HACKING THE QUEUE

RICHARD PAULO HANNA TOM LEO
"The worst thing about going to the Post Office, is realising that you have to go."

OUR INSIGHT
SEGMENTS & PERSONAS
Target groups.

8%

12%

ONLINE

QUICK

SIMPLE

EASY
Future of the Post Office
Connected and prefer to solve things digitally.
Are open to new products & services within the Post Office.
OUR FOCUS
What we found

IMPACT

TIME

START

MIDDLE

END
OUR APPROACH

BUSINESS

PEOPLE

TECH
“Observing consumers is usually a more effective way of discovering unmet or poorly met needs, and can reveal hacked solutions that suggest real opportunities of how to be useful in the world.”

“I went to the Post Office on my lunch break, grabbed a sandwich on the way, pulled a ticket and ate my sandwich in the queue. Two things at once!”
We’re moving the queue outside of the Post Office, so you can do what you need to do on your own time.
LIVE DEMO
Let us show you
With a real-time ticket app we let customers browse and order tickets wherever they are. Returning to them the choice of their own experience and making the trip easier overall.
Your time - Handled with care
THANK YOU