



UNITED STATES
POSTAL SERVICE

Domestic Mail Manual Redesign

**Postal Rate Commission
October 24, 2002**



DMM Redesign

Presentation Overview

- **The Plan for the Redesign Project**
 - **Sherry Freda-Manager, Mailing Standards USPS**
 - **Discussion of User Centered Design**
 - **Angela Meyer, Carnegie Mellon University**
 - **Implementing User Centered Design**
 - **Sherry Freda**
 - **Current Status of the Project**
 - **Sherry and Angela**
 - **Closing Remarks**
 - **Steve Kearney**
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DMM Redesign

What is the DMM?

The Domestic Mail Manual (DMM) contains the USPS standards that govern domestic mail. It is based on the Domestic Mail Classification Schedule (DMCS).

The DMM is about 1,000 pages long. It is published once a month online and once a year in hard copy.



DMM Redesign

DMM - Today

- **Does not provide customers the tools to understand mailing options and guidance for making informed decisions**
 - **Redundancy in the workplace**
 - **Customers and employees develop subsystems and routines to compensate for complexity**
 - **Customers depend on employee time rather than DMM**
 - **Creates uncertainty and leads to inconsistency**
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The Solution

- **Design information around user need**
 - **Decision to mail**
 - **Shape of mailpiece**
 - **Preparation of mail**
 - **Who is mailing?**

- **Clarify information and procedures**

- **Simplify where possible**



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The DMM of the Future

- **Organization based on needs of the user**
 - **Beginners**
 - **Experts**
 - **Decision makers**
 - **Customers who establish mailing procedures**
 - **Customers who execute mailing procedures**
 - **USPS employees**
 - **USPS administrators**



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User Research





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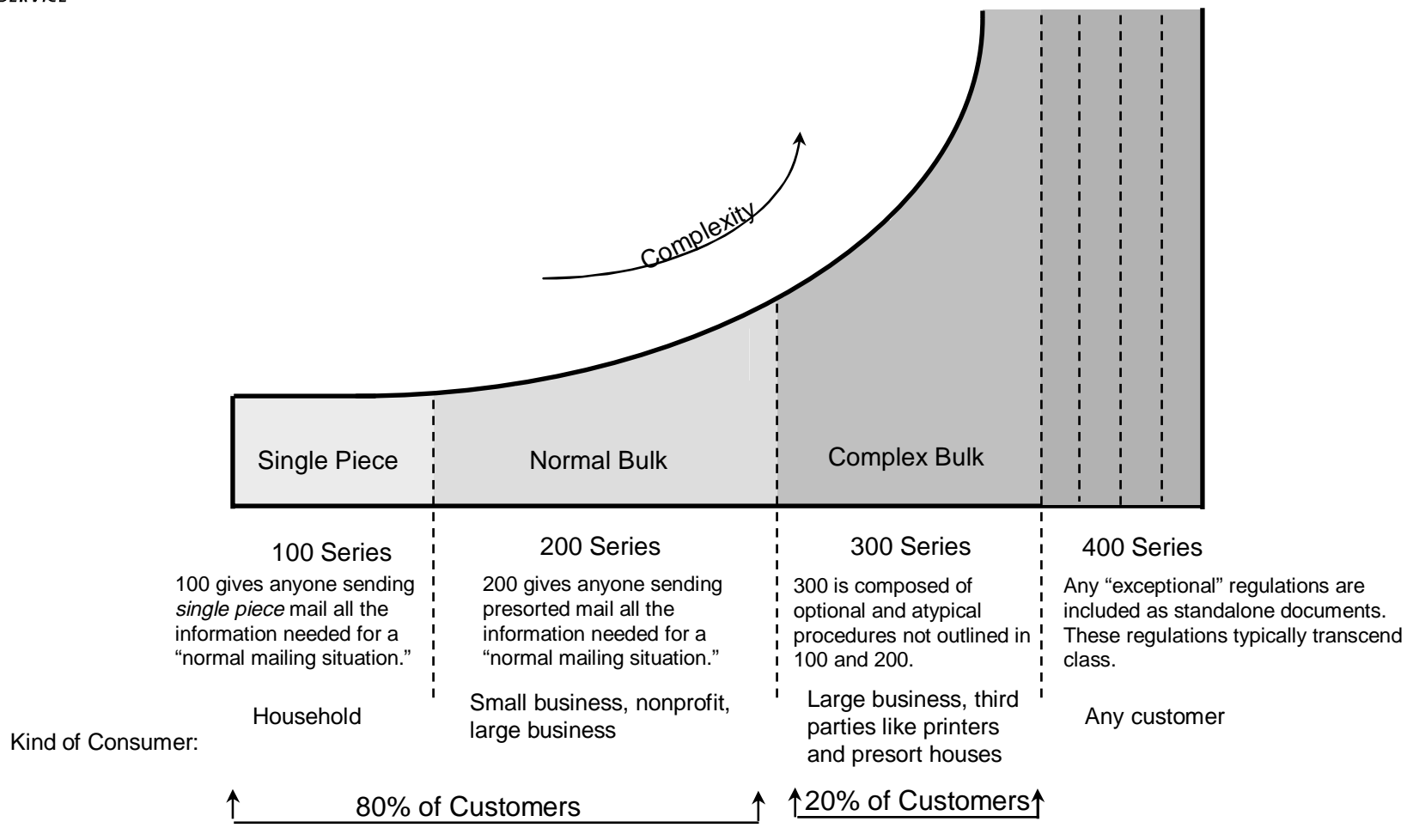
The DMM of the Future

- **DMM 100: Retail customers**
 - **DMM 200: Small businesses and nonprofit organizations**
 - Decision-making section
 - Procedural section
 - **DMM 300: Professional mailers**
 - **DMM 400: Special situations**
 - Hazardous materials
 - Official mail
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The Problem of Complexity





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Benefits of the New System

A user-centered DMM will:

- Educate customers and employees.**
- Increase customer confidence in the mail and in the USPS.**
- Customers empowered to make decisions about mailing without needing an “expert”**
- Increase the use of postal products and services.**
- Promote consistent mailing advice from postal staff**



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Status of the Project

- **Let's take a look at the DMM 100 and show how we have implemented user centered design.**

- **Decision Making portion of DMM 200 is on track to be completed by the end of this year**



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