May 22, 2025

Swiss Post AI: Crafting an AI-Powered Data Experience

Creative Brief and *Fictional Client* Proof-of-Concept

The Question

> How can Swiss Post decision-makers leverage AI tools to quickly generate valuable insights in performance, sales, marketing, and logistics, driving smarter business decisions?

Swiss Post AI Tool

Design Process

1. Brand Analysis
2. Visual Design Research
3. UI Build: Atomic Design
4. Product Prototyping
5. Usability Testing + User Analytics
6. Iterate

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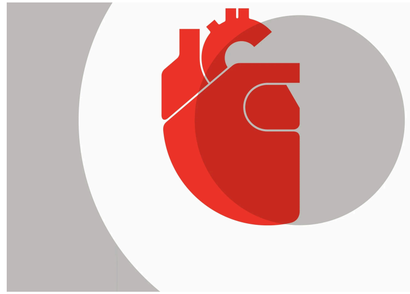
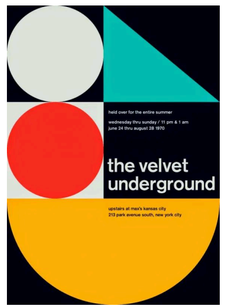
Brand Analysis

1 Contributions to Design

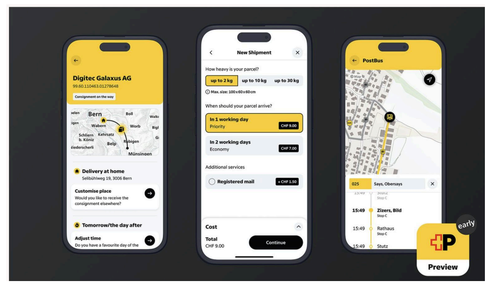
The Swiss have a deep legacy in design. Swiss Design, also known as the Swiss School, embraces simplicity, structure, and grids—yet remains innovative, unafraid to break conventions.





2 Brand and Identity Challenge

How can we respect and reference this legacy of Swiss Design while simultaneously redefining the look and experience of what's possible in Swiss Post's AI-driven business experiences?



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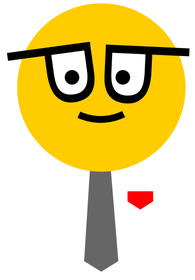
Visual Design Research

AI Avatar Early Concepts and Ideation

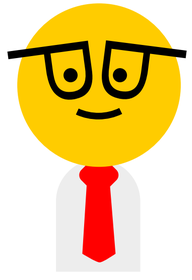
We set out to create an AI visual persona that feels **warm** and **inviting** while maintaining **integrity** and **reliability**.

What visual symbol best represents a tool that engages naturally—free from the rigid, mechanical feel often associated with artificial intelligence?

i)



i.b)



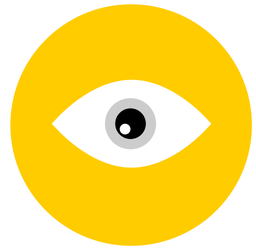
Used Helvetica Font “P” for the spectacles

ii)

Maillard

can morph into any of these versions, based on “friendliness” settings chosen by user

iii)



iv)

iv.b)

Seemingly random geometric shapes, yet structured in a grid

v)

v.b)

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UI Build

Atomic Design for Scalability

The team took an **atomic design approach** to creating a design system, starting with the smallest, **elemental** user-interface (UI) units and assembling them progressively into larger “molecules”, all the way to full-page, interactive components. UI atom examples include:

typography

H1 45pt Helvetica Bold

H2 36pt Helvetica Bold

H3 28pt Helvetica Regular

H4 18pt Helvetica Regular

Paragraph + Body 16pt Helvetica Bold

Paragraph + Body 16pt Helvetica Regular

Table Headings 14pt Helvetica Bold

Footnote, Table Text and Annotations 14pt Helvetica Regular

call-to-action buttons

Primary

Secondary

Tertiary

Hover - All

Inactive

Destructive Action

brand colors + hexidecimal values + cSS class names

# FFCC00	# 000000	# FF0000	# 666666	# CCCCCC	# EDEDED	# F8F8F8	# 00857E
.swiss-yellow	.swiss-black	.swiss-red	.swiss-dark-gray	.swiss-mid-gray	.swiss-light-gray	.swiss-off-white	.swiss-teal

Basic link

Show me more ways you can help >>

Basic link on hover

Show me more ways you can help >>

icon-library build

“AI-is-thinking” visual cue

AI avatar

digital logo mark in colour

Atoms

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UI “Molecule” Build

Once the UI atoms of the Swiss Post design system were established, we then combined them into more complex “**molecules**” that support specific UX/UI journeys. Molecule examples include, and are not limited to:

core conversation ux/ui

Hello, how are you today?

Thanks for asking, Roger! I’m fine, thank you. What can I help you with today?

prompt text field

What would you like to know?

options and settings navigation

hover state

MENU → MENU

list navigation: long content

What is the Swiss Post Score overall for SameDay Swiss Afternoon Parcel for the domestic area for the year 2023?

list navigation: short content

hover state

Financial Logistics → Financial Logistics

modal - inline feedback journey

Thank you - I’ve logged your feedback!
If you can provide additional information and context that can help my developers, please type your thoughts below.

Otherwise, click “OK”, we’re good to go!

Type feedback here...

*250 characters max

Cancel OK

Molecules

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Product Prototyping

Bringing it all together: **Desktop Demo**

Assembling the atoms and molecules into the top level, seamless UI/UX of our digital product: the Swiss Post’s Business Intelligence AI Tool...

Grüezi Mitenand, I'm **Maillard**, your AI Assistant!

MENU

Feedback

Federer, Roger

Start typing or start from a category below

- Swiss Post Service Scores
- Product Tracking
- Volume
- Customer & Marketing
- Sales
- Financial
- Retail & Delivery
- Facilities
- Processing & Distribution
- Logistics
- Employee
- Banking Services

Show me more ways Maillard can help >>

What would you like to know?

*Note this AI model's data and knowledge cutoff is the end of March 2025

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Swiss Post Service Scores

Here are popular questions that I have been asked lately regarding Service Scores. You can click to find out their answers too!

What is the average days to deliver Pre-franked postcards A Mail 1.20 for the domestic area for the year 2023?

What is the Swiss Post Score overall for SameDay Swiss Afternoon Parcel for the domestic area for the year 2023?

What is the Swiss Post Score overall for Swiss-Express "Moon" Parcel for the domestic area for the year 2023?

What is the Swiss Post Score overall for Swiss-Express "Moon" Letters for the domestic area for the year 2022?

What is the A Mail Plus overall score for Switzerland Region 1 for May 2024?

What is the B Mail overall score for Switzerland Region 3 for May 2021?

Show me more ways Maillard can help with Swiss Post Service Scores **>>**

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Show me more ways Maillard can help with Swiss Post Service Scores **>>**

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What is the average days to deliver Pre-franked postcards A Mail 1.20 for the domestic area for the year 2023?

The average days to deliver Pre-franked postcards A Mail 1.20, for the domestic area in the time period of FY2023 is **1.01 days**.

I've tabulated additional associated data for the domestic area, relating to Pre-franked postcards A Mail 1.20 for FY2023, below.

Geography	Time Period	Mail Product	Average Days to Deliver	Measured Volume	Overall Swiss Post Performance Score	Swiss Post Variance Performance Score
Domestic	FY2023	Pre-franked postcards A Mail 1.20	1.01	602,102	78.22%	91.55%

Is there anything else specific you'd like to know?

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Is there anything else specific you'd like to know?

Give me the same table, but this time with the following products:
Pre-franked postcards A Mail 1.20
A Mail Plus
B Mail
...all for the same area - Domestic

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Sure! I'll use the same table with the additional products you specified.

Geography	Time Period	Mail Product	Average Days to Deliver	Measured Volume	Overall Swiss Post Performance Score	Swiss Post Variance Performance Score
Domestic	FY2023	Pre-franked postcards A Mail 1.20	1.01	602,102	83.22%	91.55%
Domestic	FY2023	A Mail Plus	1.17	1,405,010	87.17%	95.18%
Domestic	FY2023	B Mail	2.99	2,359,211	88.33%	99.51%

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Hmmm...I don't have the exact answer for that at the moment. Please reach out to **lorem.ipsum@swisspost.ch** for additional clarification.

Roger, your feedback is valuable - feel free to click the link below to share your thoughts and help me improve. Alternatively, you can quickly flag my response using the quick "thumbs-up/down" feedback feature at the bottom left of my response. Lastly, you can give feedback at a later time by using the "feedback" button at the top right of this screen.

Give Feedback >>

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Thank you for your feedback. Please feel free to provide additional context:

- ◯ Didn’t answer my question
- ◯ Forgot previous context
- ◯ Ignored or refused instructions
- ◯ Factually incorrect
- ◯ Other

Cancel OK

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- ◉ Other

Optional but helpful: type short feedback here...

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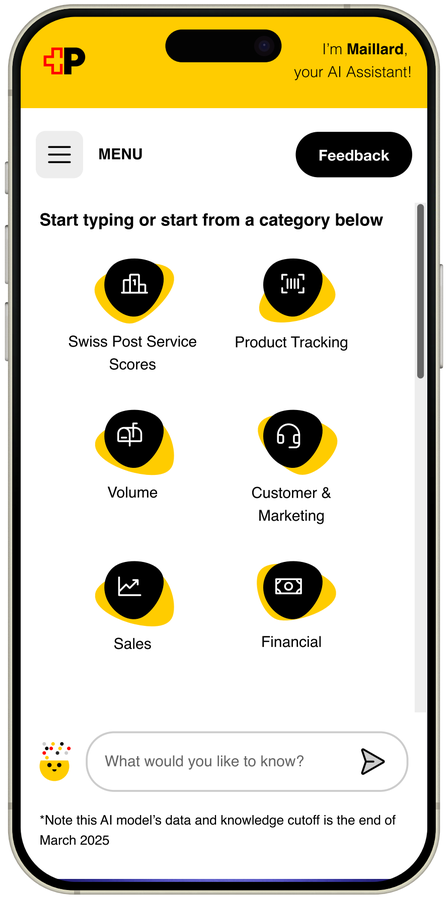
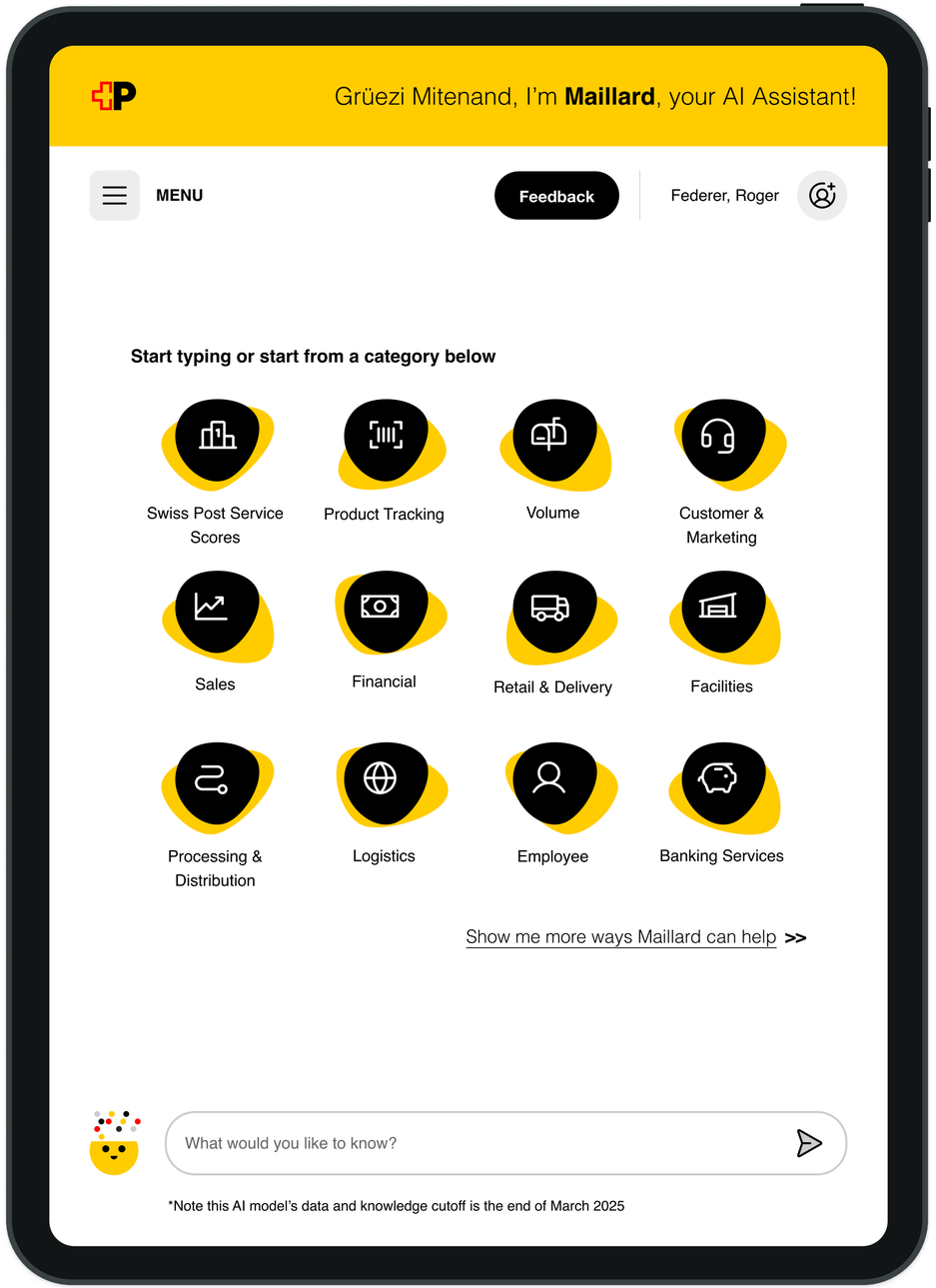
Product Prototyping

Tablet and Mobile: The Design system was also built with responsive design in mind.





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Next Steps

- **A** Usability Testing
- **B** User Analytics
- **C** Product Iteration

Conduct **usability testing**, use **analytics** and collect **user feedback** to identify pain points, iterating to improve the product. Likewise, analyze the data to uncover positive interactions, recognizing them as opportunities for further amplification. **Iterate** using these **evidence-based** design methodologies as needed.

Future question to consider: Out of the four digital touchpoints of mobile, tablet, laptop and desktop, which one is predominantly used?

If one digital touchpoint is significantly more popular, prioritize enhancing its UX/UI to optimize user experience.

Additionally, if other touchpoints show low engagement, investigate whether the cause is contextual (e.g., situational usage patterns) or UX/UI-related. If UX/UI is a contributing factor, refine the design to improve usability and encourage adoption.

May 22, 2025

Thank You!

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