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# Maximizing the potential of your startup idea

A Case Study on Designing a New Delivery  
System for a Large Online Retailer





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# 1. Ask questions:

- » Ask open-ended questions about the
  - » current delivery system
  - » customer needs and preferences
  - » the types of delivery systems used by other retailers





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## 2. Evaluate ideas:

- » Evaluate different ideas for the delivery system by considering
  - » the benefits and drawbacks of each
  - » using evidence and reasoning to support their evaluations





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### 3. Consider multiple perspectives:

- » Consider the perspectives of different stakeholders, such as
  - » customers, delivery drivers, and warehouse staff
- » how their needs and experiences might influence the design of the delivery system





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## 4. Weigh trade-offs:

- » Consider trade-offs and potential risks and challenges, such as
  - » cost, efficiency, and sustainability
  - » and how they might be mitigated





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## 5. Identify patterns and connections:

- » Look for patterns and connections among different ideas and insights
- » and consider how they might inform the design of the delivery system





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