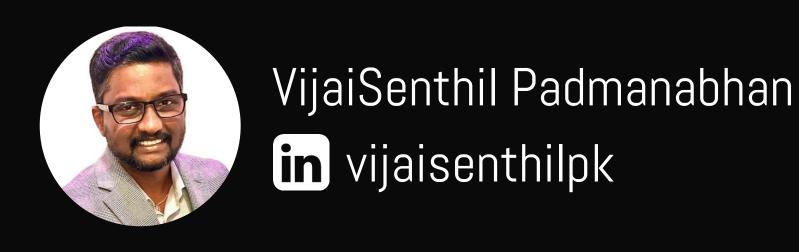




Maximizing the potential of your startup idea

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





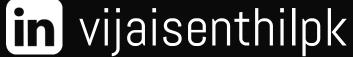


1. Ask questions:

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







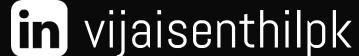


2. Evaluate ideas:

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







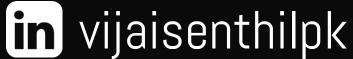


3. Consider multiple perspectives:

- 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







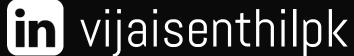


4. Weigh trade-offs:

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









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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