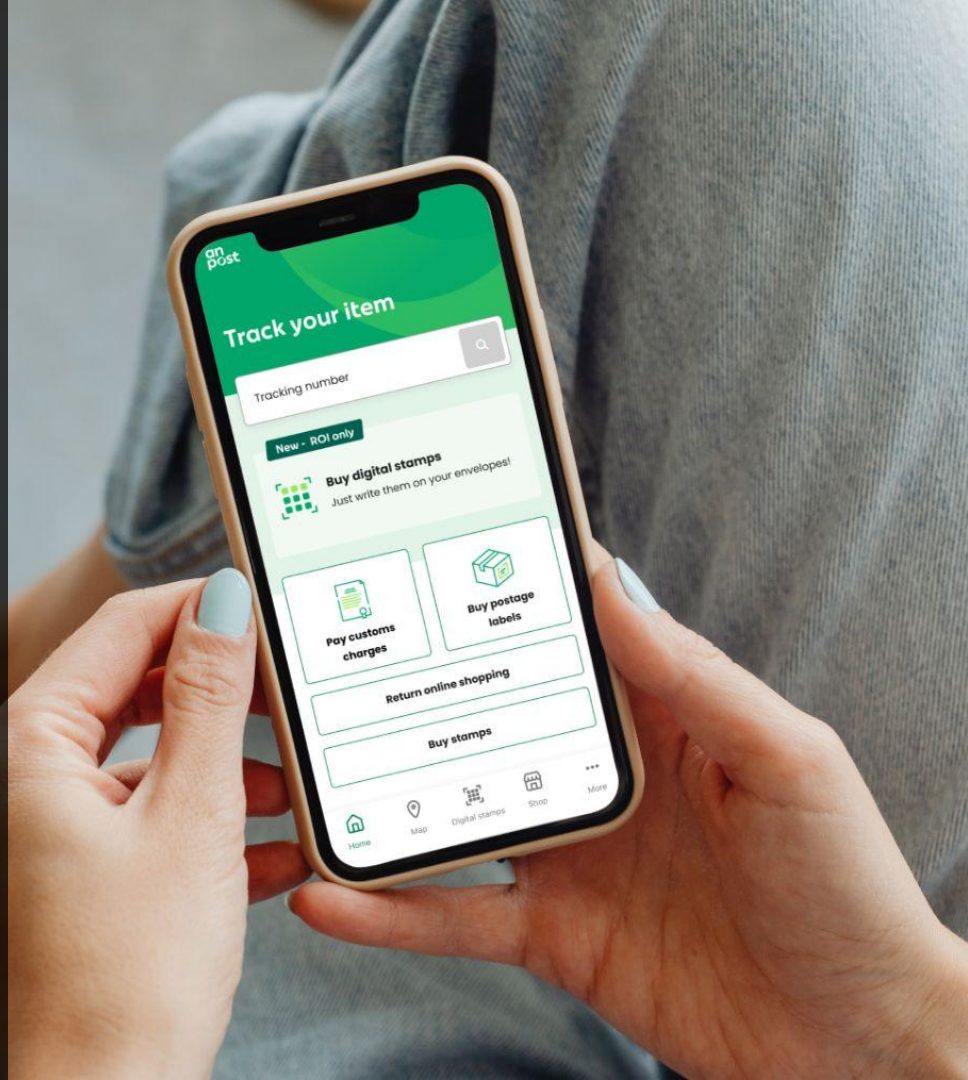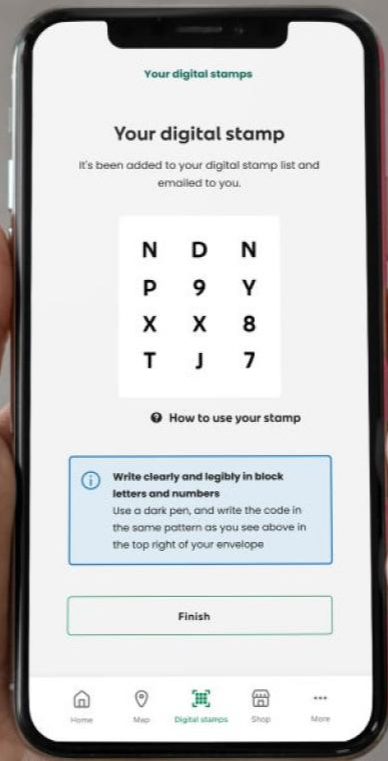**Ah**   Case Study

How we worked with An Post to bring the world's first digital stamp with notification to the market

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"The best innovations improve our everyday lives. The digital stamp means that people now have access to the purchase of stamps anytime and anywhere. Removing potential barriers and offering greater availability to services solidifies An Post's commitment to delivering a connected customer experience and demonstrates how digital innovation can take the ordinary and make it better." *Fergal Lawler, Experience Design Director, All human*

Business Challenge

An Post, Ireland's national postal service, is on a mission to evolve, transforming into a connected and seamless postal service for people in Ireland. Rising customer demands for digital products and services and the global pandemic accelerated an ongoing conversation around the need for an alternative way to purchase stamps.

Ah solution

The world's first digital stamp with notification

One of our first collaborations with An Post enables customers to calculate the cost of sending their mail, buying the label online, then printing it and dropping it off at the post office. During the numerous workshops we held producing this product, the idea of a digital stamp was raised. We discussed leveraging digital to improve people's lives and expand services.

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Throughout early conceptualisation, we evaluated what worked best with real end-users. This gave us valuable feedback and insights that we applied to refine both the stamp's design and experience. We created prototypes to simulate real-world usage, which allowed us to test and enhance in an iterative cycle to strengthen the app's overall quality and user experience.

As a national postal service provider, the stamp must be accessible to all customers; we focused on simplifying the system through the 'less is more' design principle, which eliminated information overload and distractions, and allowed the customer to focus on what is essential to the purchase and use of a digital stamp. We wanted the experience to be efficient and easy to encourage repeat purchases.

The stamp is available to anyone with a smartphone. Customers download the app on their phones to purchase a digital stamp and follow the steps. Once they complete payment, they receive a 12-digit unique alpha-numeric code, which they then write onto their envelope or postcard where a traditional stamp usually goes. Once it is dropped into a post box, An Post's letter sorting technology recognises it and processes it for delivery.

This service is unique because when the letter or card is delivered, the sender receives a notification confirming delivery, a world first.

Multiple payment options exist - Apple Pay, Google Pay, and credit or debit cards. In addition, having bought a digital stamp, customers have a record of their digital stamp collection plus a history of any digital stamps they've sent.

Simplified system through the 'less is more' design principle

Multiple payment options are available

The stamp is available to anyone with a smartphone

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Outcomes

Since the launch of the digital stamp, An Post has enjoyed:

An increase in app downloads

A new revenue stream from digital stamp sales

Positive feedback from customers who are using the digital stamp

An increase in customer satisfaction due to the delivery notifications

An increase in return customers purchasing additional digital stamps.

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