



POST CADDY

The background is a blue-tinted architectural rendering of a modern interior space. It features silhouettes of two people standing in the foreground, looking towards a series of tall, rectangular, light-blue structures that resemble bookshelves or display cases. The structures are arranged in a row, with some having dimensions labeled: '80 inch/ ~200 cm' and '20 inch width'. The overall aesthetic is clean and minimalist, with a focus on geometric forms and spatial organization.

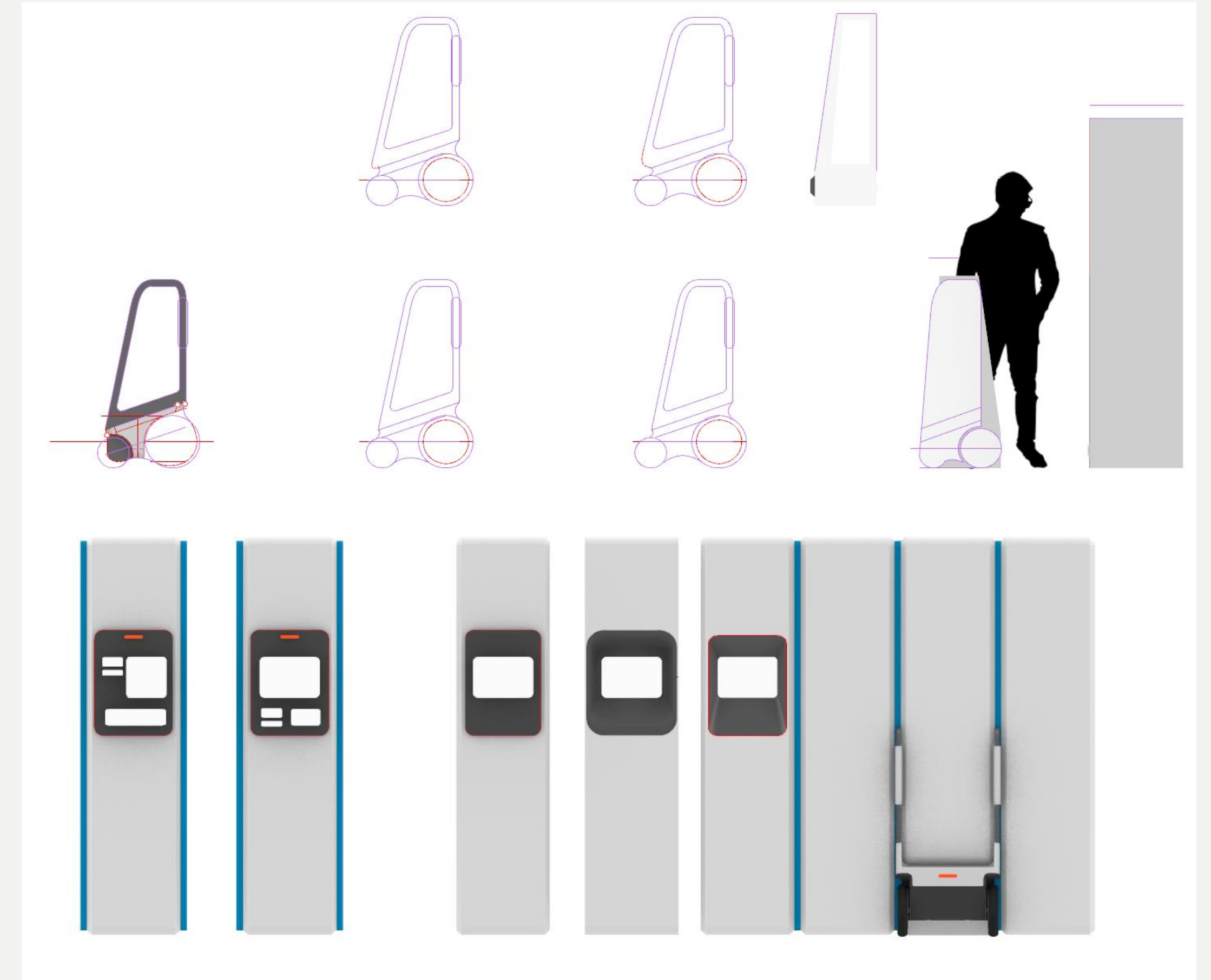
CONCEPT FINALIZATION

CONSIDERATIONS

GOAL: CREATE AN IMPROVED APARTMENT PACKAGE SYSTEM

Considerations:

- Optimize use of physical space
- Enhance aesthetics
- Streamline user interaction



FINAL CONCEPT COMPONENTS

MODULAR LOCKERS

Locker modules that allows for secure storage and customization

APP WITH RFID

RFID within cellphone app used to access package lockers

CARTS

Carts that are available to aid with picking up larger packages that return themselves autonomously

MODULAR LOCKERS



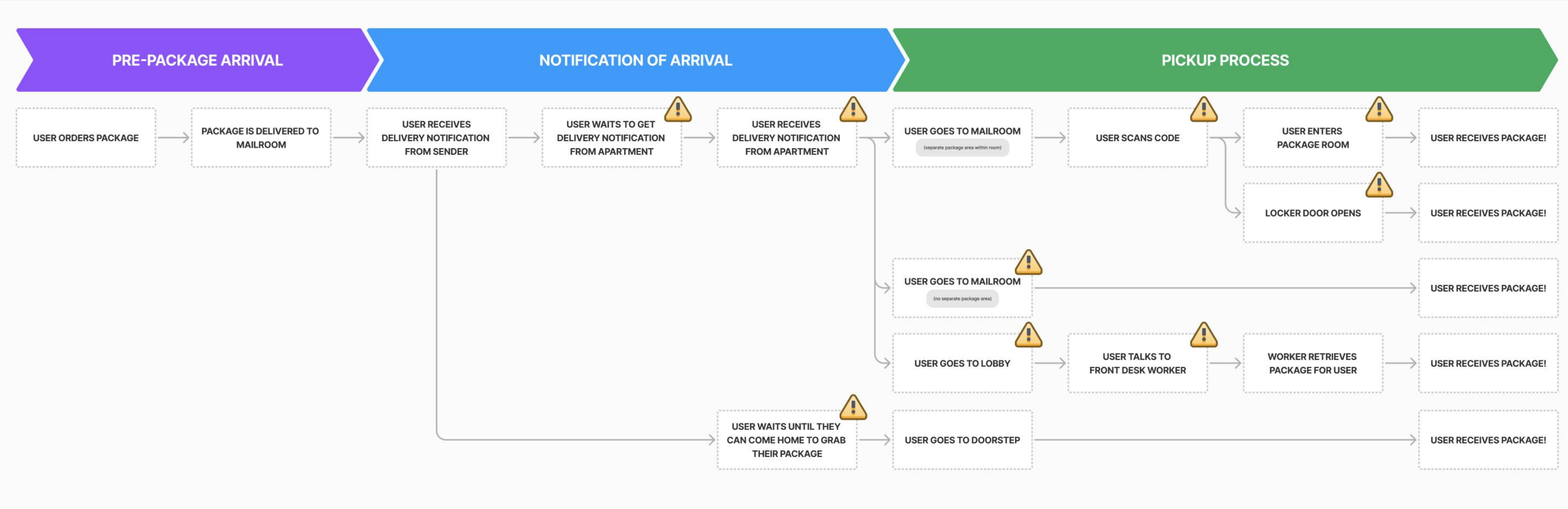
APP RFID

CARTS

USER JOURNEY

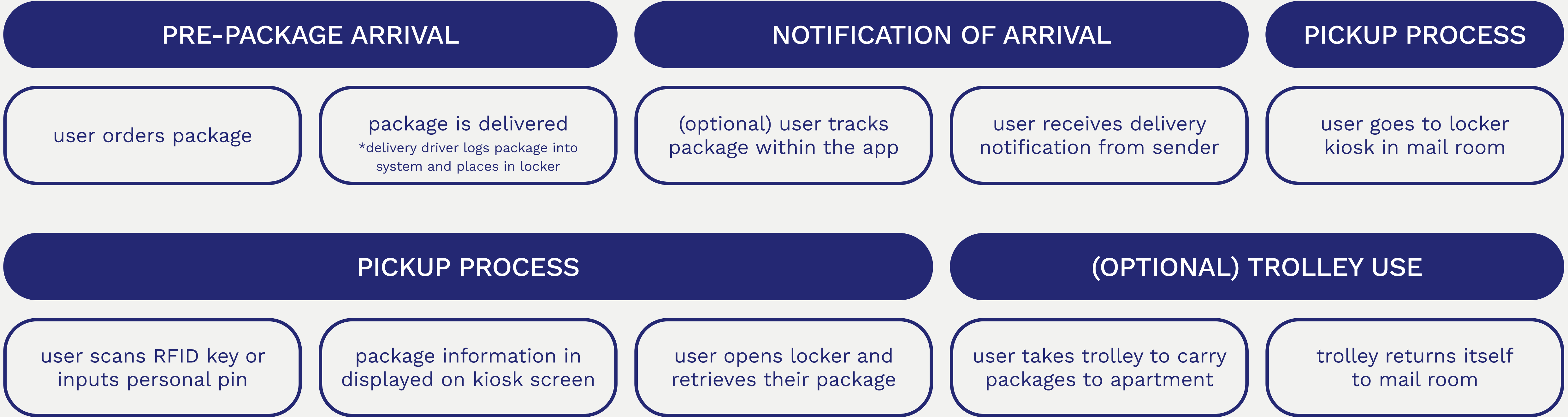
PREVIOUSLY...

4 journey variations, 9 steps with identified pain points



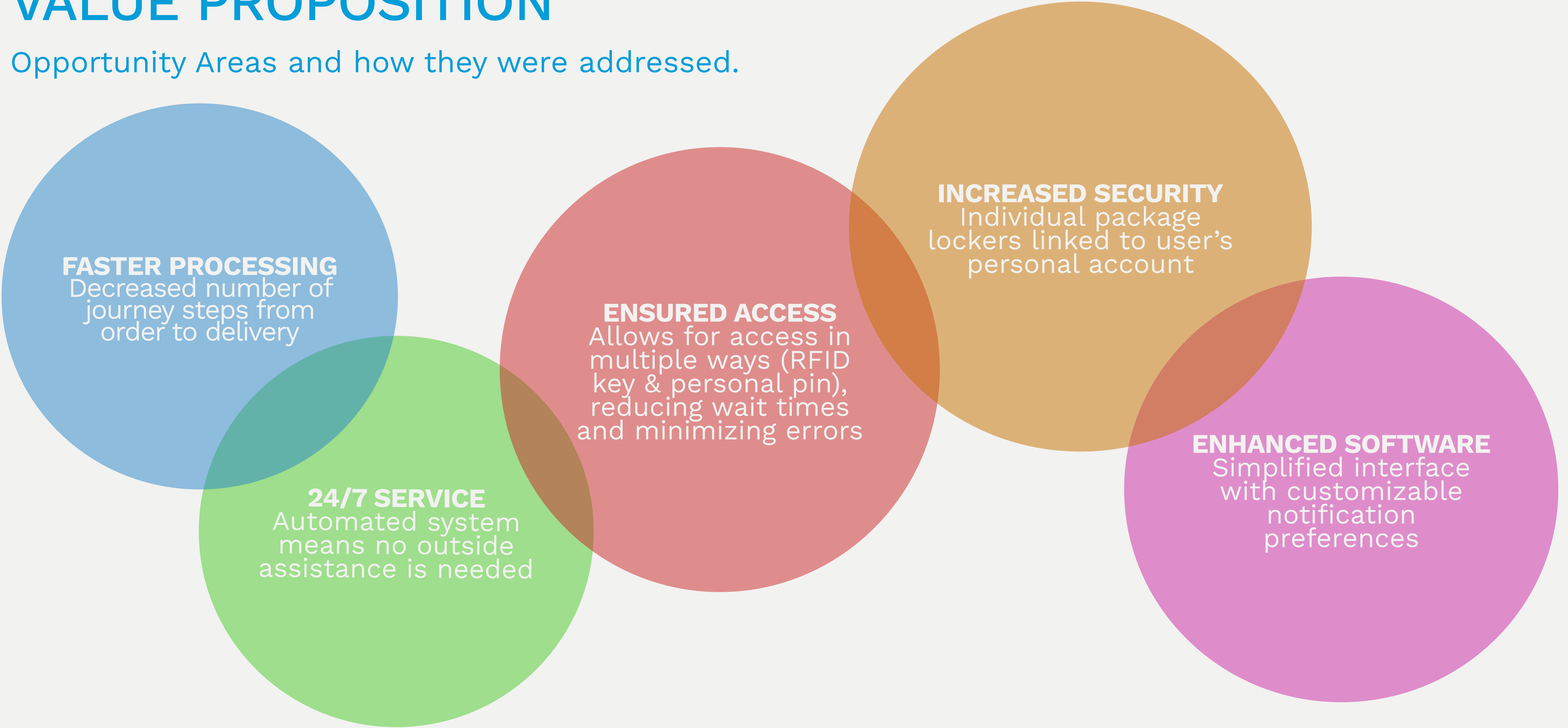
USER JOURNEY

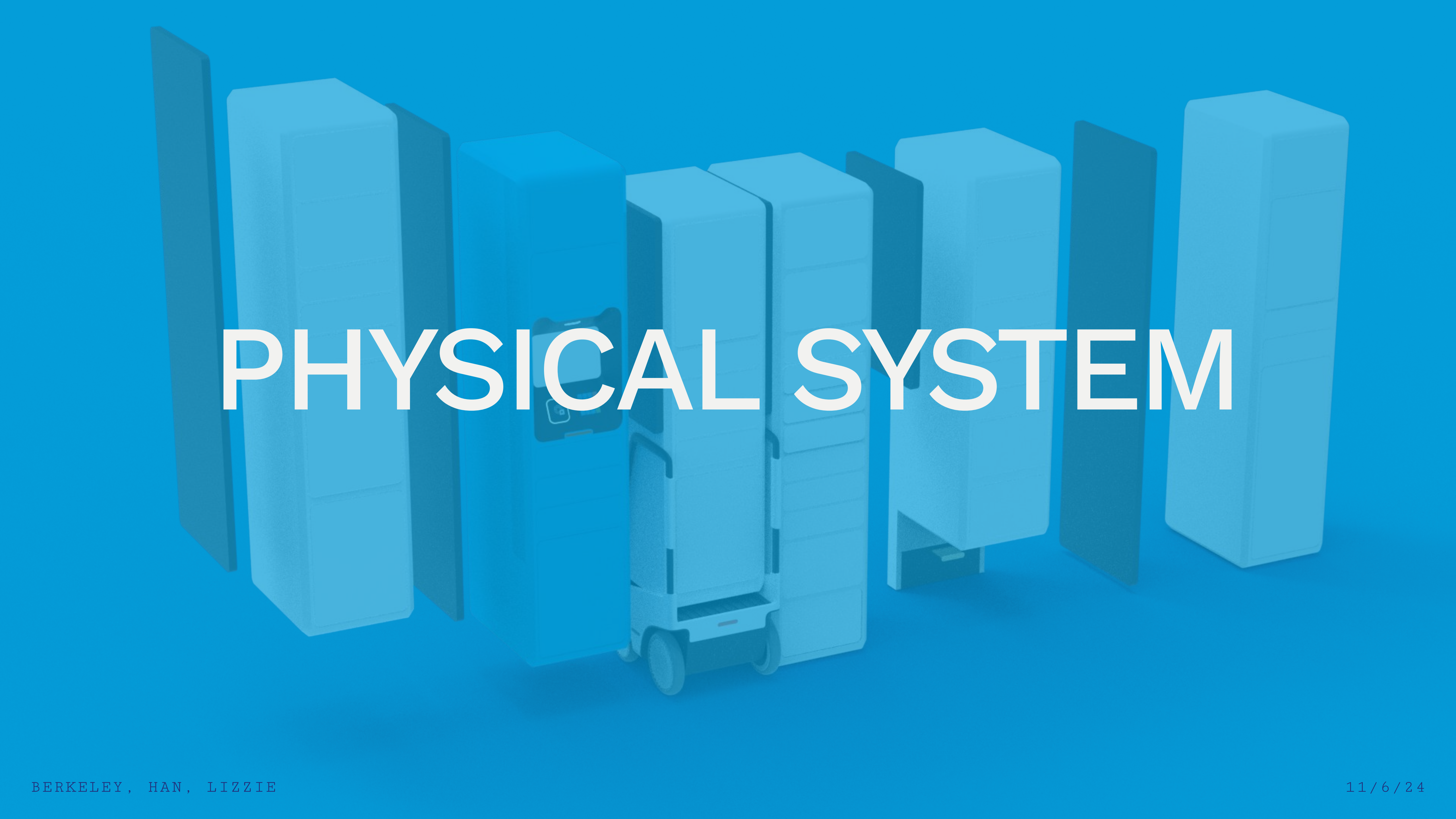
NOW...



VALUE PROPOSITION

Opportunity Areas and how they were addressed.



A 3D rendering of a physical system. The scene features several tall, rectangular blocks in light blue and dark blue, arranged in a row. In the center, a small, white, wheeled robot with a blue screen on its front is positioned. The background is a solid blue color. The text "PHYSICAL SYSTEM" is overlaid in the center in a large, white, sans-serif font.

PHYSICAL SYSTEM

MODULES

1. KIOSK MODULE

2. CART MODULE

3. LOCKER MODULE

KIOSK MODULE



This module focused on a improving the functions of the interactive panel; including a CCTV camera, RFID module, package scanner. etc.

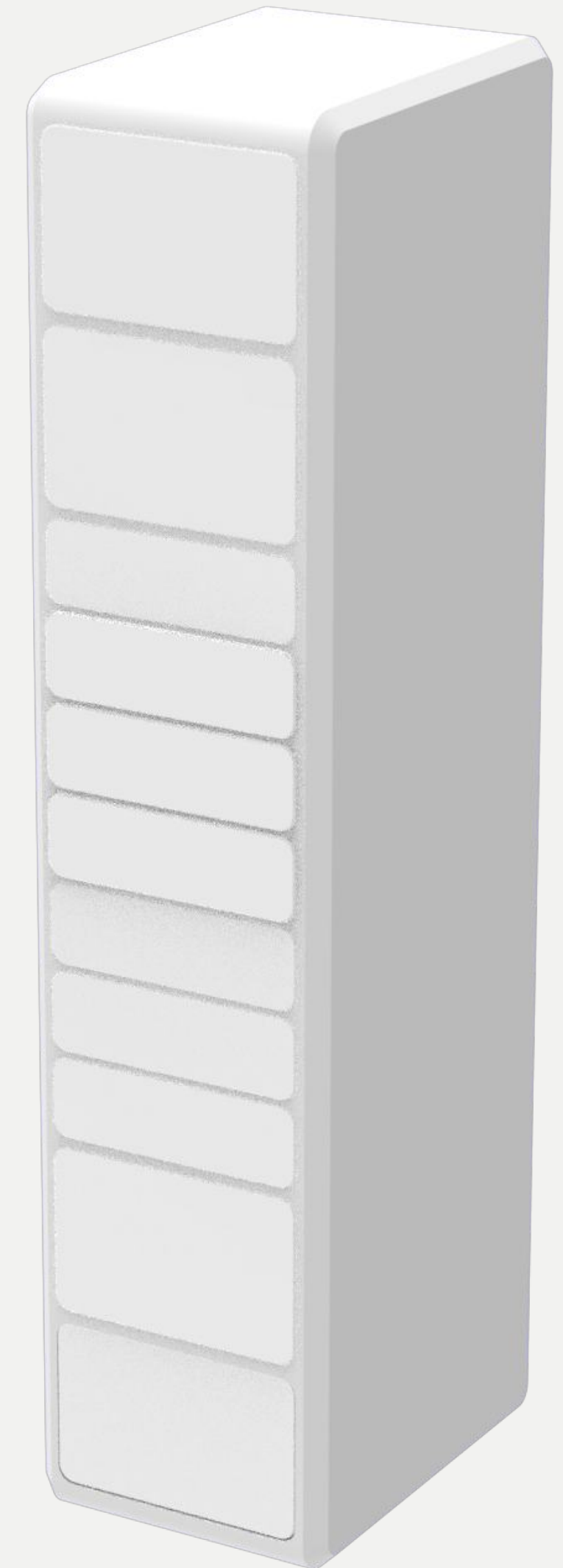
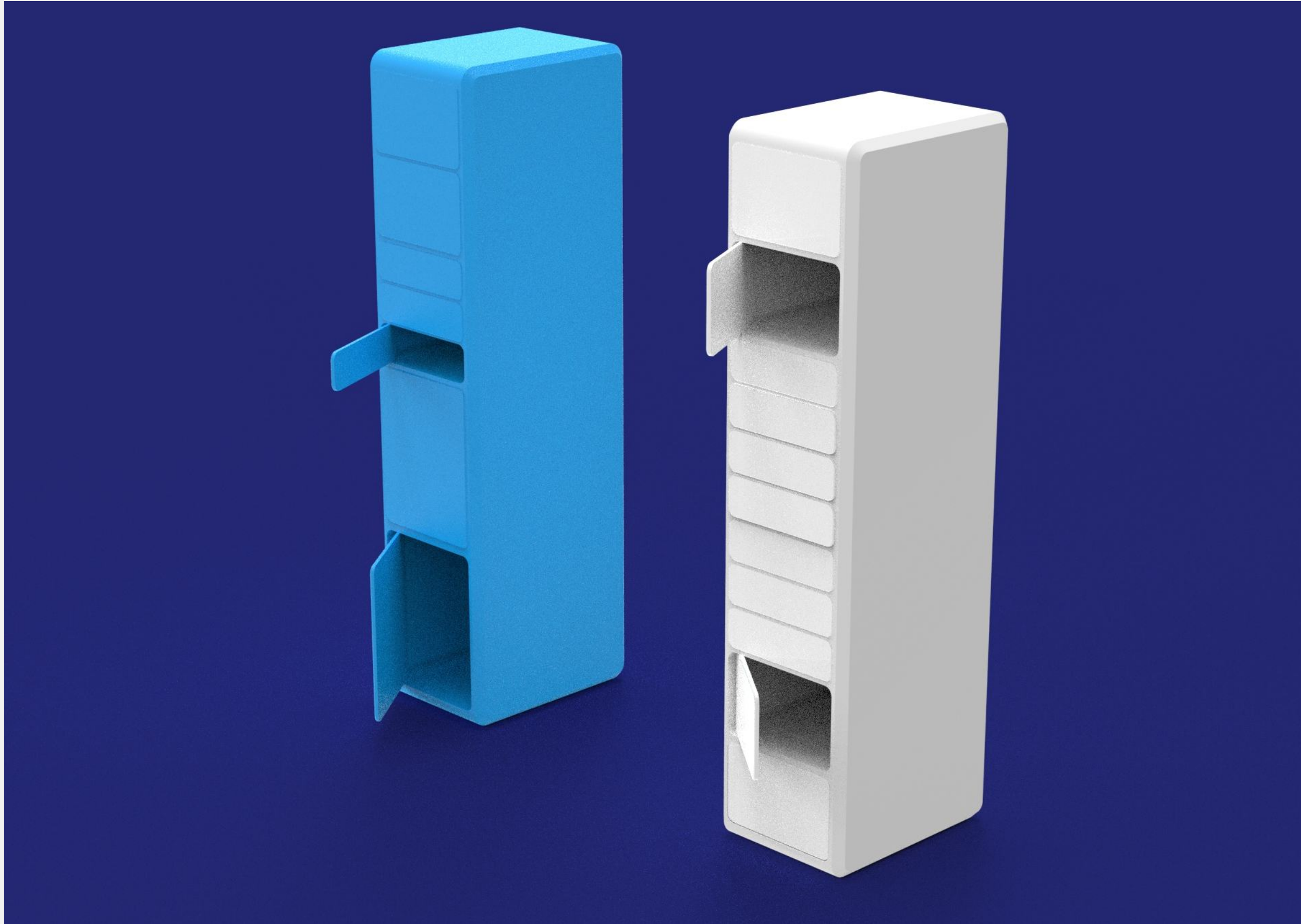


CART MODULE



This module contains some lockers and a cart to aid in pickup of heavier packages that autonomously returns to the module.

LOCKER MODULE



These modules contains lockers of varying sizes. There are a few layouts to allow for customization.

DIMENSIONS

Module Dimensions:

- Length - 25 inches
- Width - 18 inches
- Height - 80 inches



CMF



We aimed for a clean and neutral aesthetics utilizing materials/ finishes such as translucent plastic and matte finishing. We also leveraged the visual weight of light blue to emphasize the kiosk locker for the user.

A person wearing a white lab coat is holding a smartphone. The image is overlaid with a semi-transparent blue filter. The text "DIGITAL SYSTEM" is written in large, white, sans-serif capital letters across the center of the image.

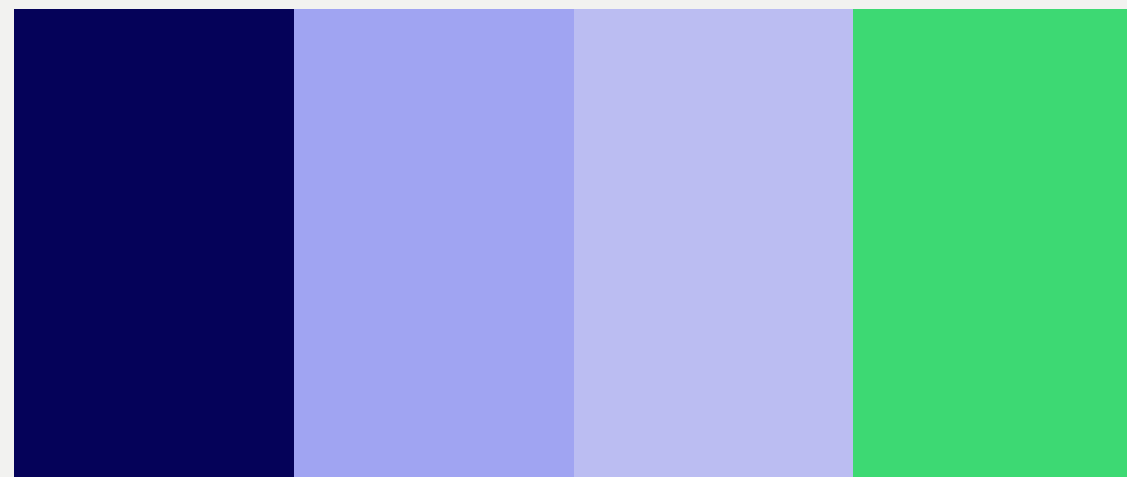
DIGITAL SYSTEM

BRANDING IDEATION

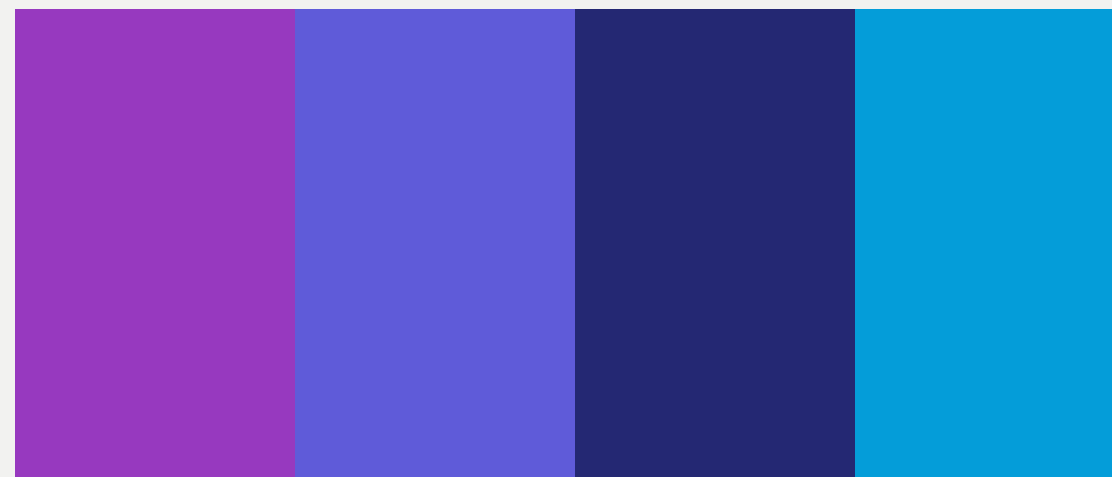
Branding Goals:

- Differentiate from competitors
- Inspire trust
- Utilize unique system aspects
- Create a simple and modern brand

Initial Color Exploration:



Too much variation



Too bright



Not enough variation

POST CADDY BRANDING

LOGO



Simple representation of the package delivery cart

COLORS



Blue: 049DD9
Purple: 242873
Dark Gray: 373737
White: F2F2F0

FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

HEADER: WORK SANS MEDIUM
Body: Work Sans Regular
Other: Cutive Mono Regular

DIGITAL SYSTEM

APP OVERVIEW

Welcome back
Berkeley.



618293

You currently have **3 packages**
waiting to be picked up.

See Package Info







Delivered Packages



0000 0000 0000

Delivered 10/24



0000 0000 0000

Delivered Tuesday

Pending Packages



0000 0000 0000

Expected Delivery: 11/4

ADD PACKAGE

Package Tracking Number

View Package History







Preferences

NOTIFICATIONS

New Deliveries



Pick Up Reminders



Pending Package Updates



ACCESSIBILITY

Wheelchair Accessible Lockers



Dark Mode









DIGITAL SYSTEM

KIOSK OVERVIEW

Hello Berkeley.

You currently have 3 packages waiting to be picked up.

0000 0000 0000
Delivered 10/24

Locker #14

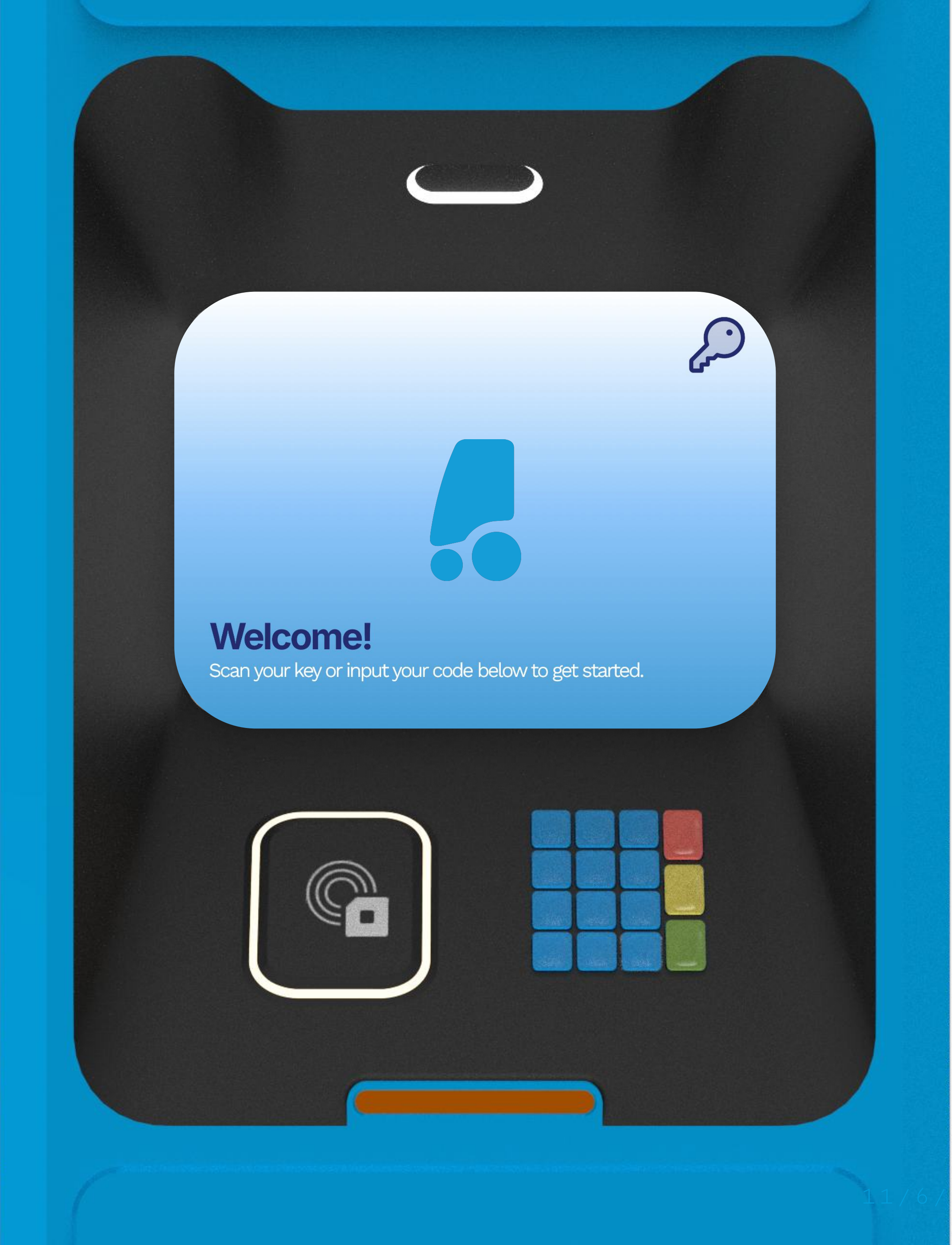
0000 0000 0000
Delivered 10/24

Locker #15

0000 0000 0000
Delivered Tuesday

Locker #29

Open All Lockers

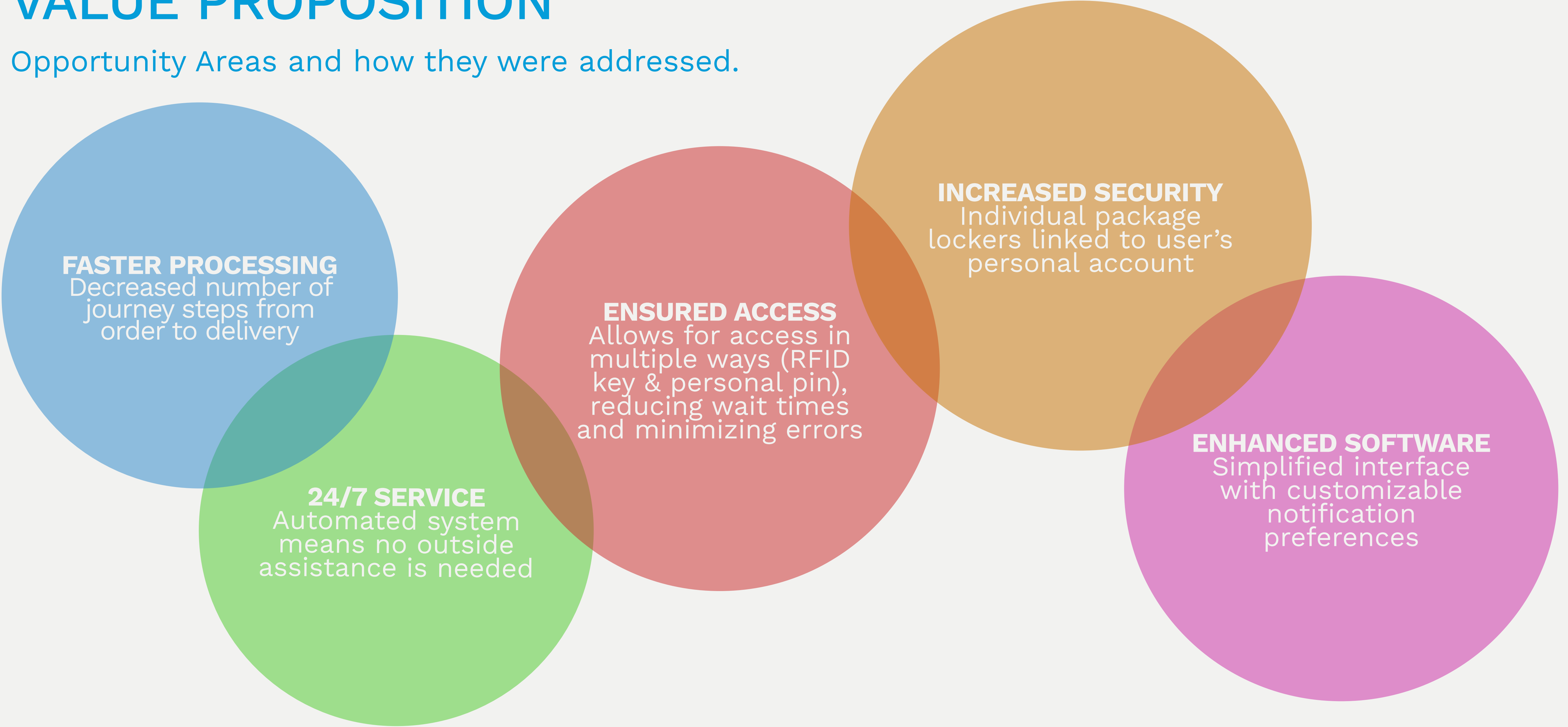




CONCLUSION

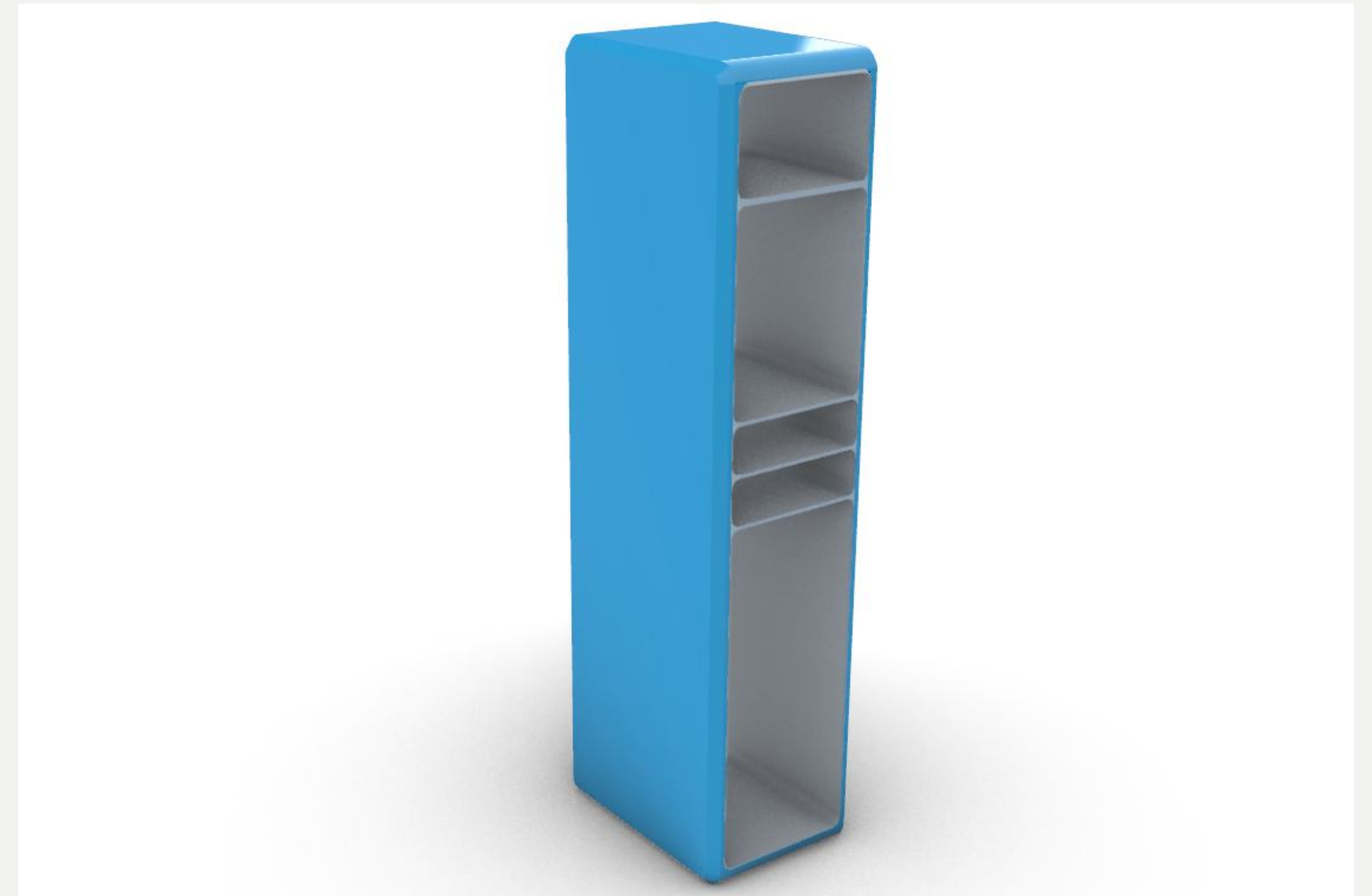
VALUE PROPOSITION

Opportunity Areas and how they were addressed.



WHAT'S NEXT?

- Adding modules to allow for outdoor use.
- Creating specialized lockers (refrigeration module).





THANK YOU!