

Paste Your Appreciation

Design for Mail Carriers



Current Context

Mail carriers work for people day by day, actually so close to us, but we seldom think of them. In the Netherlands, as there's less and less mail, mail carriers are less valued than before. They are like farmers cultivating in our neighbourhood, but see little come out from their 'farmland'. Currently, they have little expectation for their job, they are not so proud of the job.

Design Goal

To make it easier for people to show some attention to mail carriers, so that they will feel more appreciated.

Interaction Vision

People should show appreciation and warmth to mail carriers, like flowers blooming out over time in response to mail carriers' cultivation. Qualities: **Appreciation over time, pleasantness**

Sensitizing



Receive



Show appreciation

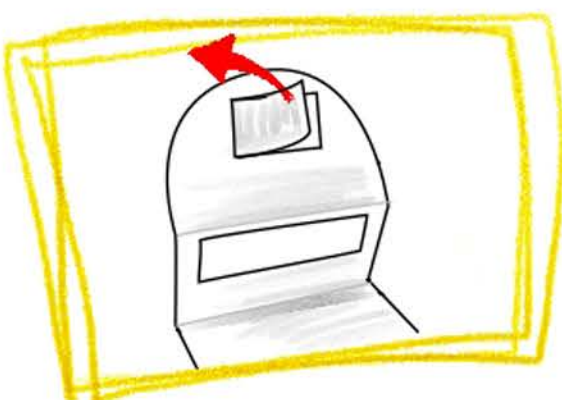
Color: indication, happy
Material: easy to fold, water-proof

Final Concept

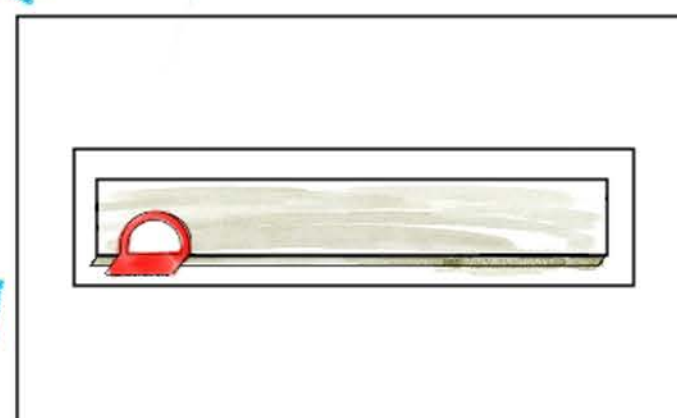
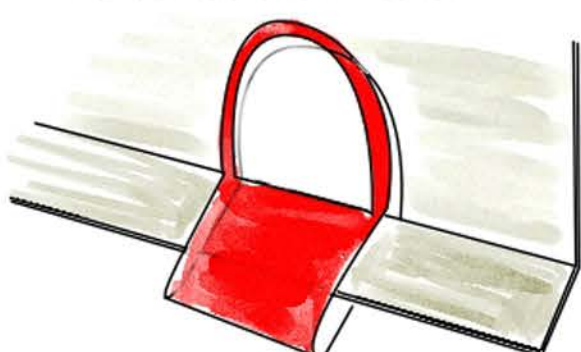
It is an envelope with a booklet and a label. The booklet is used for sensitizing people with mail carriers' working life, making them realize their contributions, difficulties and things we can do for them. It also gives brief instruction for the use of the label, which can help mail carriers open the mailbox more easily, and show appreciation to them meanwhile.

People can change the cover of the label according to different situations, and also design their own message to mail carriers. In this way, the appreciation is personal and shown over time.

Would you please **help** mail carriers **Open** the mailbox **more easily**?



There is a label in this envelope. Please tear off the stickers and paste it to your mailbox as shown below.



Evaluation Study

Receivers

- 1) Surprised, happy, a little smile
- 2) The booklet is fun, arousing awareness & empathy towards mailmen.
- 3) Glad to use the label, happy to tell the stories to children.
- 4) More open to mail carriers, either offering help, or expressing complaint in a more friendly way.
- 5) Will probably change the cover of the label, because it's fun, making each other happy.
- 7) A few people still don't have the motivation to better mailmen's work, but it makes others' appreciation more valuable in some sense.

Mail Carriers

- 1) A little smile
- 2) Feel people are thinking of them
- 3) Probably make their work more easier (open the mailbox more easily) and happier
- 4) Pointed out that some message on the label might not work. (Already improved in the final prototype)