



Sustainability Insights

fdx

Spark Shoes

Dashboard

Marketing Tools

Shipment Tracking

Orders & Fulfillment

Returns & Exchanges

Sustainability

Overview

Analytics

Reports

Resources

Goals

Explore Analytics

App Configuration

Data Integration

Developer Tools

Account Settings

Home > Sustainability > Goals

Goals

Set a carbon reduction goal that works best for your company

Carbon Emissions Reduction

Step 1. Select the Account

5899606772...

Step 2. Set Reduction Amount (%)

3.5

Step 3. Set Target Year

2040

Year	Current Emissions (t)	Target Emissions (t)
2020	90	90
2025	90	75
2030	90	60
2040	90	40

Based on your current emission output rate, you **will** may apply.

Sustainability Recommendations

New

Service Level Change

Changes in Service Levels may result in emission reductions.

New

Distribution Change

Changes in distribution may result in emission reductions through route optimization.

View	Goal Title	Goal Parameters
	5899606772, 5899606773, 5899606774.....	70% by 2040

Distribution Change

Listed below are your top delivery hotspots. Moving the inventory delivered within 150 miles of the delivery hotspot radius may reduce emissions.

Recommended Actions

Move the sliders to see potential emissions reductions if you move your inventory within 150 miles of one of these hotspots.

Estimated Hotspot Emissions Reduction

Packages

Average number of packages per year shipped to these hotspots

0 of 40000

Emission Reduction

Average emission reduction per year for the packages shipped to these hotspots

0

1 Houston (77002)

0 10K

2 Oklahoma (73008)

0 10K

3 Los Angeles (90210)

0 10K

4 Chicago (60605)

0 5K

5 New York City (10022)

0 5K

Disclaimer

The emissions reduction percentages are estimated based on the historical performance of the account numbers associated with the currently logged in user. The percentage for Service Level reduction and Distribution Center location changes should be considered independent of each other and the total reduction may not meet the estimate percentages. Reductions do not take into consideration of future changes in customers volumes or any emissions reductions due to future changes to the FedEx fleet not limited to Electric Vehicles, Alternative Fuels, etc.

Reset

Submit

THE CONTEXT

In November 2020, FedEx CEO Raj Subramaniam announced plans for a CO2e emissions-tracking tool—for both FedEx and its customers. The tool would provide transparency, helping businesses measure and reduce their shipping carbon footprints.



THE PROBLEM

Billions upon billions of metric tons of greenhouse gases are emitted into the atmosphere every year—an estimated 6.5 billion metric tons of carbon dioxide equivalent in the US alone. Individuals and corporations are motivated to reduce their carbon footprint. Some companies are pro-actively scaling back their carbon output to avoid any future penalties or carbon taxes.

THE OBJECTIVE

Research, strategize and design a tool that gives FedEx, its clients and partners a way to visualize and measure the amount of CO2e emitted through package delivery for each account as well as at an individual package level.

1. RESEARCH

2. CONCEPTUALISE

3. DESIGN

1. RESEARCH

2

3

We had a basic understanding of some of the key features but lacked details of what would make this product great.

- What did the stakeholders really want vs what users could really use?
- How is it monetized if at all?
- How much of this is a government mandate vs a needed and wanted product?

1. RESEARCH

2

3

We dove into an intensive 2 week research sprint

- Internal stakeholder meetings to clearly define goals
- Competitive research
- Initial team analysis
- Budget analysis



1. RESEARCH

2

3

We discovered we had a lot more questions and needed more research time

- What type data is available for each account?
- What are the main features?
- Package delivery details i.e. ground vs freight etc.
- User analysis: personal accounts vs corporate accounts etc.



1. RESEARCH

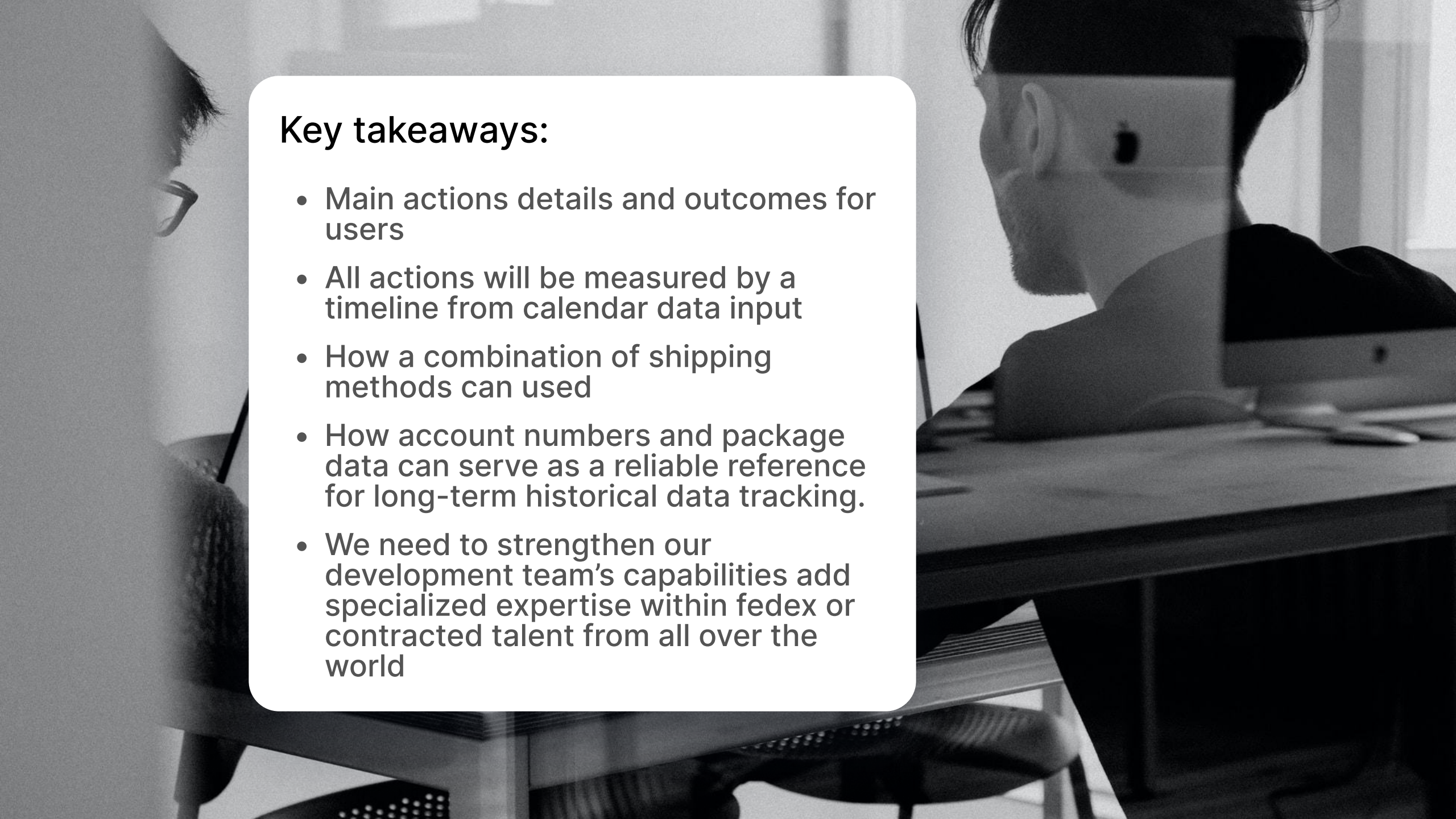
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A bit overwhelmed with insights, we needed to start prioritizing to form a strategy.

- Understand and classify key features needed for MVP vs iterations beyond that
- Analyze timelines, goals and team skill sets
- Present our synthesis to stakeholders





Key takeaways:

- Main actions details and outcomes for users
- All actions will be measured by a timeline from calendar data input
- How a combination of shipping methods can be used
- How account numbers and package data can serve as a reliable reference for long-term historical data tracking.
- We need to strengthen our development team's capabilities add specialized expertise within FedEx or contracted talent from all over the world

1. RESEARCH

2. CONCEPTUALISE

3. DESIGN

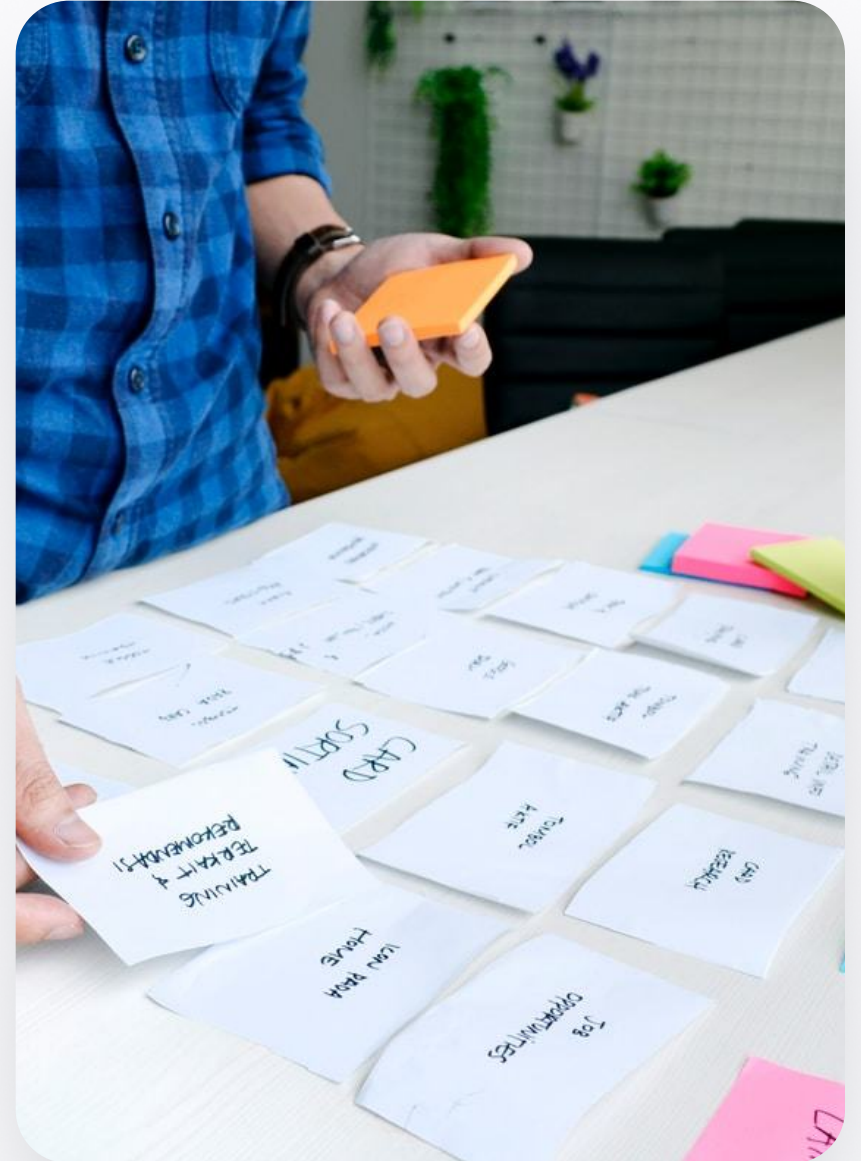
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2. CONCEPTUALISE

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Strategize and conceptualize

- Free-form brainstorming sessions in person and with tools like Miro
- Dot voting for top ideas and priority features
- Determine which features should be included in the MVP versus those to prioritize for future iterations.
- Start initial sprint planning
- Present all new conclusions and ideas to stakeholders



1

2. CONCEPTUALISE

3

Strategize and conceptualize cont'd

- Persona development
- Start journey mapping / user flows
- Determine key differences between company and individual accounts
- Analyze existing design system
- Branding inquiries



Carol
Regional Supply
Chain Manager

"As a customer, I want to be able to quickly derive a conclusion about the percent reduction in service types, while comparing the timing/costs of each type."

Wants / Needs

- Make sustainably conscious decisions regarding their shipping choices
- Be able to draw key analysis about their scope 3 emissions by comparing carbon reductions and cost effectiveness of shipping services in a timely manner
- Two buckets - procurement and increasing demand
- Easily communicate with customers and partners when issues arise?
- Automate any part of the process to save time?

Frustrations

- Need more visibility for procurement
- Doesn't have a solid journey to know what to do
- Need better quick key insights



Maria
Marketing Analyst/
Communications Lead

"As a customer, I need sustainability information because my marketing teams are responsible for communicating my company's sustainability efforts, promoting eco-friendly practices, ethical sourcing, and social responsibility initiatives"

Wants / Needs

- Be able to communicate scope 3 emissions on ESG report
- Be able to communicate future actions on sustainability reduction strategy via green marketing campaigns
- Showcase company's green commitment

Frustrations

- Not having access to data-backed information
- Properly communicating reduction strategy w/o green washing

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3. DESIGN

Dev has been building the back end and is on schedule, we need to start the front end

- Mobile design vs large display considerations
- Start wire framing
- Validate
- Interactive wireframes
- Lets finish the wireframes with constant feedback



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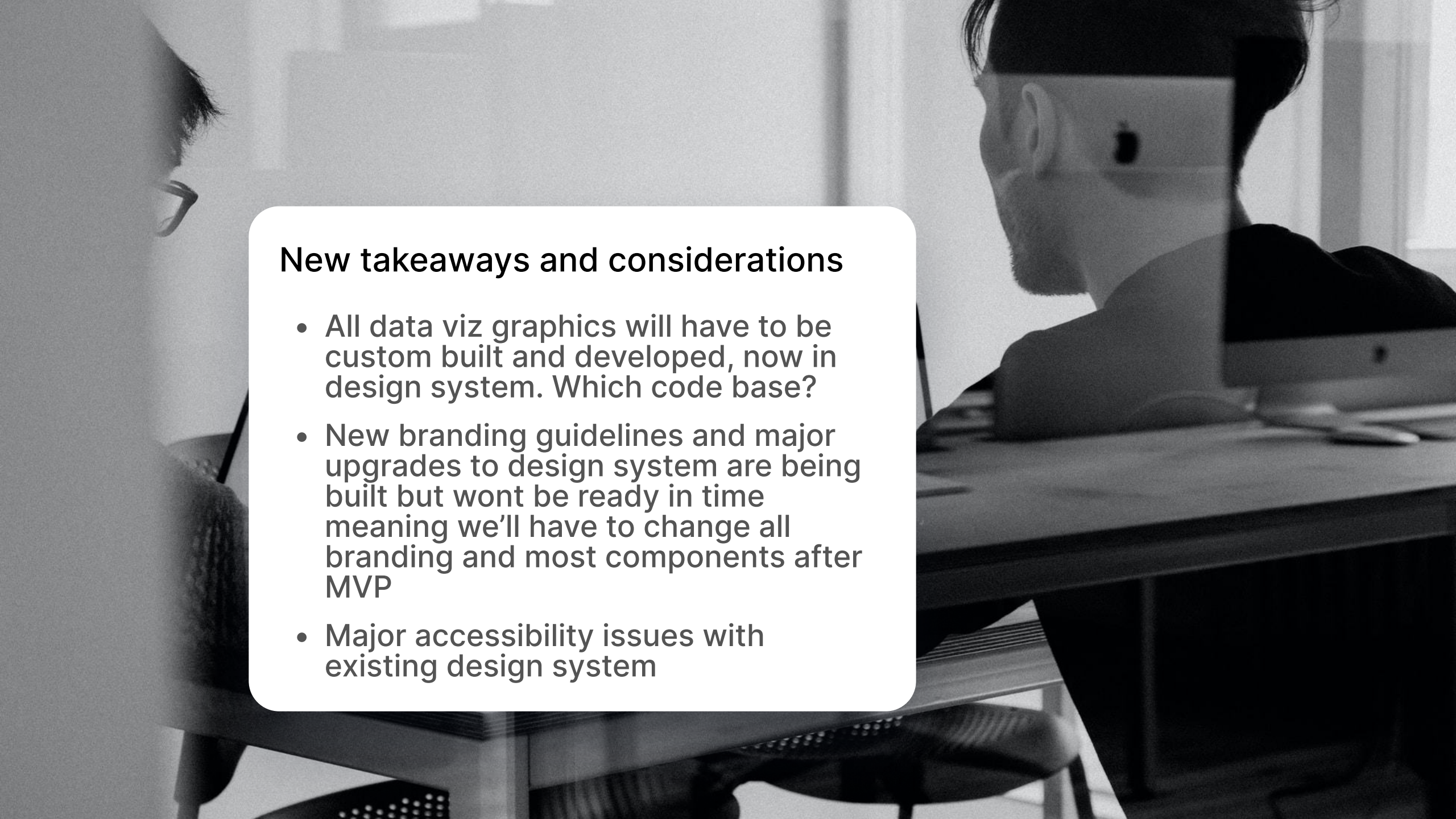
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3. DESIGN

Design cont'd

- Get final buy off on wireframes
- Start designing with existing design system
- Identify and start on new components not in the system
- Focus on main pages and happy paths

The screenshot displays the FedEx Customer Emissions Calculator interface. At the top, a dark navigation bar features the FedEx logo and links for Shipping, Tracking, Design & Print, Locations, Support, and Sign Up or Log In. Below this, a breadcrumb trail reads 'Home > Office > In-store and Online Services > FedEx Office'. The left sidebar contains links for 'Create an Emissions Report', 'Instructions', 'Customer Handout', 'FAQ's', and 'Help'. The main content area is titled 'Customer Emissions Calculator' and includes a paragraph of placeholder text. Below this is the 'Create a Report' section, which offers several selection methods: 'By Account Number' (with a text input field containing '5294234' and a checked checkbox), 'By Tracking Number or Package' (with a text input field and an unchecked checkbox), 'By Service' (with radio buttons for Express, Freight, Ground, and SmartPort, all of which are checked), 'By Region', 'By Shipment', 'By Product Line', 'By Chargeable Weight', 'By Mode of Transport', and 'By Scope'. Each of these last five options has a dropdown arrow. At the bottom of the form is a dark button labeled 'Calculate Selected Report'.



New takeaways and considerations

- All data viz graphics will have to be custom built and developed, now in design system. Which code base?
- New branding guidelines and major upgrades to design system are being built but won't be ready in time meaning we'll have to change all branding and most components after MVP
- Major accessibility issues with existing design system

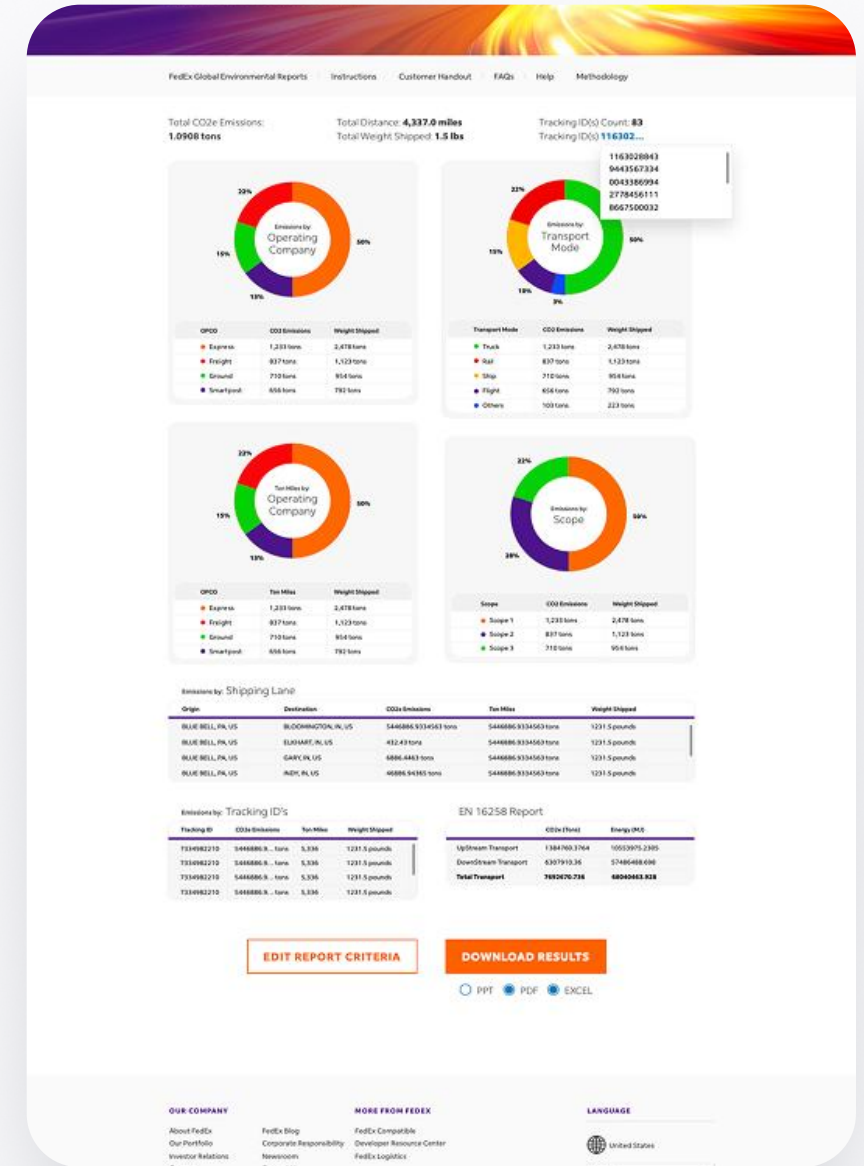
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3. DESIGN

Design cont'd

- Analyze all data viz ideas bar charts vs pie vs lines etc
- Start designing with existing design system
- Identify and design new components not in the system
- Focus on main the pages and happy paths
- Gather final feedback and finalize MVP



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2

3. DESIGN

Final versions

- It was decided by FedEx execs that a separate B2B version needed to be created as part of a new customer portal system they were building
- Our team partnered with FedEx's internal development team to create a new robust emissions insights system
- Using our experience and learning from our mistakes building the first version for B2C users, we were able to implement this new version in record time with minimal hiccups and setbacks. This new applications now being used by many satisfied fortune 500 companies on the platform as an integrated API
- FSI B2C version 2.0 was designed and implemented after the new branding and design system was developed. it turned out to be very popular and widely adopted by 1,000's of FedEx customers.