for returning to company	Introducing a well-known return policy that is the same everywhere, not depending on the company	Process of Providing ready-to-go materials that facilitate the return process habitual	Self-service Easy acces to return (E.g. Service points at train station, supermarket, often visited areas)	Aesthetics of interaction instead of receiving e-mail, provide through e.g. a tanglible design conformation that your package is registered for retournation Prevent loss of the package by implementing a Tag
Process ownership Who is in the lead on this?	User	Company Company website Contact supervisor person	Return policy User supervisors company	Service staff Postal company	Financial department Postal The bank of of the company the user company

Figure C. User journey map

APPENDIX D Persona Bob



Bob

Paralytic dissability

ABOUT

- €) €1950 €2100
- \bigcirc Almere The Netherlands

AUTONOMY CAPACITY



MOTIVATIONS

Due to earning a basic monthly income, returning a package would mostly be driven by having the result of receiving money back. Furthermore, in the case the product is not meeting the user's requirements, return is necessary in order to exchange the product for a new one. Another motivation would be seeking attentionally for social connection.

CORE NEEDS

Experiencing a socially stimulated environment. Recieving information regarding arrival of a new product, as well as not needing to make unnecessary costs due to limited financial resources.

PAIN POINTS

Loss of autonomy in the scenario of lockers being occupied at hip-level



Figure D. Persona Bob

APPENDIX E Persona Zhara



Zhara

ABOUT

- 2 Age 18-25
- € € 300 € 350
- \bigcirc Maastricht The Netherlands

IME MANAGEMENT



MOTIVATIONS

Motivated to return a product in order to get money back or exchange it for a better item. Throughout balancing academics, social life, and other responsibilities, returning packages results in a feeling of being more organized and having control of your life. Furthermore, motivated to return packages in order to contribute to a more sustainable future.

CORE NEEDS

Experiencing an effective and efficient process, minimizing time and effort. Managing budget due to limited financial resources, as well as practicing responsible consumption.

PAIN POINTS

Finding the time and commitment to actually return the package.



Figure E. Persona Zhara

APPENDIX F Design concept | Part 1



Figure F. Design concept inclusive return hub

APPENDIX G Design concept | Part 2



Figure G. Design concept recycled sticker



Figure H1. Render self-service screens - autonomy & efficiency



Figure H2. Render Large range of lockers



Figure H3. Render Top view returning service point



Figure H4. Self-service screens



Figure H5. Social hub initiative

APPENDIX I Design process



Figure I. Design process steps visualized with student contribution