Stikky
The digital fingerprint of your address

Stikky
**2521 CA 3**
X209NSADNK28

What is it?

Stikky is a small and smart NFC sticker that can be stuck in the doorframe of an address and contains a unique identification code and a digital link to the digitized version of this physical address: 'the address account'. When the door is closed, Stikky is not visible and not usable. With NFC compatible devices, Stikky can be scanned after which several actions with regard to certainty can be performed. In this way, a so-called 'triangle of certainty': connecting consumer, address and parcel (delivery). This results in improved parcel matching that can raise the threshold for fraud as well as increase the First-Time-Right.

Why is it necessary?

Logistics service providers such as PostNL see that in order to stay relevant in a digital era, they will need to improve their services by making them safer and seamless. Therefore, they need to better know their consumer, which is difficult to realize in online environments where distinguish real from fake is increasingly challenging. A solution was sought by PostNL that is able to generate the required certainty by itself. Stikky solves the problem of address uncertainty within the logistics service context.

### *Unique digital address account*
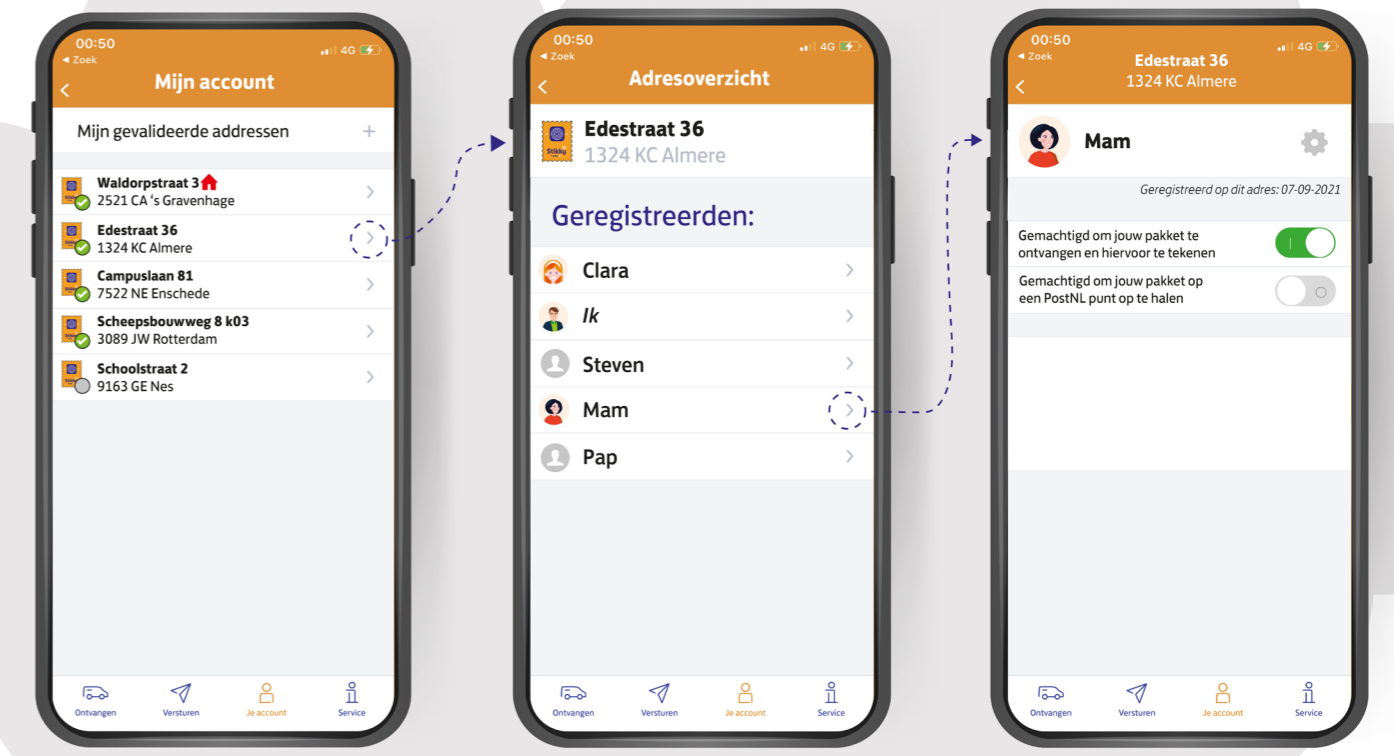
The address account is created already by PostNL but only fully activated once the consumer and deliverer have connected with it. For each Stikky-validated address, a consumer will be able to see who else is registered at this address and is allowed to take certain actions on behalf of it. Furthermore, the address account also provides the possibility to authorize fellow housemates to accept or pick up a parcel.

How does it work?

The identification code of a Stikky is used to link it to the corresponding physical address. This is done already during the initial activation at the depot where this link is entered into a database. In this database, it is possible to see to which physical address a Stikky belongs, which consumer accounts have connected with this Stikky, which date it is registered on in the system and which employee has registered and activated the Stikky.

Stikky can be placed together and be activated together with the deliverer during the moment of delivery. The alternative way to acquire Stikky is by receiving it as a postal item in your mailbox.

The Track & Trace code (that is occasionally being checked) can function as a communication channel where consumers can be informed about Stikky and be nudged to submit a request for one.
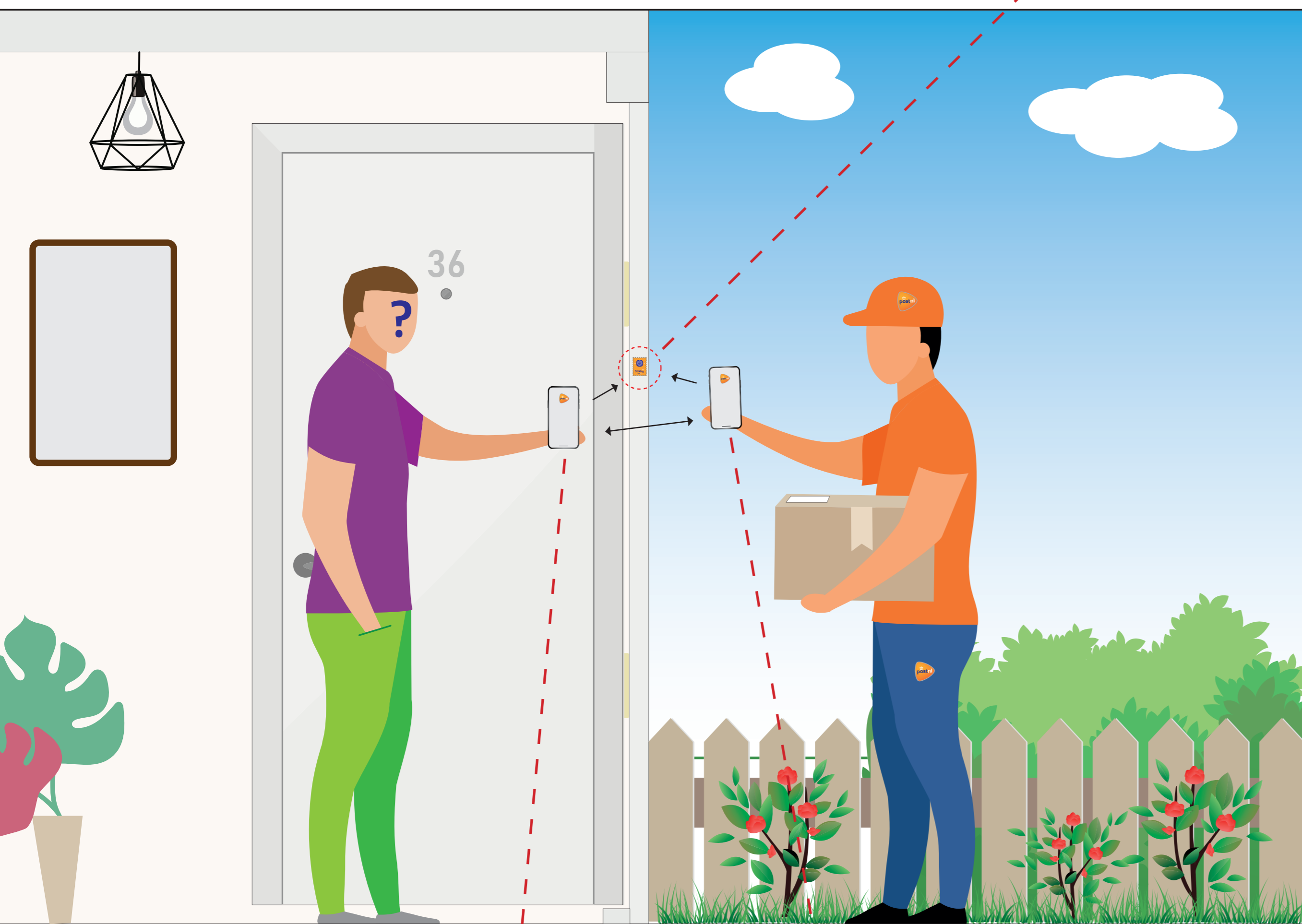

Unique receiving consumer

For a receiving consumers, Stikky offers several options. The first time a consumer connects with Stikky, he creates a link to his digitized address and in this way he proves that he has righteous access to the corresponding physical address. Next to that, he can also (re)confirm having access to this address in the future. Furthermore, the consumer can scan Stikky within 24 hours after a package delivery to collect premium points.

Unique deliverer
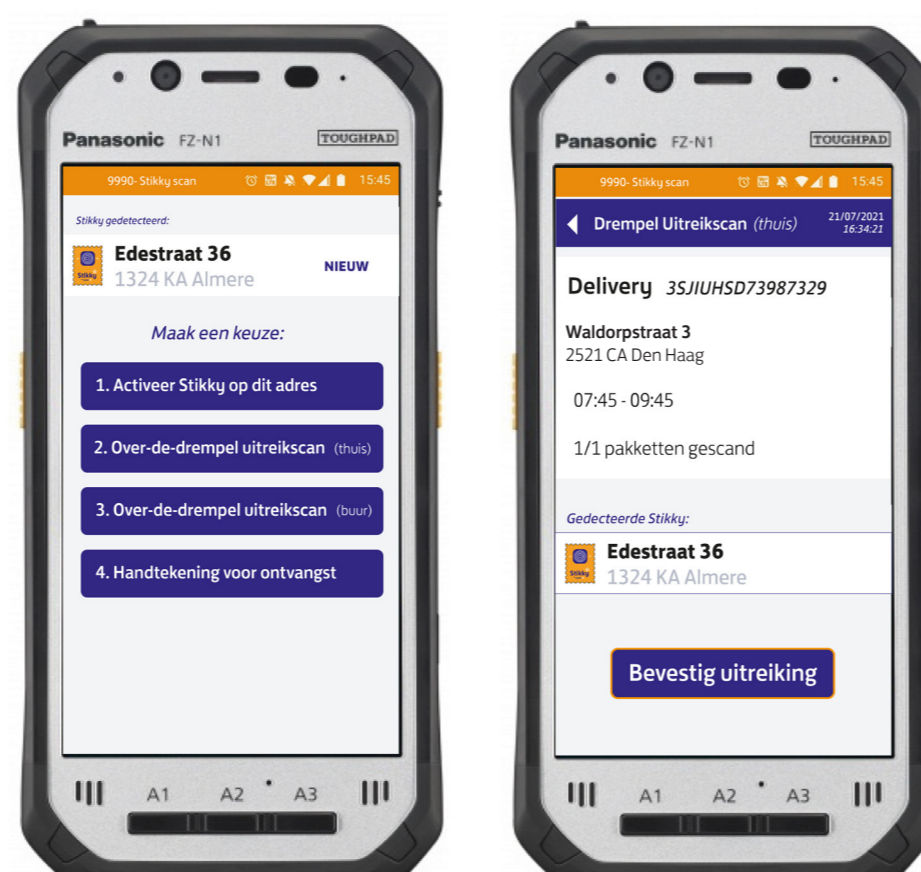
For deliverers, Stikky offers several other options. Firstly, they can activate Stikky once it is stuck in the doorframe. Thereby they confirm to have placed Stikky at a consumer's address. Next to that, they can prove that they have actually delivered a parcel of the threshold since it is only possible to do this if the door is open. Finally, if consumers have Stikky-validated themselves, they can make use of the HVO service through a digital handshake.

Stakeholder value exchange
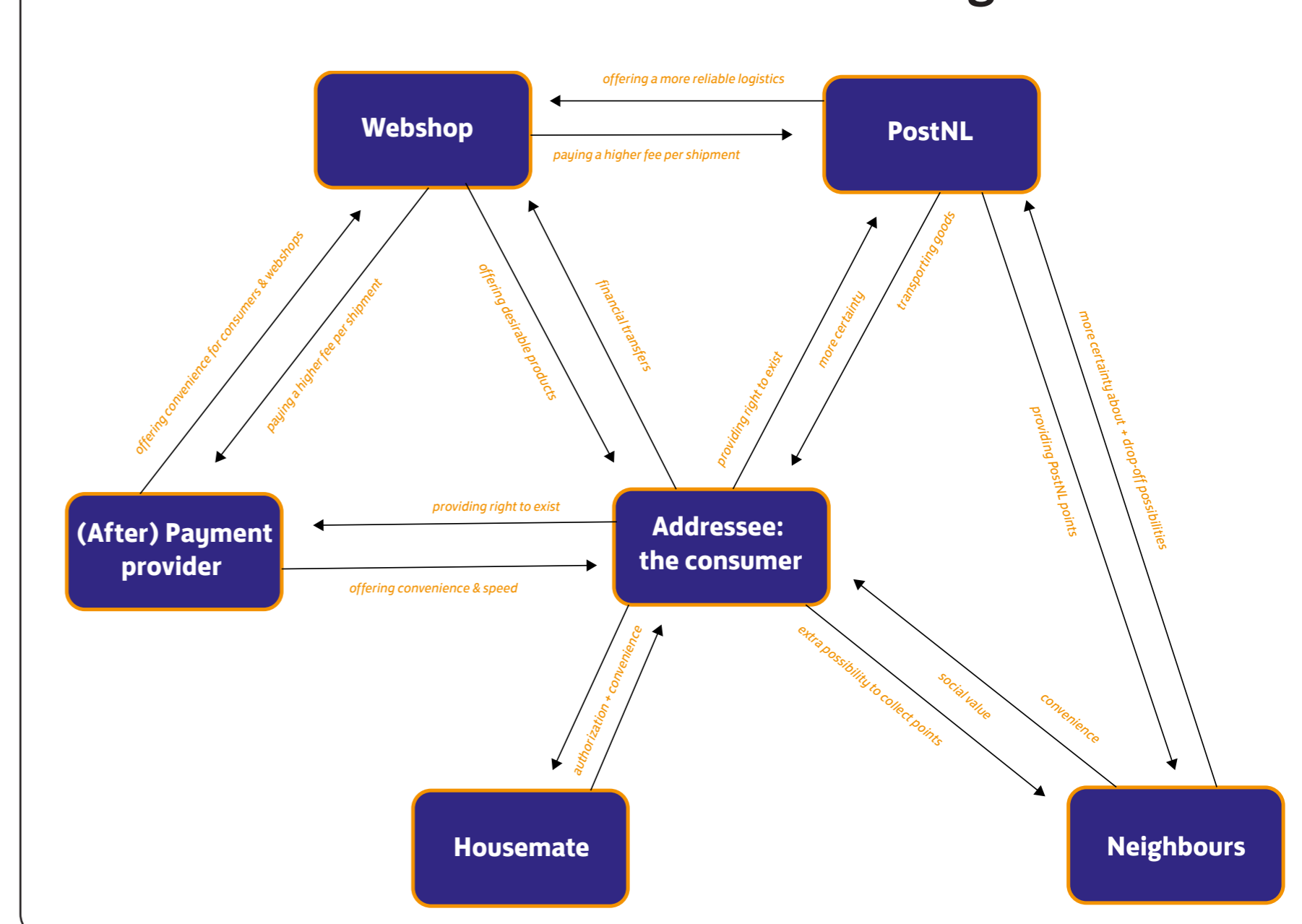
Ayyoeb Ichaarine
Establishing address validation as part of an eID
December 17th, 2021
Master Thesis Strategic Product Design

Committee
Prof. dr. Schoormans, J.P.L. (chair)
Dr. Cankurtaran, P. (mentor)
Nadine Kost (company mentor 1)
Jikkelien van Marle (company mentor 2)

Company PostNL

postnl   **TU**Delft

Faculty of Industrial Design Engineering   **Delft University of Technology**