



# UPS Delivery

Evan Augustine

Matt Baleno

Caleb Anderson

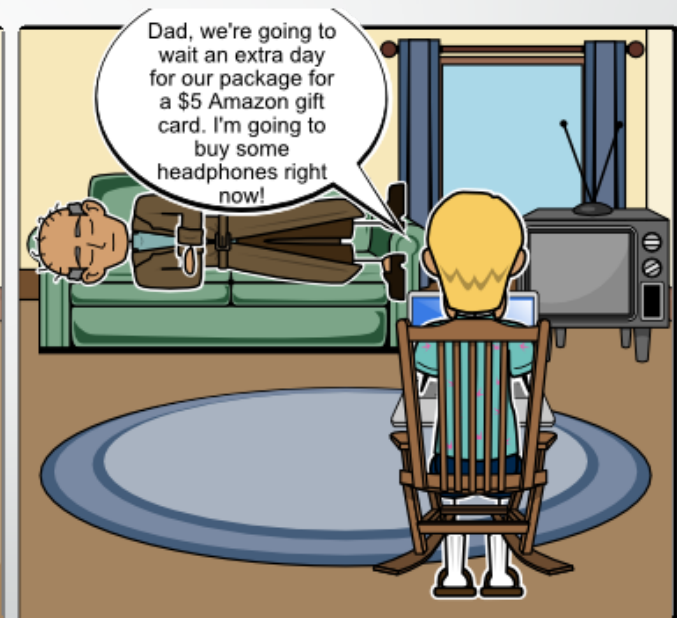
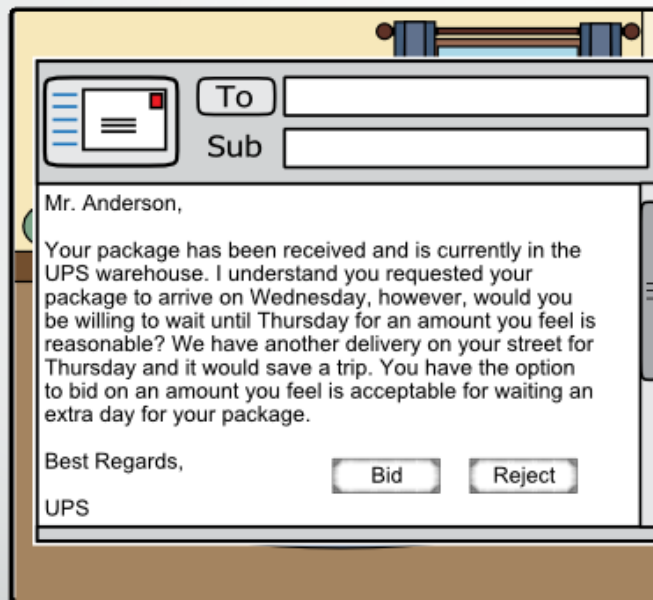
# Survey

- The data collection showed us that everyone had a different price that it would take to accept the deferred the shipment. In total, 96% had a value that it would take them to accept their shipment a few days later.
- Twenty five percent chose the maximum amount which was the \$10 to receive the shipment at a later date. This is what gave us the idea, of a bidding system.
- The maximum for the people might not necessarily be provide the maximum benefits for the shipping company. People who also said \$10 might also be willing to accept the maximum bid that UPS would tender to them but said \$10 because that was what we told them was the maximum.

# Research

- For the past ten years UPS has been working on software that will save the company millions by improving drivers' routes. The software, known as On-Road Integrated Optimization and Navigation (ORION), finds the fastest, most fuel-efficient way to get every package to a customer's door by accessing 250 million address data points.
- In the U.S. alone there is a network of 55,000 routes. Each individual route has an average of 200,000 possible ways to go. This is where a 1,000 page ORION algorithm comes into play, exploring every combination of routes. UPS CEO David Abney said he expected Orion to save the company \$300 million to \$400 million a year, once it is fully implemented in 2017.
- More than 40% of the company's 55,000 U.S. routes already using the software at that time had been reduced by an average of between 7 and 8 miles. The company can save \$50 million a year by reducing by one mile the average aggregated daily travel of its drivers.
- By implementing this with the UPS delivery option to defer shipment in return for a reward, the software would be able to find routes that would be covered days apart from each other, then giving the option of deferral to the customer in return for a reward. UPS will find itself saving millions of gallons of fuel each year. No longer will routes be left to the drivers' expertise on how the route should be delivered.

# Storyboards





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# Storyboards



# Mockups

**WE ♥ LOGISTICS™**

This is an automatically generated email. Please do not reply to this email address.

Dear UPS Customer,


Thank you for your business.

We would like to offer you the chance to earn an Amazon reward! If you are willing to defer your shipment click the accept button, otherwise reject.

[Accept](#) [Reject](#)

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1 ALERT Severe Weather Is Impacting Service in Areas of Colorado. [Read More](#)

Please confirm your email address and tracking number by selecting the check box:

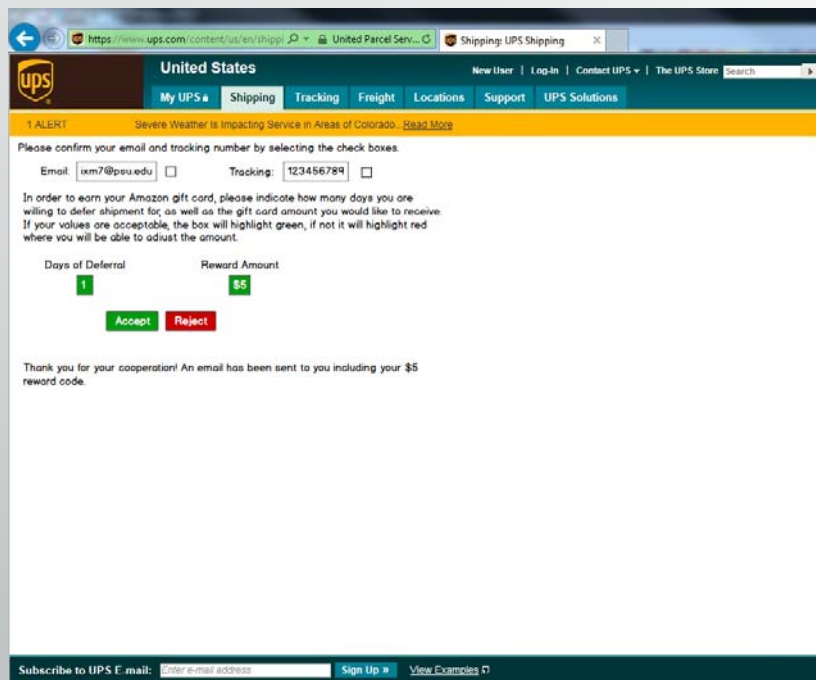
Email:  Tracking Number:

In order to earn your Amazon gift card, please indicate how many days you are willing to defer shipment for, as well as the gift card amount you would like to receive. If your values are acceptable, the box will highlight green, if not it will highlight red where you will be able to adjust the amount.

Days of Deferral	Reward Amount
<div><div>1</div><div>Reject</div></div>	<div><div>\$7</div><div>Reject</div></div>

Subscribe to UPS E-mail:  [Sign Up](#) [View Examples](#)

# Mockups



The screenshot shows the UPS website interface. At the top, there's a navigation bar with the UPS logo, "United States", and links for "My UPS", "Shipping", "Tracking", "Freight", "Locations", "Support", and "UPS Solutions". Below this is a yellow alert banner stating "Severe Weather is Impacting Service in Areas of Colorado". The main content area is a form titled "Please confirm your email and tracking number by selecting the check boxes." It includes input fields for "Email" (xm7@psu.edu) and "Tracking" (123456789). Below these is a paragraph explaining the reward: "In order to earn your Amazon gift card, please indicate how many days you are willing to defer shipment for, as well as the gift card amount you would like to receive. If your values are acceptable, the box will highlight green, if not it will highlight red where you will be able to adjust the amount." There are two rows of input fields: "Days of Deferral" with a value of "1" and "Reward Amount" with a value of "\$5". Below these are "Accept" and "Reject" buttons. At the bottom, a message says "Thank you for your cooperation! An email has been sent to you including your \$5 reward code." A footer section includes a "Subscribe to UPS E-mail" form and links for "Sign Up" and "View Examples".



The email mockup features a header with the UPS logo and "WE LOGISTICS" text, followed by a photo of a smiling woman holding a box. The body of the email contains the following text:

This is an automatically generated email. Please do not reply to this email address.

Dear UPS Customer,

You have earned a \$5 Amazon reward!  
Simply enter this code in the indicated coupon code box at checkout: UPSDISC12

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