

Welcome to PostalPro

RIBBS Redesign Approach and PostalPro Overview

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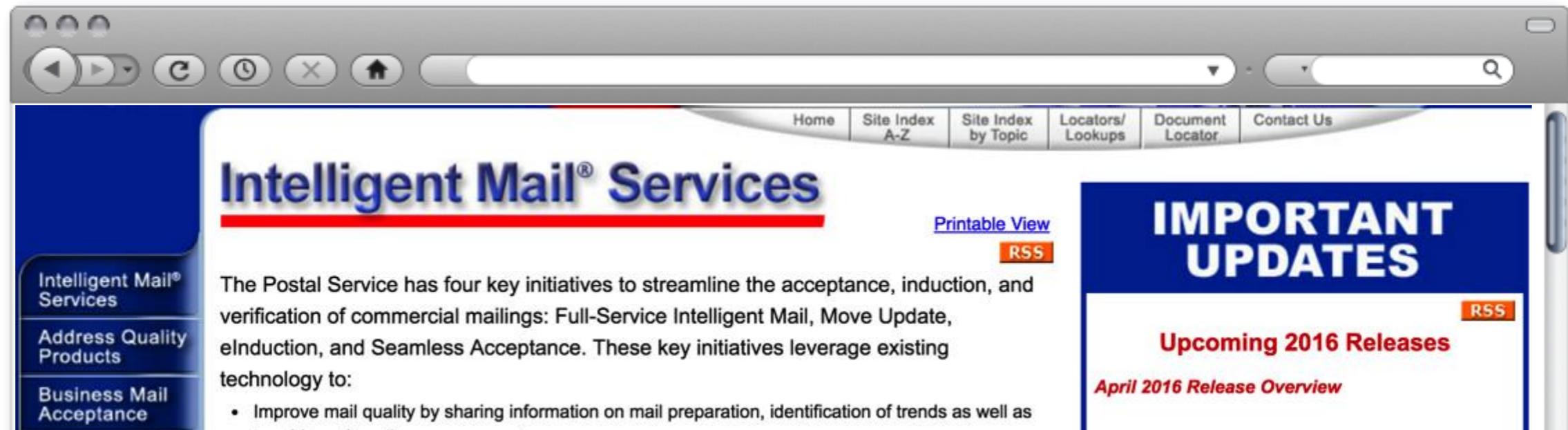
History of RIBBS



- Established in late 1980s as dial-up modem bulletin board
- Channel for Address Mgmt. to communicate with software dev. industry
- Trustworthy place for mail service providers to access current document requirements
- RIBBS even sold advertising, allowing service providers to pay for value-added content and links.

As technology evolved and the internet was introduced, there was also an opportunity for RIBBS to evolve.

History of RIBBS



- In 2002/2003, Address Management came under the umbrella of Intelligent Mail and Address Quality.
- Mail Entry & Payment Technology was looking for a vehicle to disseminate information rapidly to commercial mailers
- Other USPS stakeholders saw opportunity to leverage RIBBS, such as Operations, Customer & Industry Affairs, etc.

Content Found on RIBBS Today

Mailing Industry Channel:

Contextual, procedural and news-worthy information for commercial mailers and software solutions providers

Rates & Classifications

Industry Outreach

Industry News

Price Changes

Certifications

Promotions

Service Alerts

Tech Guides

Updates

Publications

Regulation Changes

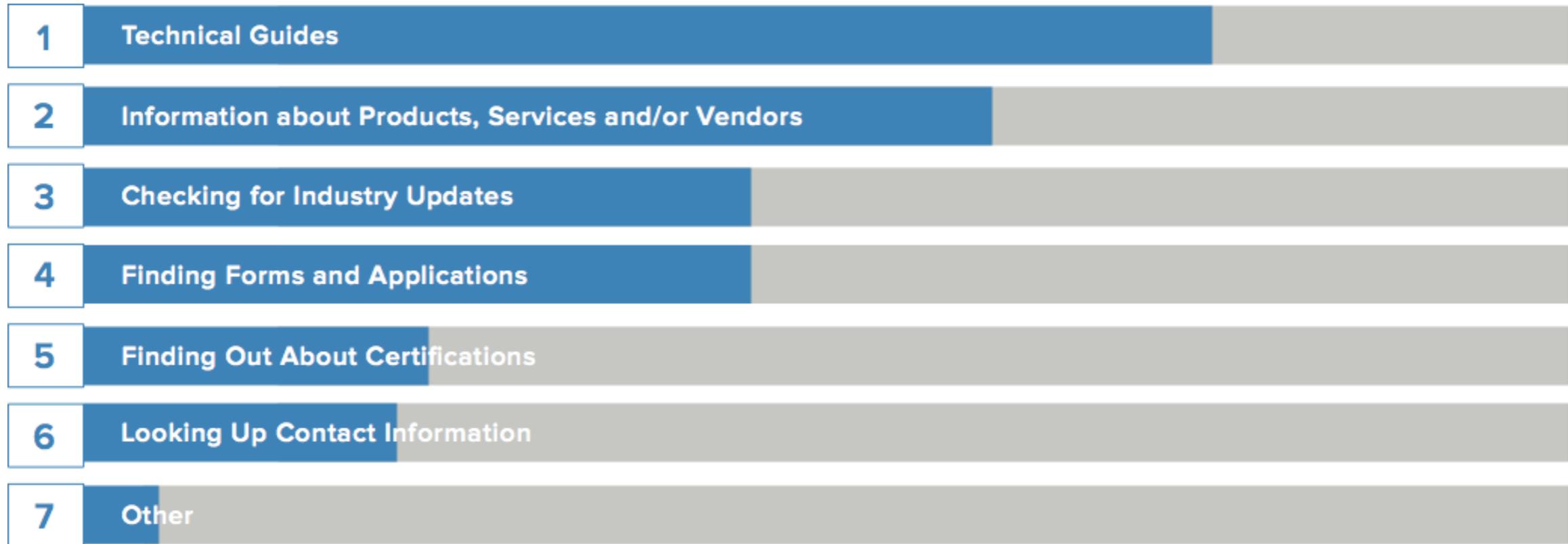
Approved Vendors

PCC

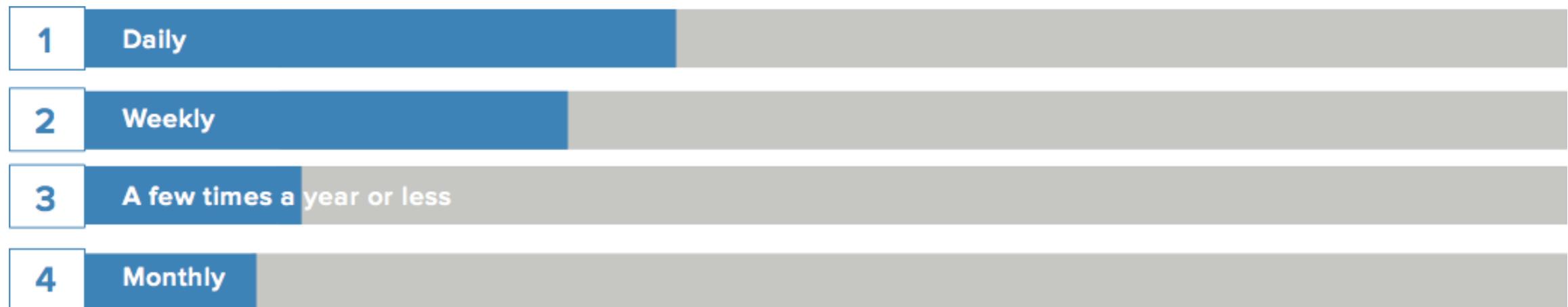
MTAC Information

Specifications

What Typically Brings you to RIBBS?



How Frequently Do You Visit RIBBS?



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Why Redesign?



Increasingly Difficult to Find Information

- Users increasingly frustrated with search
- Amount of content is overwhelming
- Website's design feels outdated when compared to other USPS interactive sites



Current Site is Not 508 Compliant

- All users, regardless of disability status, can access technology
- Text equivalent for all non-text elements
- Information conveyed in color can be read without color



Need for Updated Technology for Enhanced Security

- Enhanced security, performance and scalable infrastructure to accommodate future features and functionality

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PEOPLE

PROCESS

TECH



965
PEOPLE ENGAGED



125
HOURS OF INTERVIEWS

WITH



80
PARTICIPANTS



50
USPS CARETAKERS

ACROSS



4
GEOGRAPHIC LOCATIONS



5
PERSONAS BUILT



600
DOCUMENTS

ACROSS



49
PRODUCTS

437

DOCUMENTS
CLEANSED FOR CONTENT



1200
SITE PAGES DECODED



3000
INPUTS

INTO



400
CORE REQUIREMENTS



14

WIREFRAME
TEMPLATES CODED



300
ELEMENTS



7000
LINES OF CODE

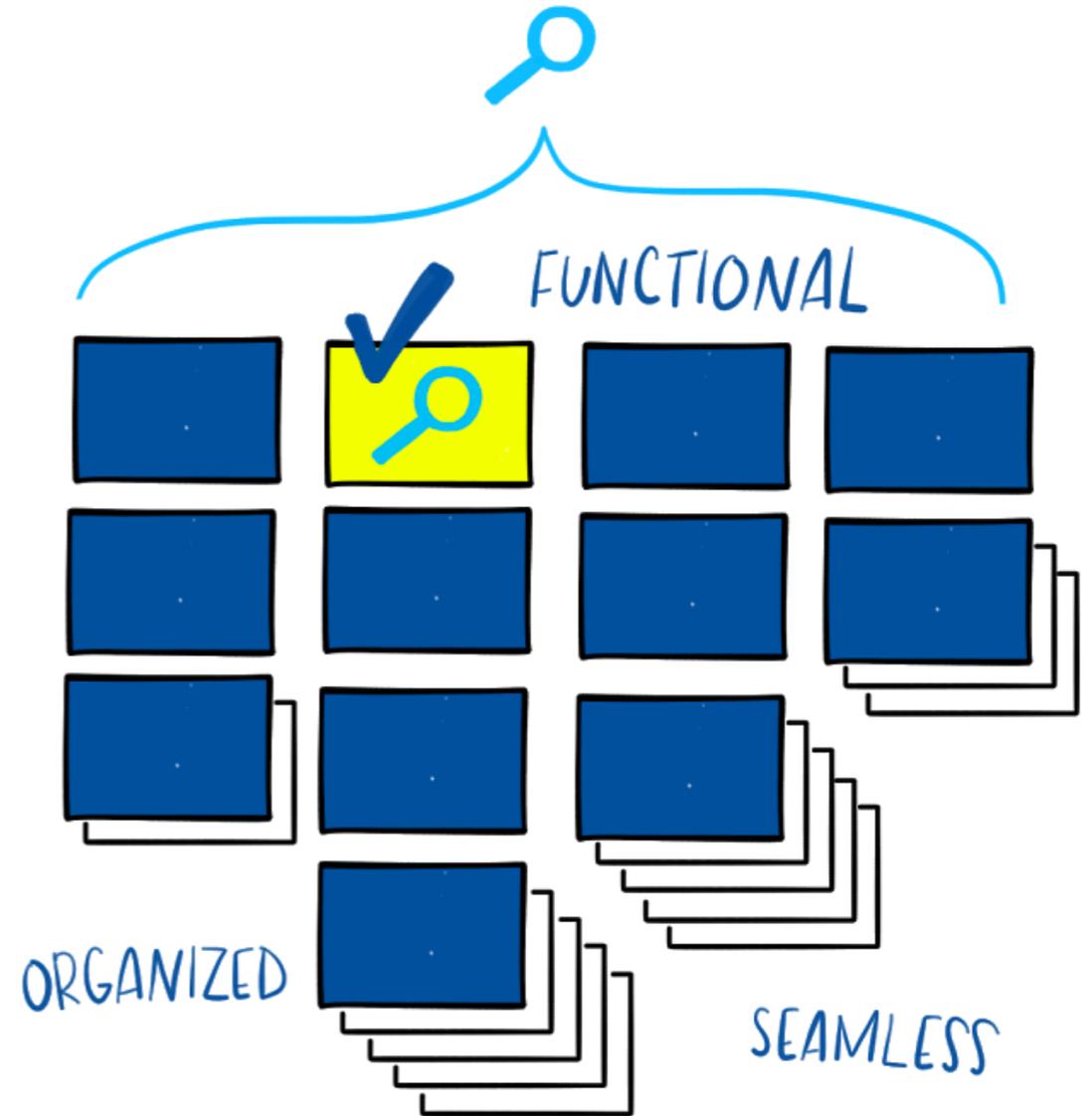
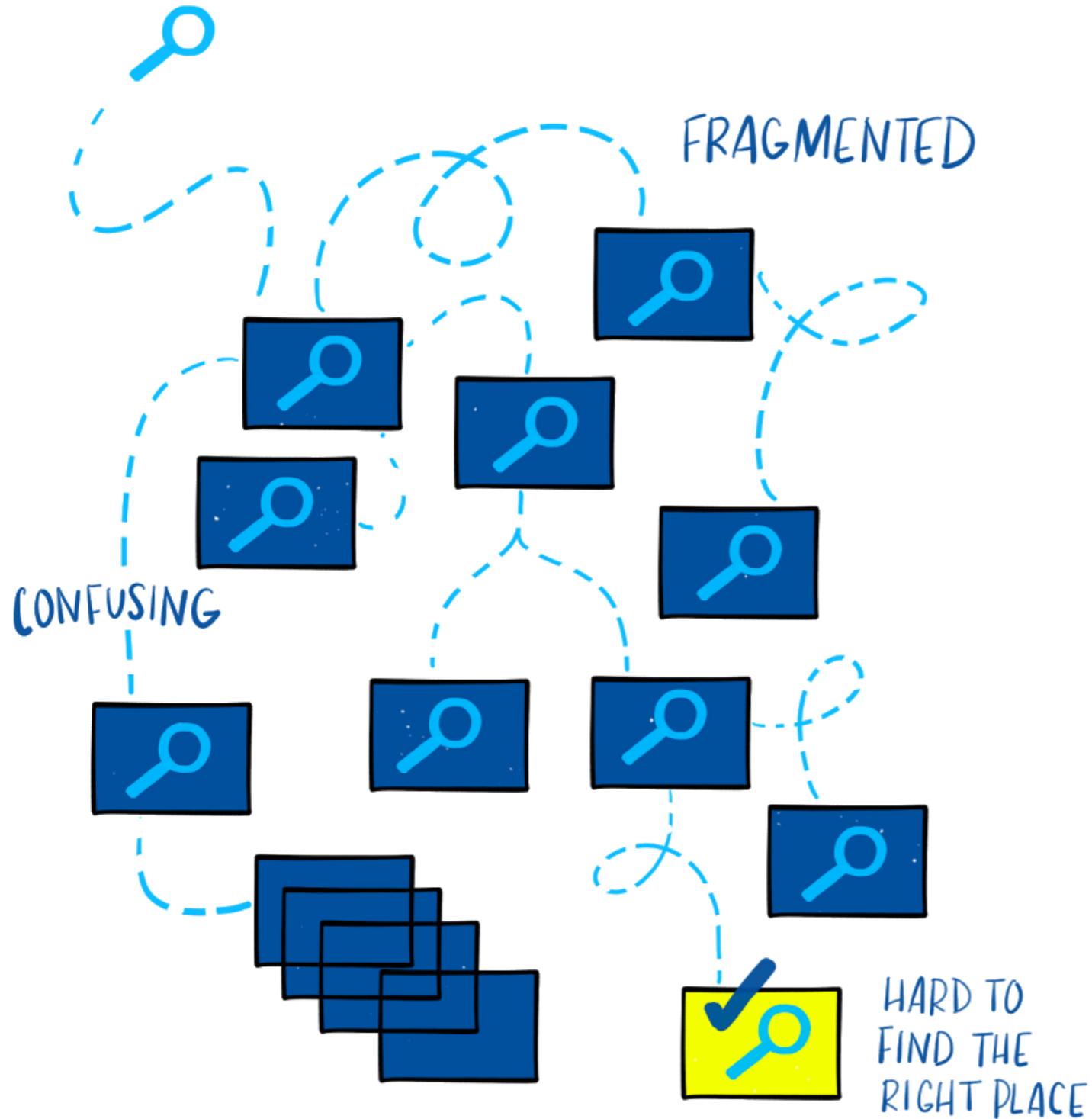
2
SCALABLE
CLOUD
ENVIRONMENTS

+ **12** KEY
SOFTWARE
COMPONENTS

RIBBBS



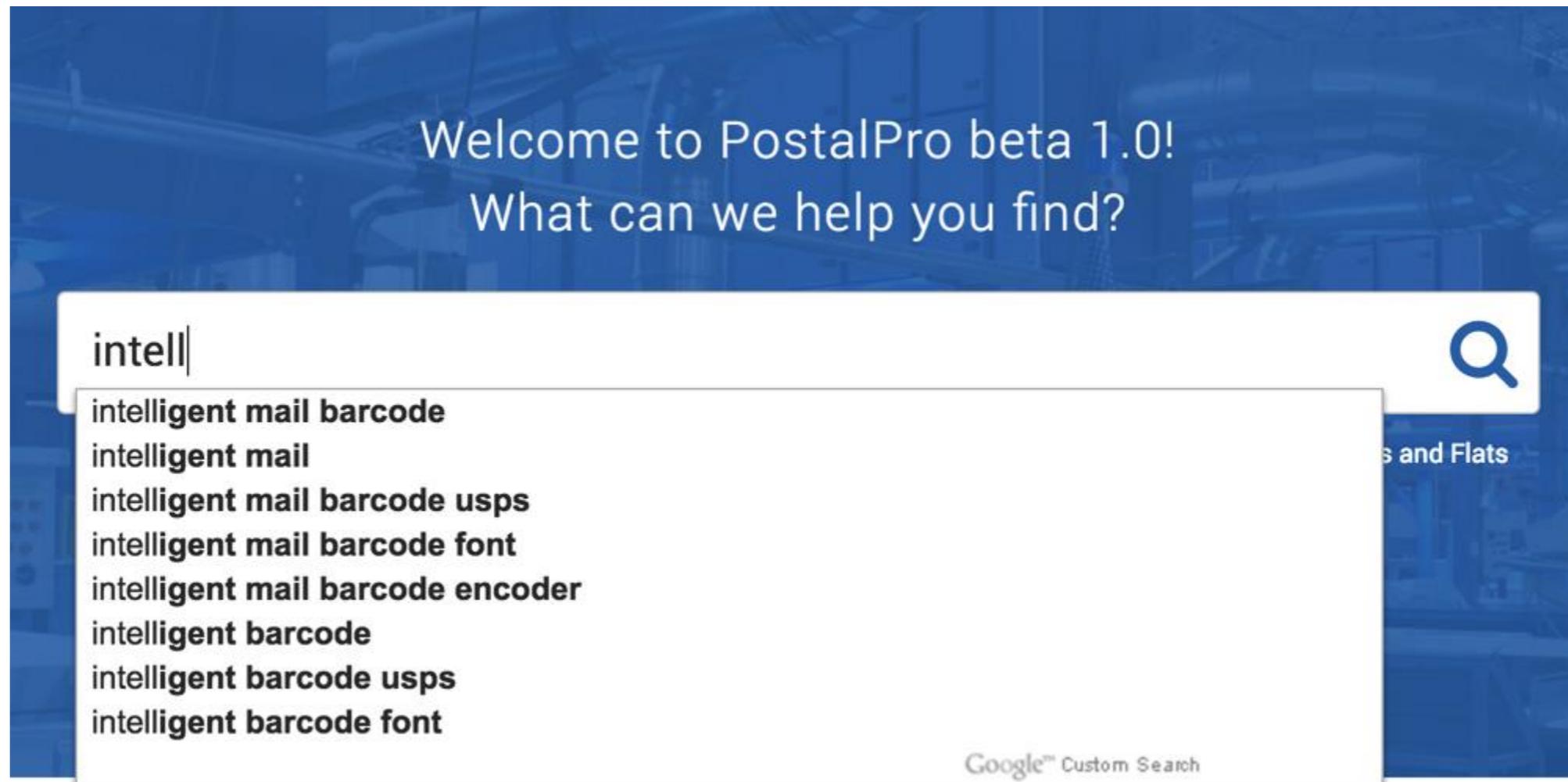
POSTAL PRO



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Advanced Search Functionality

Powered by Google



Weigh Results
to Boost
Relevancy

Keyword
& Acronym
Search

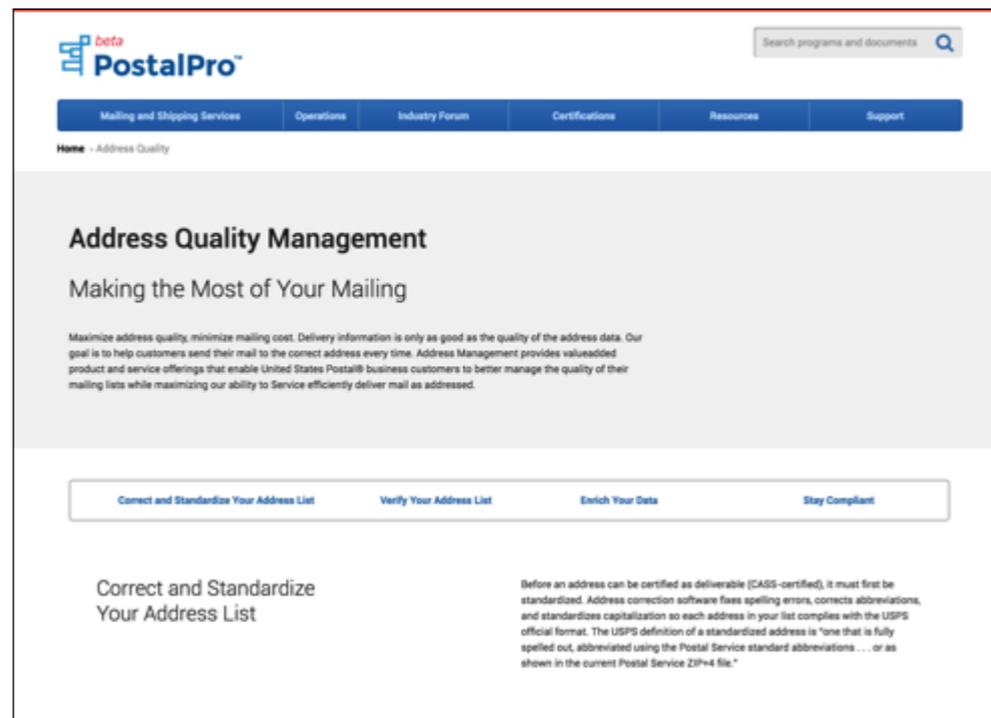
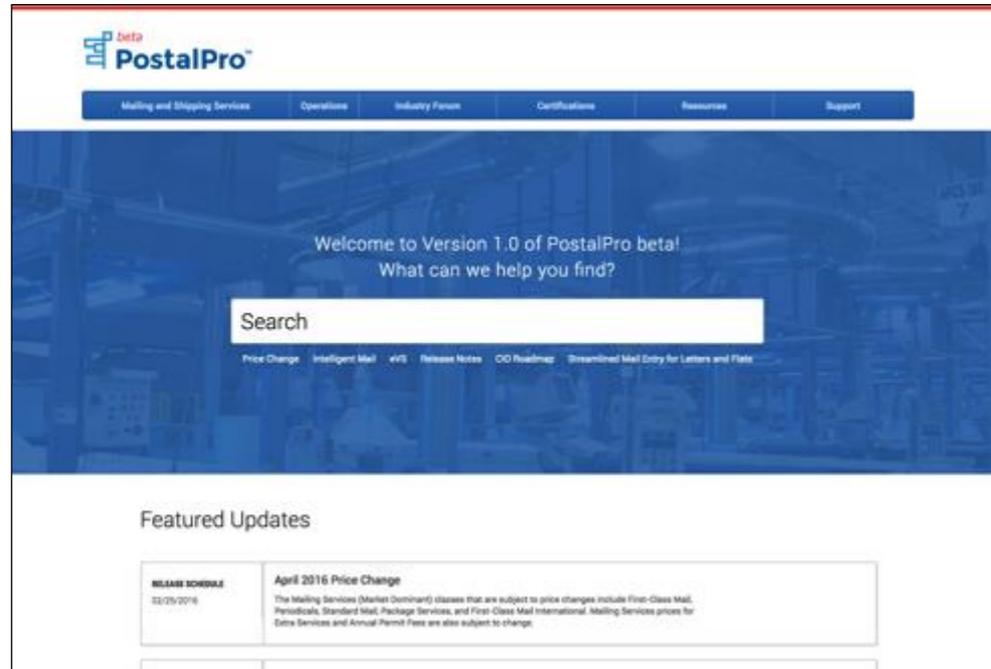
Tailor
Results

Updates
are more
frequent

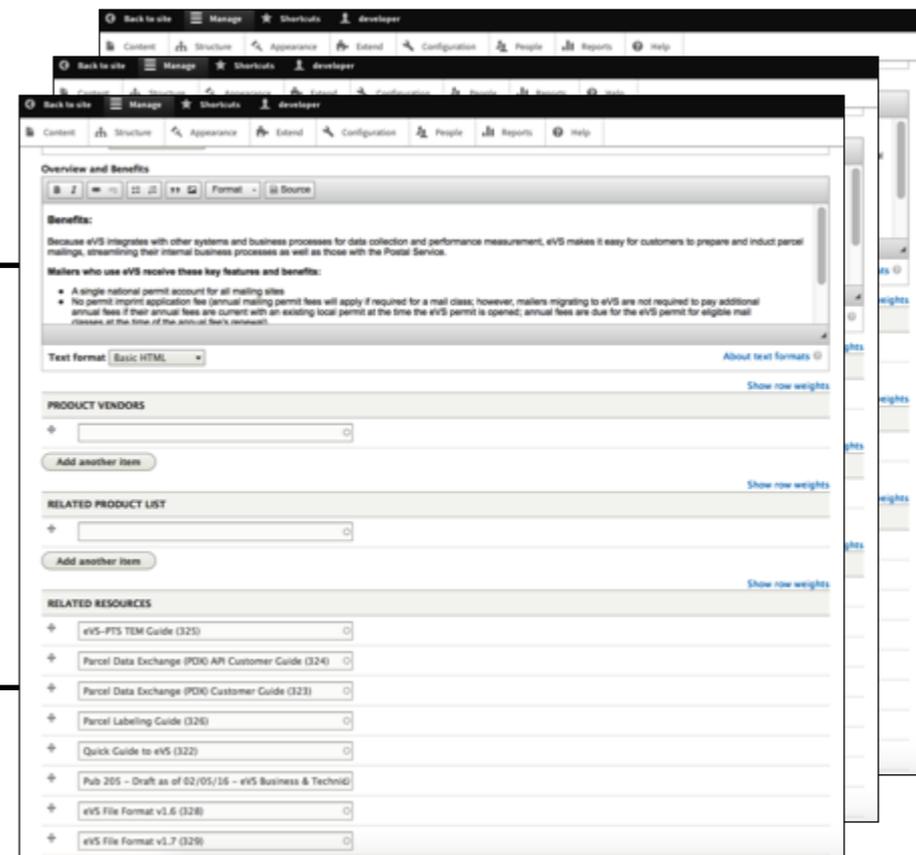
Prioritized
Search
Items

Content Management System

Stylized Page Templates (Front End)



Drupal Content Mgmt. System (Back End)



Content loaded in CMS populates stylized page templates

Loaded over 250 pages to date

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PostalPro Beta Website



[Mailing and Shipping Services](#)

[Operations](#)

[Industry Forum](#)

[Certifications](#)

[Resources](#)

[Support](#)

Welcome to Version 1.0 of PostalPro beta!
What can we help you find?

[Price Change](#) [Intelligent Mail](#) [eVS](#) [Release Notes](#) [CIO Roadmap](#) [Streamlined Mail Entry for Letters and Flats](#)

Featured Updates

RELEASE SCHEDULE

02/25/2016

April 2016 Price Change

The Mailing Services (Market Dominant) classes that are subject to price changes include First-Class Mail, Periodicals, Standard Mail, Package Services, and First-Class Mail International. Mailing Services prices for Extra Services and Annual Permit Fees are also subject to change.



PostalPro Beta Initial Feedback

“I found what I was looking for so quickly!”

“I love the new functionality and layout, the navigation is great...”

“I like the dropdown menu at the top, it’s a lot easier to find what I’m looking for...”

“Postal Pro is really user friendly, it’s easy to navigate and I love the search!”

“It’s like driving a new car after having the same one for 10 years.”

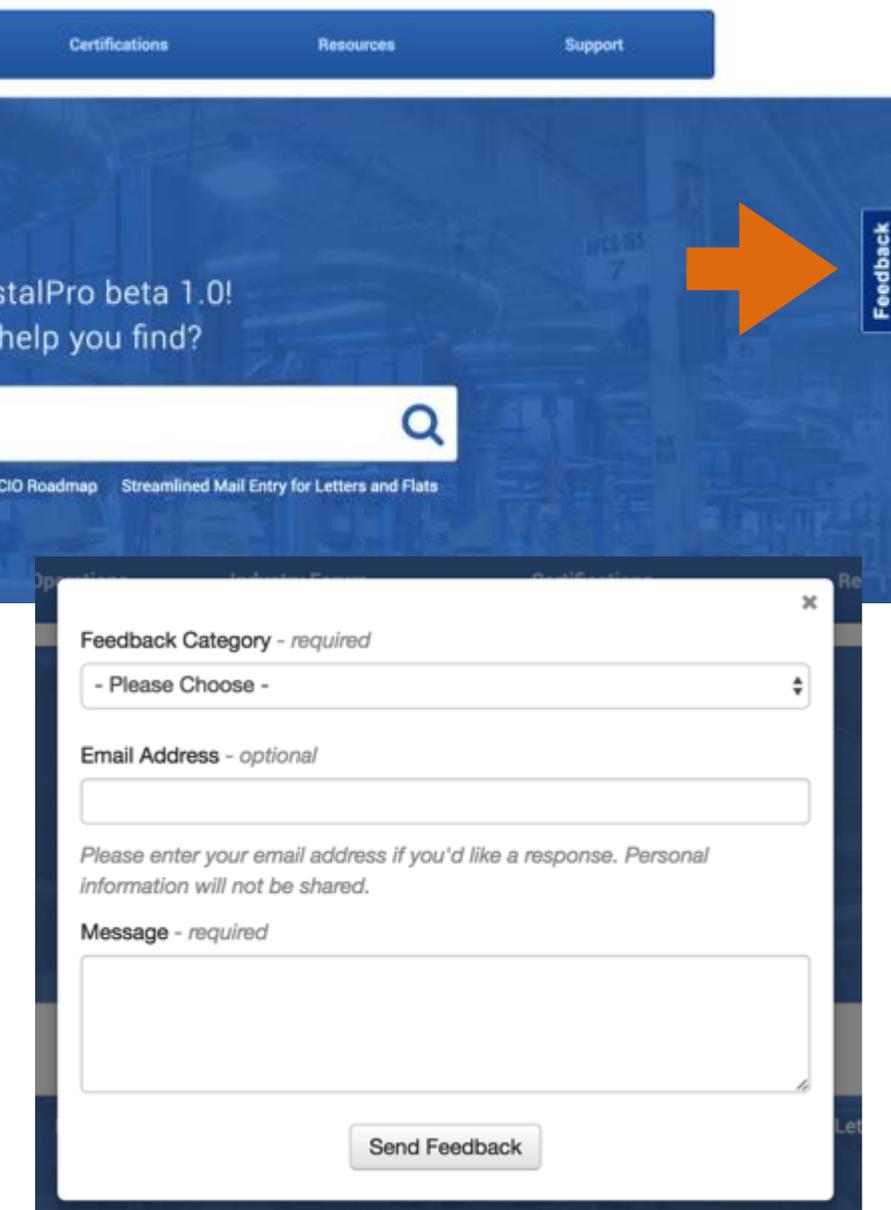
“Old site is chaotic. I really like the new site.”

Your Feedback is Building a Better Site

3 Ways to Give Us Your Feedback, Recommendations or Report Issues

1

Access Feedback Widget on PostalPro Website



The screenshot shows the PostalPro website interface. At the top, there are navigation links for 'Certifications', 'Resources', and 'Support'. Below this is a search bar with the text 'PostalPro beta 1.0! help you find?' and a magnifying glass icon. An orange arrow points from the search bar area to a 'Feedback' widget on the right side of the page. The feedback widget is a white box with a close button (X) in the top right corner. It contains the following fields: 'Feedback Category - required' with a dropdown menu showing '- Please Choose -'; 'Email Address - optional' with a text input field; a note below the email field: 'Please enter your email address if you'd like a response. Personal information will not be shared.'; and 'Message - required' with a large text area. At the bottom of the widget is a 'Send Feedback' button.

2

Complete PostalPro Survey



The screenshot shows the 'beta PostalPro' survey page. The header features the 'beta PostalPro' logo. The main text reads: 'Welcome to the National Postal Forum! We'd love to hear what you think about the new PostalPro beta site.' Below this is a section titled 'Survey/Collection Tool Release' with the following text: 'You are invited to take part in our Postal Pro feedback survey. Your participation will require approximately 10 minutes and is completed online on either your computer or your mobile device. Taking part in this survey is completely voluntary. Your responses will be kept strictly confidential, and digital data will be stored securely. The email address you provide will only be used to follow-up and send updates on upcoming releases of the PostalPro tool. If you have questions or want a copy or summary of the survey results, you can contact the PostalPro team at the following email: postalpro@usps.gov' At the bottom of the page is a 'Get started!' button with 'press ENTER' written next to it.

3

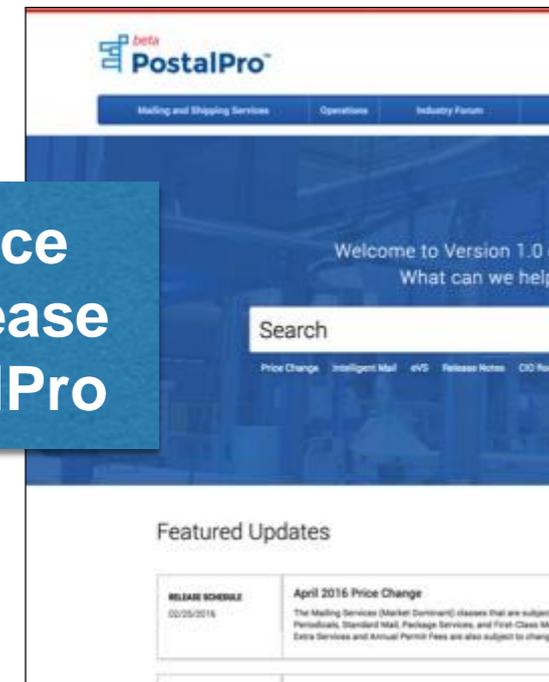
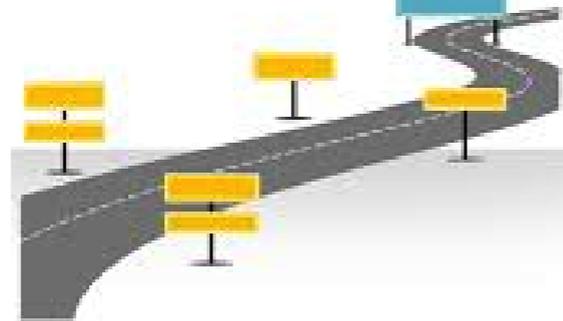
Join MTAC Work Group 176



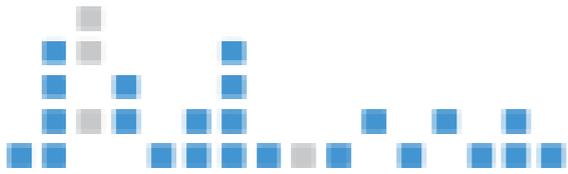
Work Group
176

<https://magadesign.typeform.com/to/roTdyB>

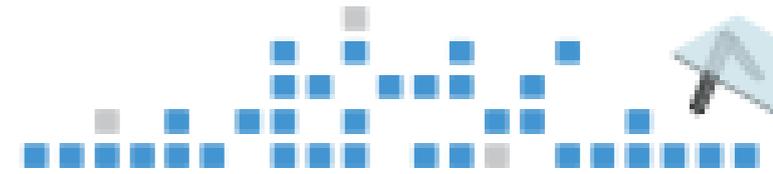
What Are We Doing With Your Feedback?

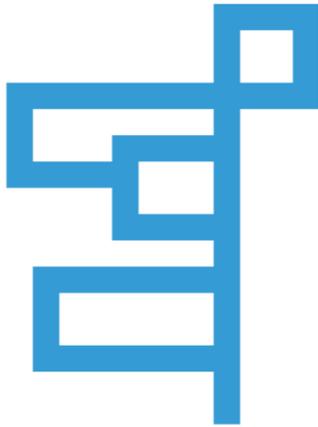


Continuous Feedback Loop



Be a *beta* user



 *beta*
PostalProTM

beta.postalpro.usps.com

Thank You