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
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.
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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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User Research
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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
## DMM Redesign

### The Problem of Complexity

<table>
<thead>
<tr>
<th>Complexity</th>
<th>Single Piece</th>
<th>Normal Bulk</th>
<th>Complex Bulk</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 Series</td>
<td>Household</td>
<td>Small business, nonprofit, large business</td>
<td>Large business, third parties like printers and presort houses</td>
</tr>
<tr>
<td>200 Series</td>
<td>100 gives anyone sending single piece mail all the information needed for a &quot;normal mailing situation.&quot;</td>
<td>200 gives anyone sending presorted mail all the information needed for a &quot;normal mailing situation.&quot;</td>
<td>300 is composed of optional and atypical procedures not outlined in 100 and 200.</td>
</tr>
<tr>
<td>300 Series</td>
<td>80% of Customers</td>
<td>Any &quot;exceptional&quot; regulations are included as standalone documents. These regulations typically transcend class.</td>
<td>Any customer</td>
</tr>
<tr>
<td>400 Series</td>
<td>20% of Customers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Kind of Consumer:
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
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.
DMM Redesign

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