+ sprocket

How might we create a service that **connects** HP’s partners with its users, to **streamline** their printing experiences, while enhancing the **tangible** nature of their memories

We began by understanding how people currently interact with their digital and physical photos and memories.
Here are some of the responses!

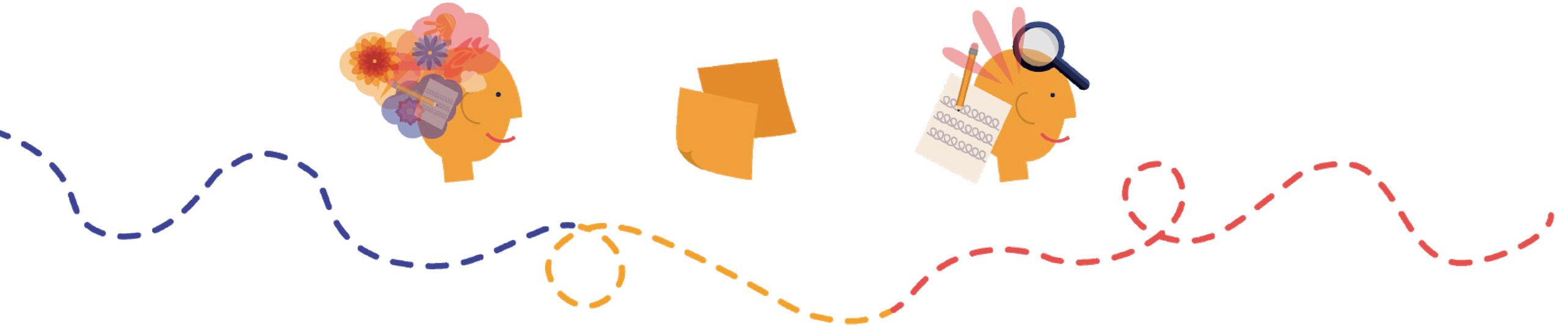
“I will review my photos when I am sad or miss my family”- Bethany

I am inspired by the things I see, like figital media, my environment and people” - Lynoria

“I want to do things but I have limited knowledge & resources. They’re complicated and I’m scared to fail” - Ben

“I feel like an idiot anytime I try to learn these DIY crafts & artsy tools myself” - Steve

“I enjoy DIY’s and crafts to exercise my brain and for therapeutic purposes but also for my family and personalized gifts” - Mary



research

150 responses
15 user interviews
11 industry interviews

data points

700 sticky notes

affinitization

60 clusters

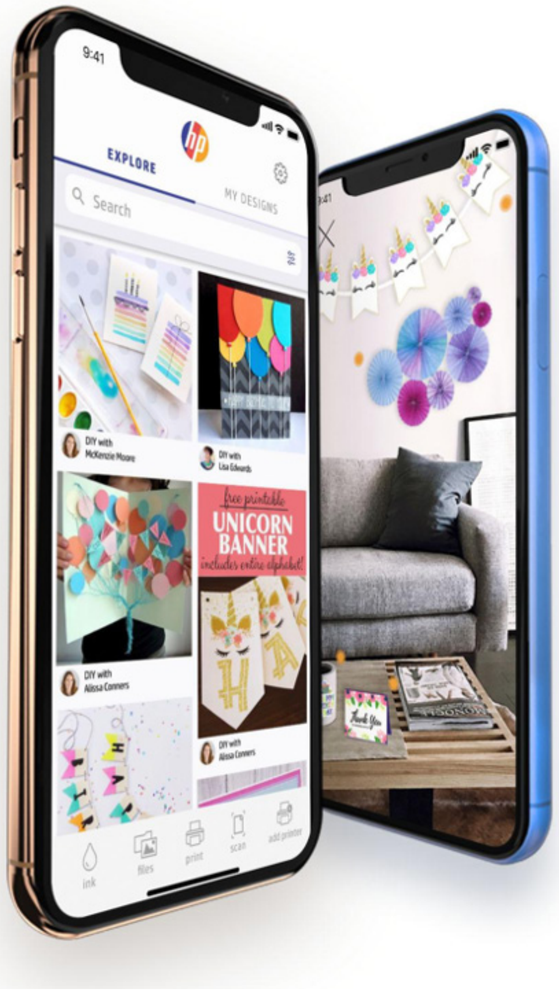
insights

19 distilled

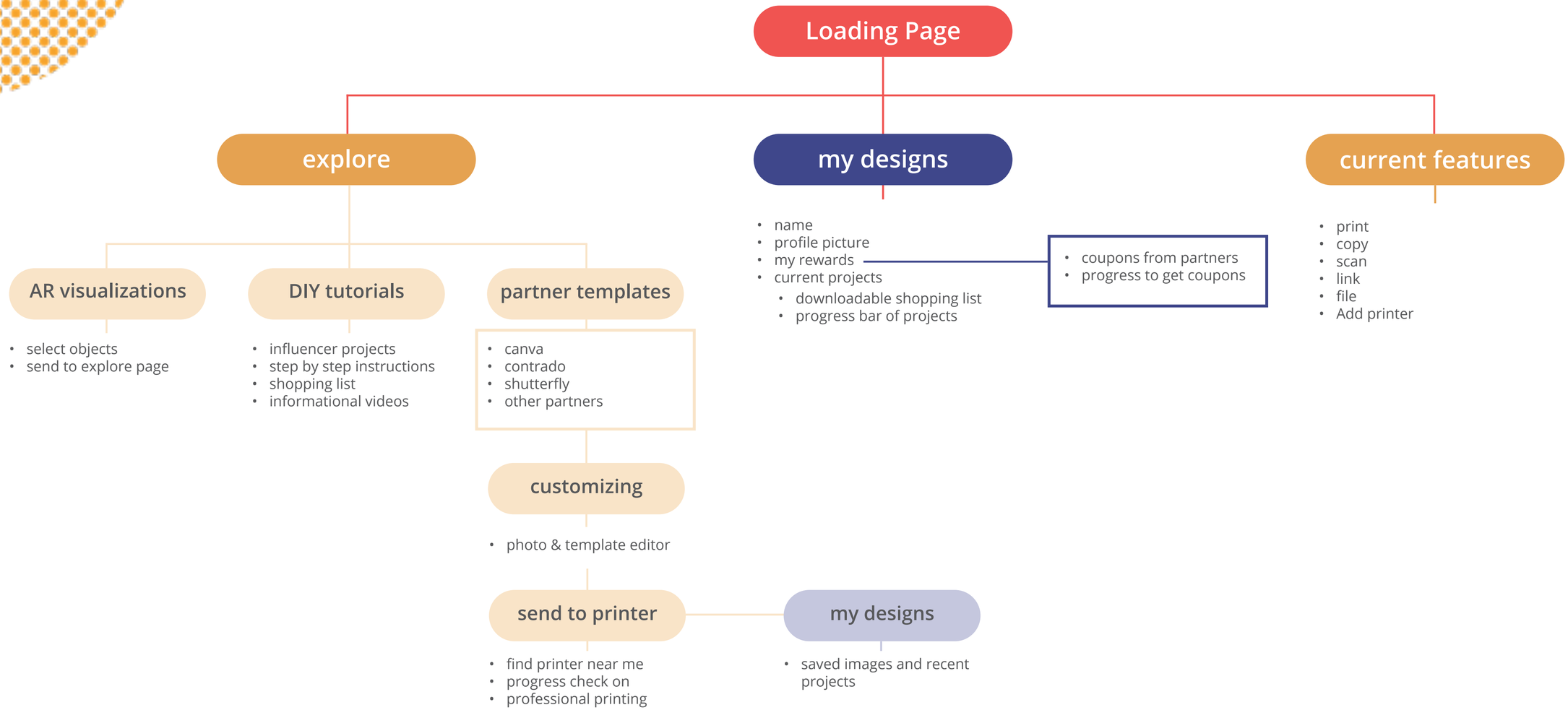
ideation

150 visions

the result:
HP smart app



information architecture



the user

emily solano smith

xennial/ creator

age 42
real estate agent
seattle, WA

“My family means the most to me. Even though my schedule can become hectic, I want my family to feel loved and special athe the end of the day”

pain-points

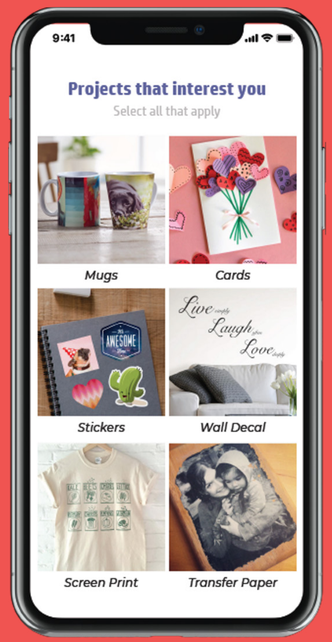
- Lack of time
- Social expectations of being a “perfect mom”
- Work life balance
- Lack of confidence in design skills

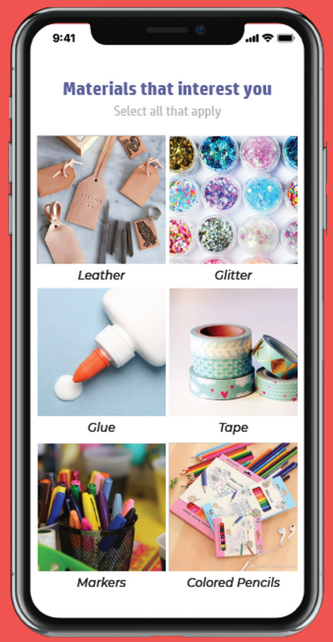
goals

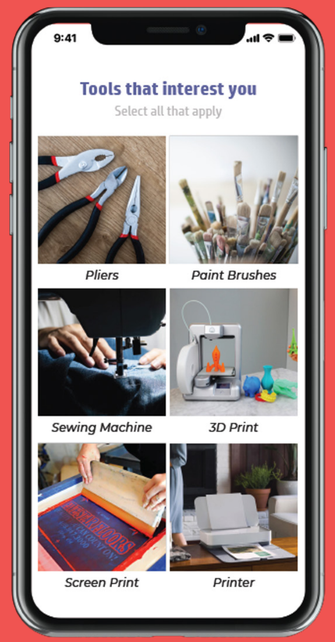
- Making her child feel loved and special
- Being independent
- To celebrate relationships and memories
- Creating a loving atmosphere in her home

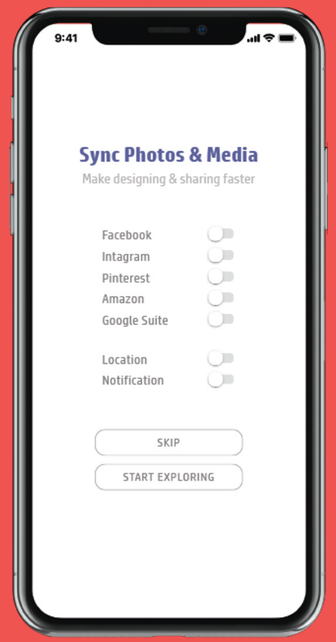
a seamless app experience

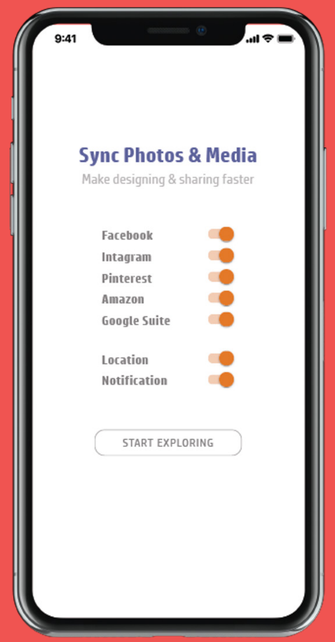
onboarding



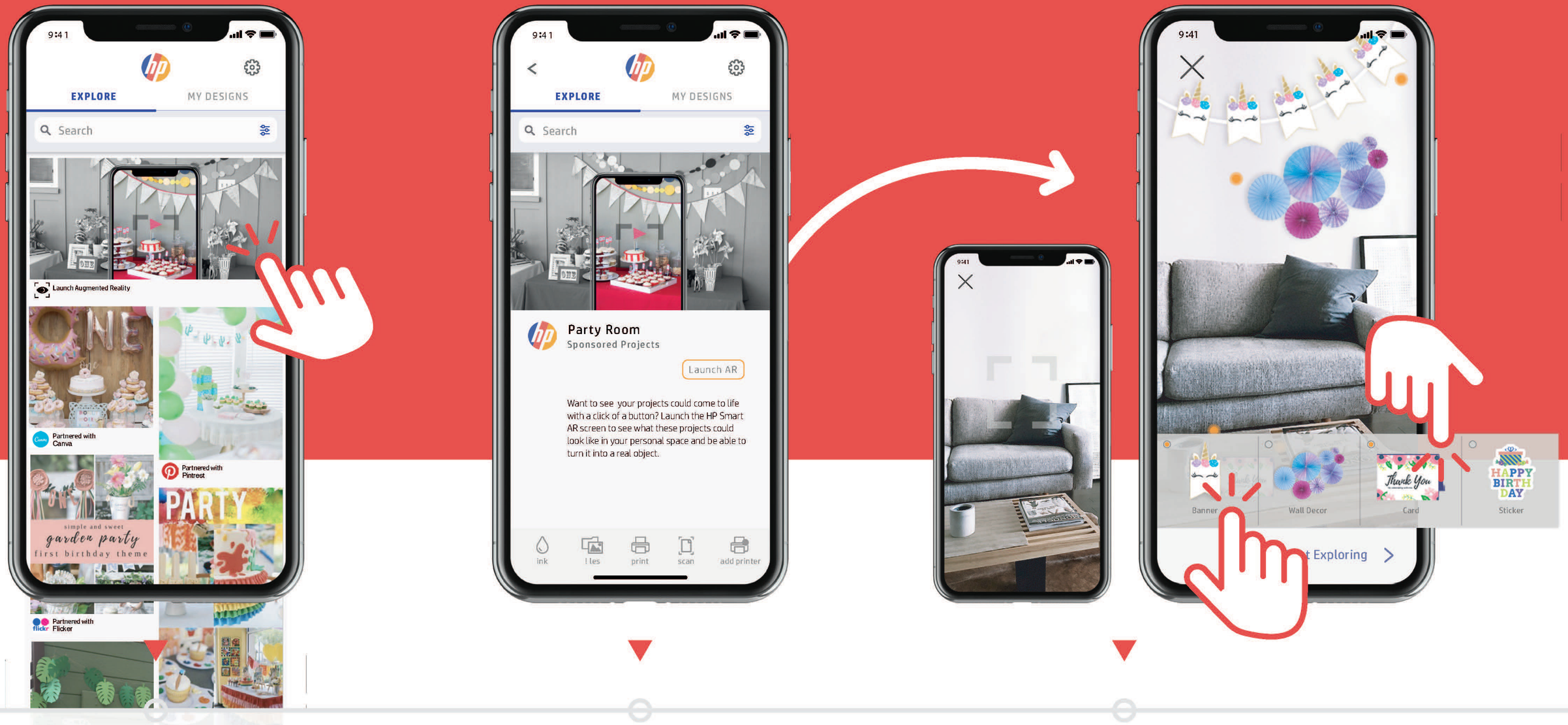


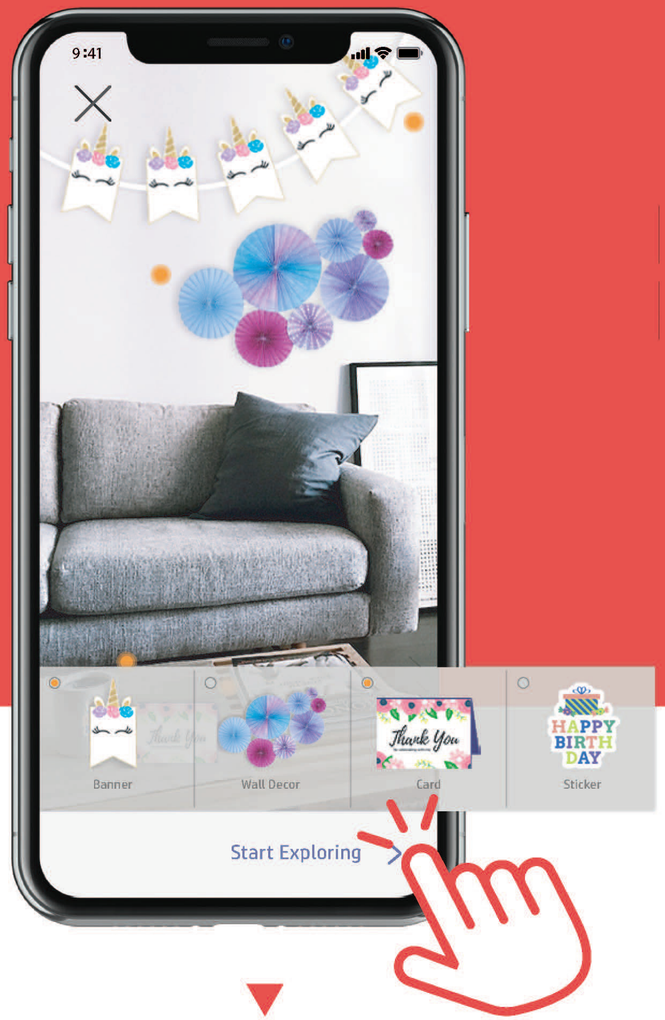




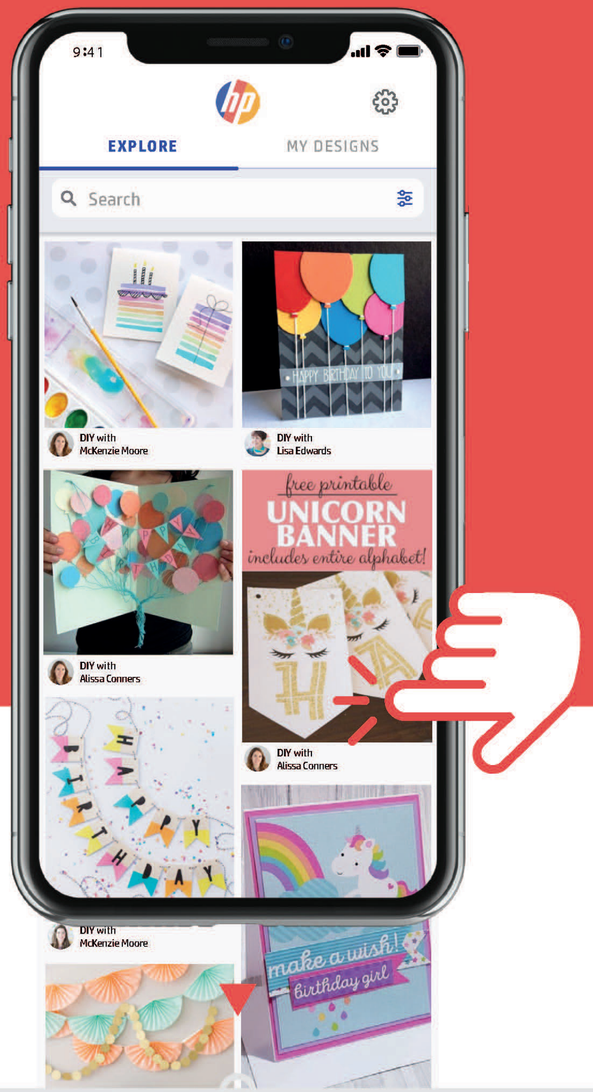


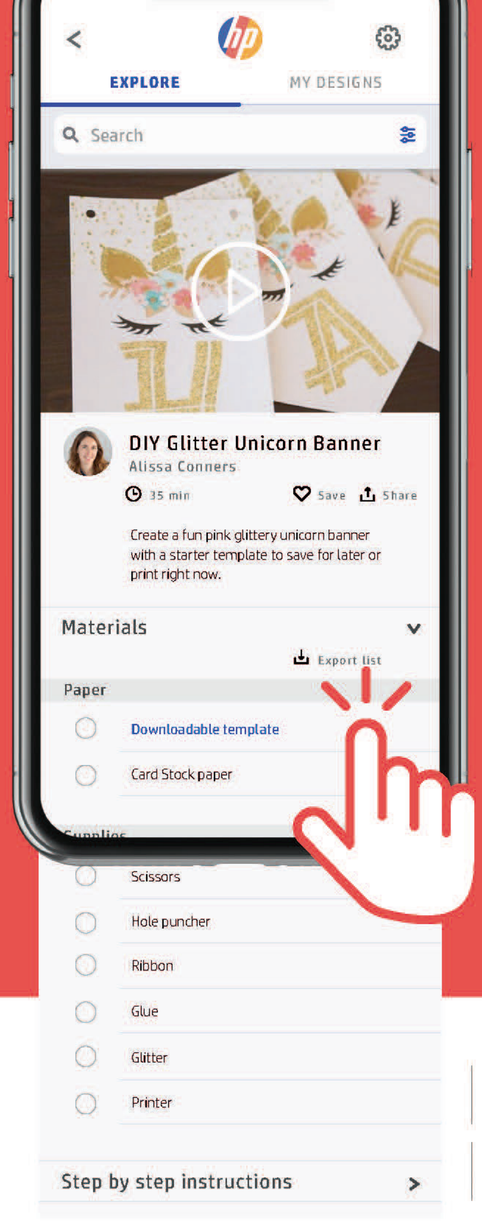
emily's user journey on the app /

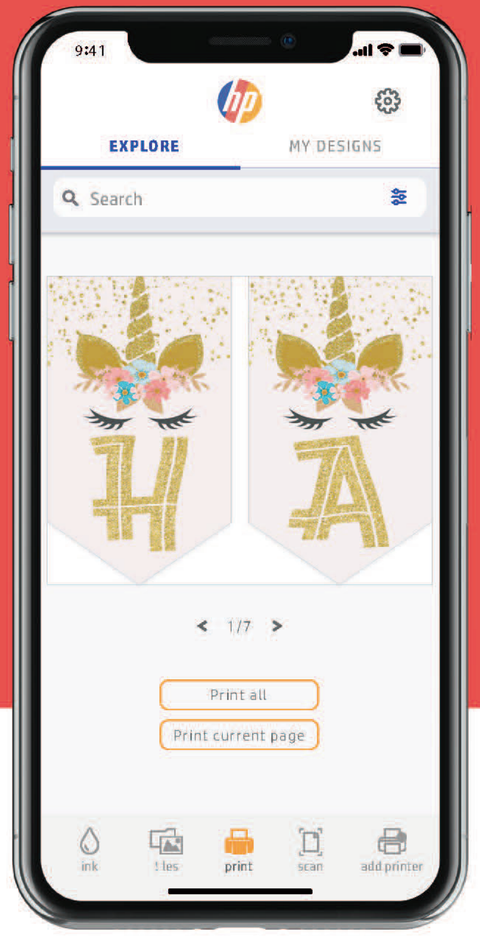

9:41
EXPLORE
MY DESIGNS
Search
Launch Augmented Reality
Partnered with Canva
Partnered with Pintrest
Partnered with Flicker
simple and sweet
garden party
first birthday theme
PARTY
9:41
EXPLORE
MY DESIGNS
Search
Party Room
Sponsored Projects
Launch AR
Want to see your projects could come to life with a click of a button? Launch the HP Smart AR screen to see what these projects could look like in your personal space and be able to turn it into a real object.
ink
print
scan
add printer
9:41
9:41
Banner
Wall Decor
Card
Sticker
Thank You
HAPPY BIRTH DAY
Exploring

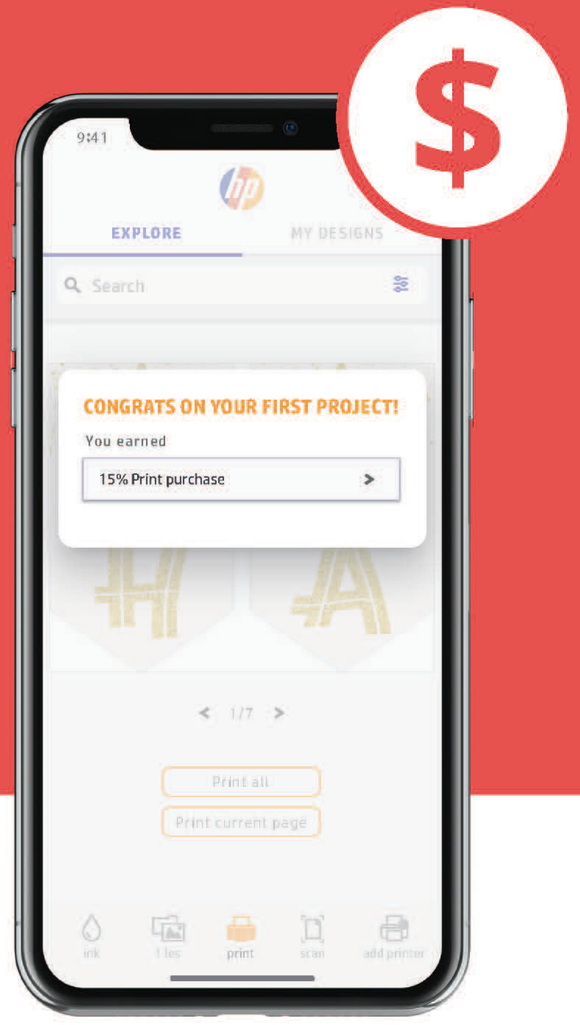

9:41
Banner
Wall Decor
Card
Sticker
Start Exploring

9:41
EXPLORE
MY DESIGNS
Search
A BIG THANK YOU!
Partnered with Canva
Spring Minis
Partnered with Canva
Partnered with Pinterest
Springtime


9:41
EXPLORE
MY DESIGNS
Search
DIY with McKenzie Moore
DIY with Lisa Edwards
DIY with Alissa Conners
free printable
UNICORN BANNER
includes entire alphabet!
DIY with Alissa Conners
DIY with McKenzie Moore
make a wish!
birthday girl

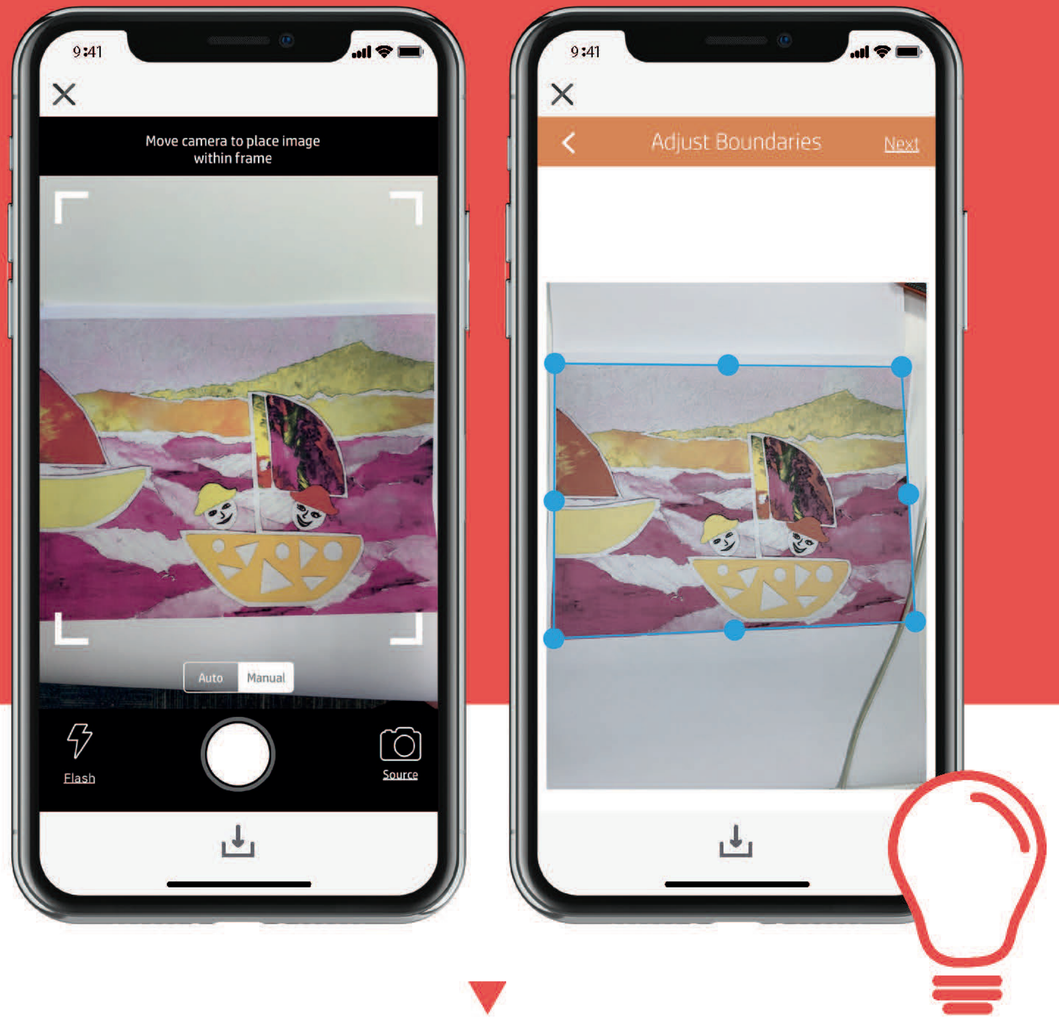

EXPLORE
MY DESIGNS
Search
DIY Glitter Unicorn Banner
Alissa Conners
35 min
Save
Share
Create a fun pink glittery unicorn banner with a starter template to save for later or print right now.
Materials
Export list
Paper
Downloadable template
Card Stock paper
Scissors
Hole puncher
Ribbon
Glue
Glitter
Printer
Step by step instructions

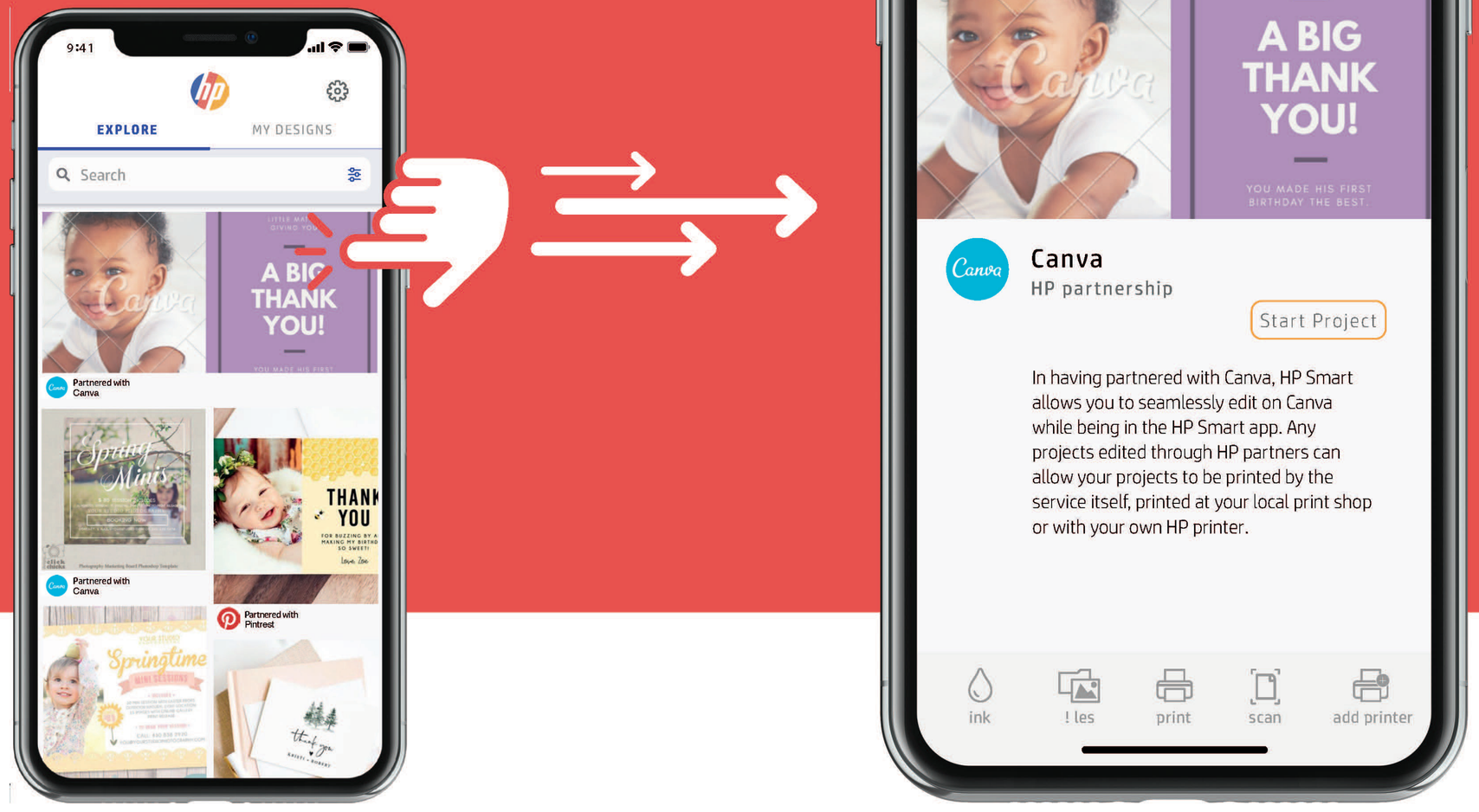

9:41
EXPLORE
MY DESIGNS
Search
1/7
Print all
Print current page
ink
files
print
scan
add printer


9:41
EXPLORE
MY DESIGNS
Search
CONGRATS ON YOUR FIRST PROJECT!
You earned
15% Print purchase
1/7
Print all
Print current page
ink
files
print
scan
add printer

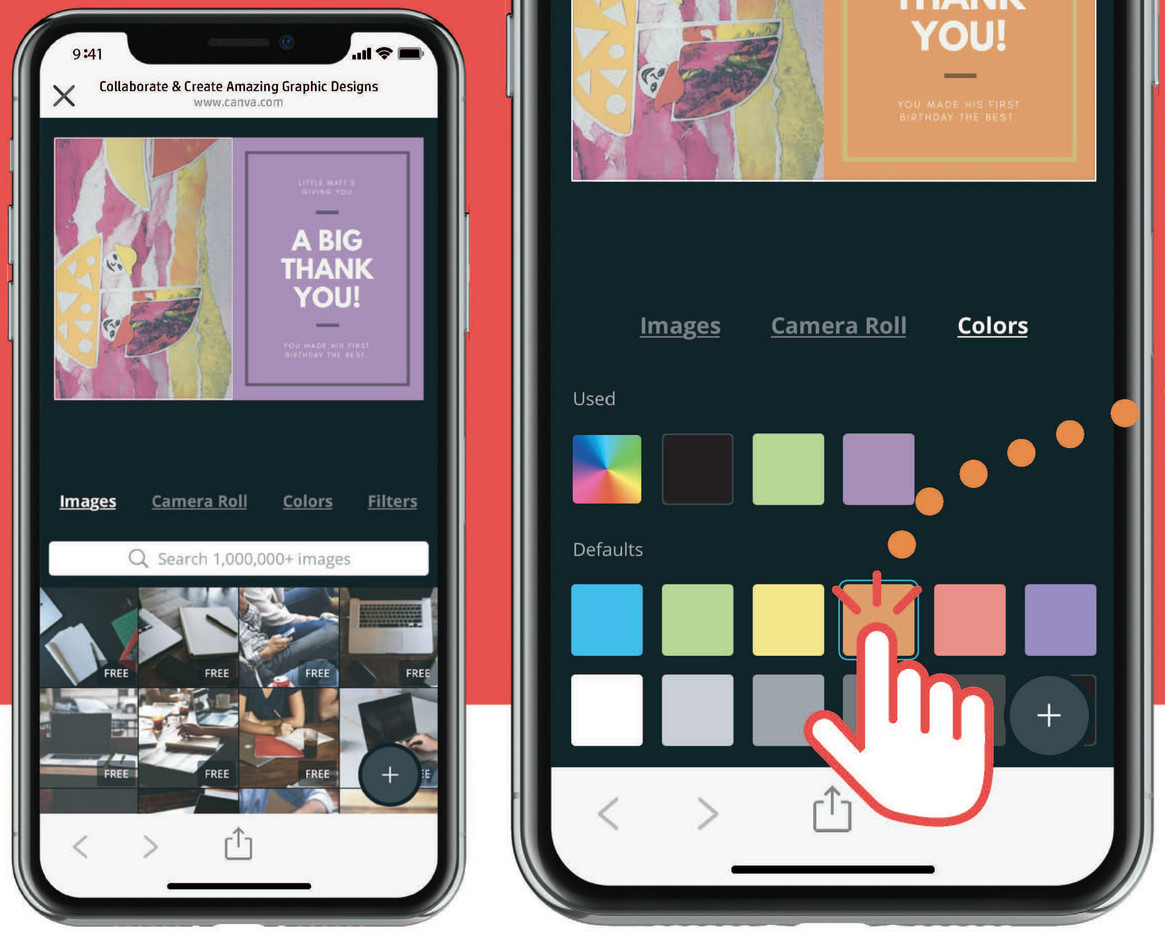
HAPPY BIRTHDAY!

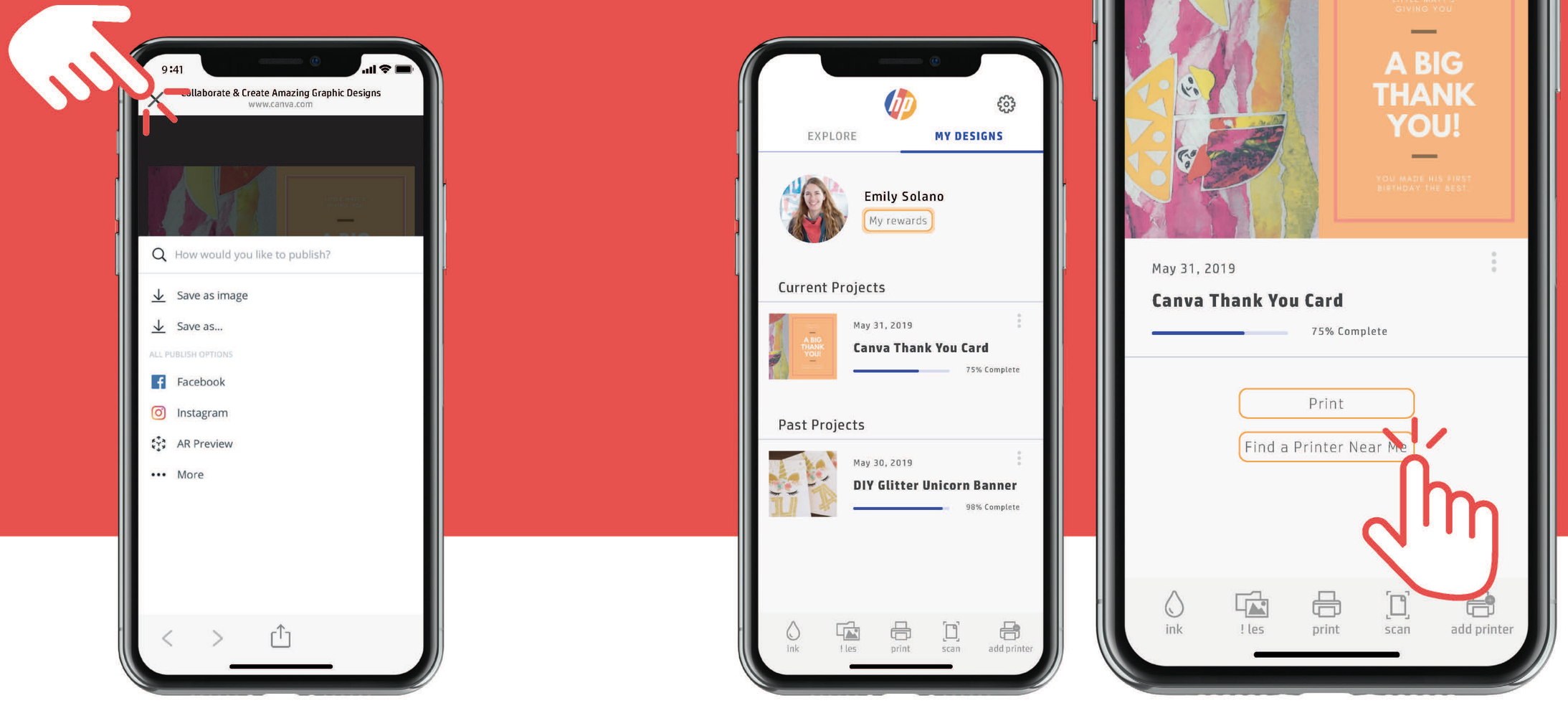
Emily heads over to Micheal's to grab the other materials from the lists she had downloaded. She completes the banner and decorates her apartment. She has Abby's birthday party.

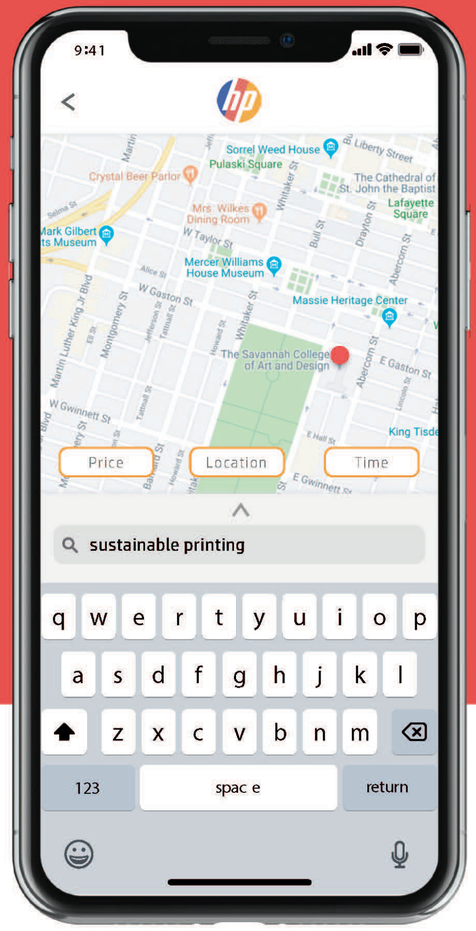



9:41
EXPLORE
MY DESIGNS
Search
A BIG THANK YOU!
Partnered with Canva
Partnered with Canva
Partnered with Pintrest
Springtime
EXPLORE
MY DESIGNS
Search
LITTLE MATT'S GIVING YOU
A BIG THANK YOU!
YOU MADE HIS FIRST BIRTHDAY THE BEST.
Canva
HP partnership
Start Project
In having partnered with Canva, HP Smart allows you to seamlessly edit on Canva while being in the HP Smart app. Any projects edited through HP partners can allow your projects to be printed by the service itself, printed at your local print shop or with your own HP printer.
ink
! les
print
scan
add printer

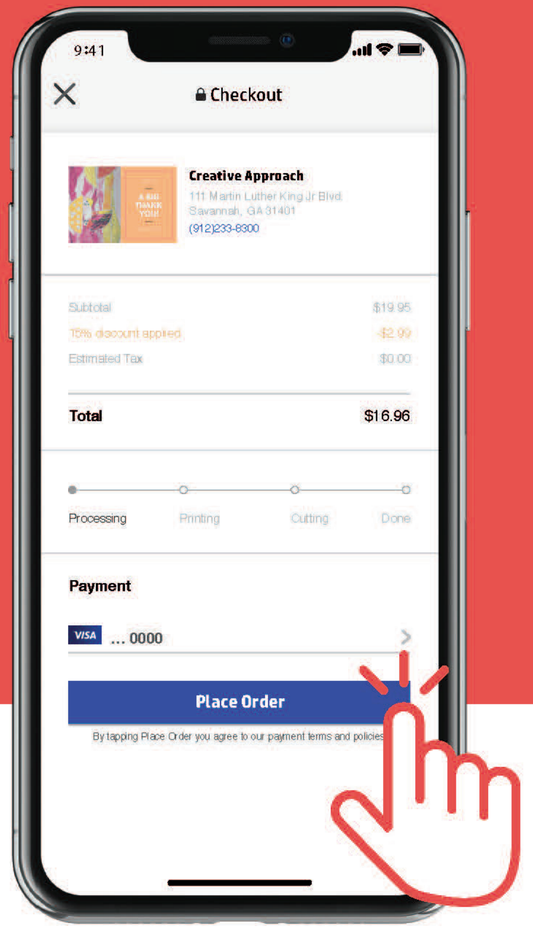
Canva

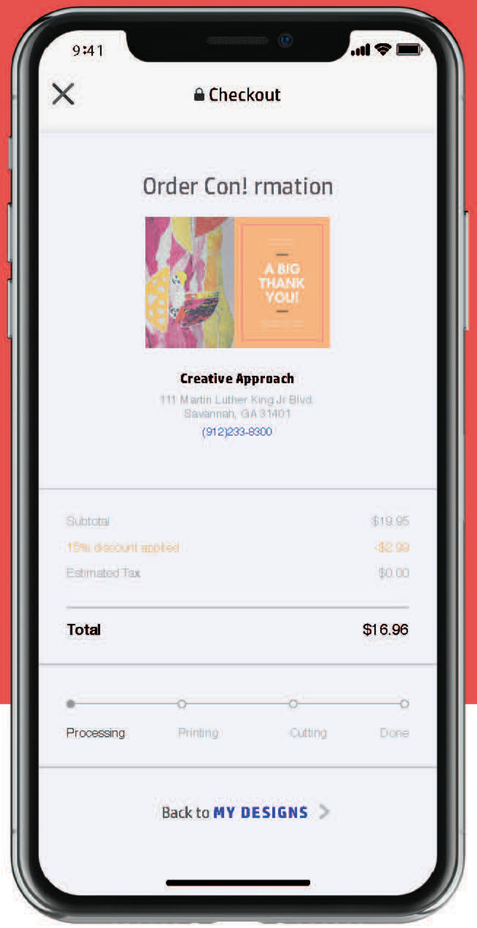

9:41
Collaborate & Create Amazing Graphic Designs
www.canva.com
A BIG THANK YOU!
Images
Camera Roll
Colors
Filters
Search 1,000,000+ images
FREE
Collaborate & Create Amazing Graphic Designs
www.canva.com
A BIG THANK YOU!
Images
Camera Roll
Colors
Used
Defaults


9:41
Collaborate & Create Amazing Graphic Designs
www.canva.com
How would you like to publish?
Save as image
Save as...
ALL PUBLISH OPTIONS
Facebook
Instagram
AR Preview
More
EXPLORE
MY DESIGNS
Emily Solano
My rewards
Current Projects
May 31, 2019
Canva Thank You Card
75% Complete
Past Projects
May 30, 2019
DIY Glitter Unicorn Banner
98% Complete
ink
! les
print
scan
add printer
EXPLORE
MY DESIGNS
LITTLE MATT'S GIVING YOU
A BIG THANK YOU!
YOU MADE HIS FIRST BIRTHDAY THE BEST
May 31, 2019
Canva Thank You Card
75% Complete
Print
Find a Printer Near Me
ink
! les
print
scan
add printer


9:41
Price
Location
Time
sustainable printing

Massie Heritage Center
The Savannah College of Art and Design
Price
Location
Time
sustainable printing
Creative Approach 1.3 mi away
408 Martin Luther King Jr Blvd
Opens until 9:00pm
Fedex .75 mi away
5 W Broughton St. Suite B
Opens until 9:00pm
Staples 2.6 mi away
11605 Abercorn St. Suite 100
Opens until 8:00pm

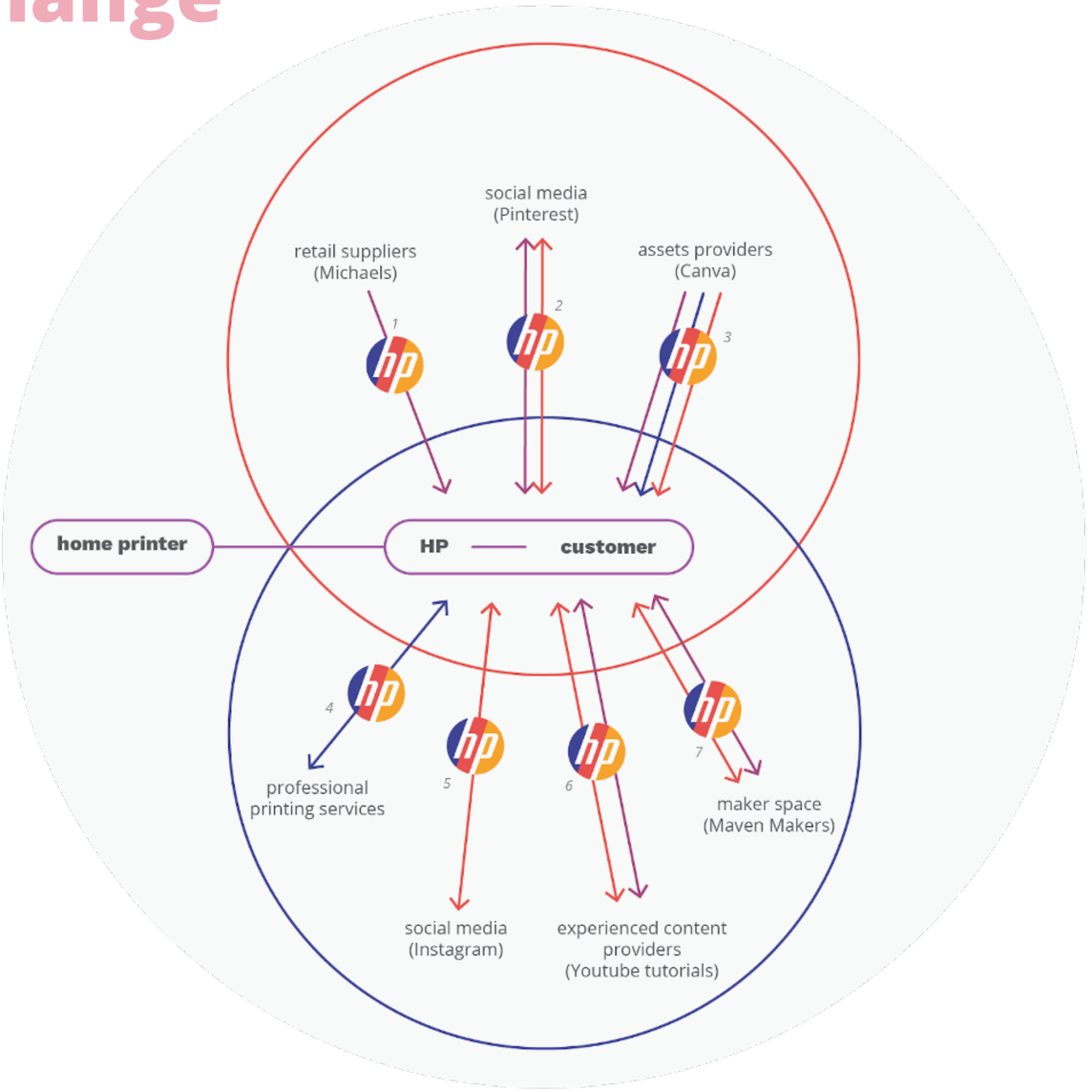

9:41
Checkout
Creative Approach
111 Martin Luther King Jr Blvd.
Savannah, GA 31401
(912)233-8300
Subtotal $19.95
15% discount applied -$2.99
Estimated Tax $0.00
Total $16.96
Processing
Printing
Cutting
Done
Payment
VISA ... 0000
Place Order
By tapping Place Order you agree to our payment terms and policies


9:41
Checkout
Order Con! rmation
Creative Approach
111 Martin Luther King Jr Blvd.
Savannah, GA 31401
(912)233-8300
Subtotal $19.95
15% discount applied -$2.99
Estimated Tax $0.00
Total $16.96
Processing
Printing
Cutting
Done
Back to MY DESIGNS

complete!

let’s zoom out

ecosystem map | value exchange



user journey | current

TIME	BEFORE					DURING						AFTER				
Physical Evidence	Phone	Phone	Laptop	Laptop	Laptop	Car	Craft Store	Craft Store	House	Printer	Crafting Materials	Crafting Materials	Crafting, House	Crafting Materials	Closet	Craft
Customer Actions	Receives calendar reminder of Father's Day.	Gets inspired to make Father's Day gift with daughter	Browses Pinterest for inspiration	Wants to make a collage card with family photos	Has difficulty finding stores with materials and locations to print photos	Picks up daughter from school and drives to Michaels	Does not find materials in Michaels, so she drives to JoAnn	Purchases crafting materials	Returns home and starts working on Father's Day craft with daughter	Prints photos for craft	Struggles to personalize decorations that go on craft	Finishes craft	Sees material mess from craft on floor	Doesn't know what to do with leftover materials	Collects and stores materials in closet	Husband receives gift and is very happy
Pain Points		Doesn't know how to get started			Lacks information of products and services		Has to visit several locations	Lacks DIY skills						Too much leftover material		Materials are stored away and forgotten
Frontstage Actions (people)						Michael's employee	JoAnn's employee	JoAnn's cashier								
Backstage Actions (people)			Pinterest support team		Google search engine	Store suppliers	Store suppliers									
Support Processes	Calendar app, internet, mobile carrier		Internet, Pinterest	iCloud	Internet	Store inventory and payment system	Store inventory and payment system									

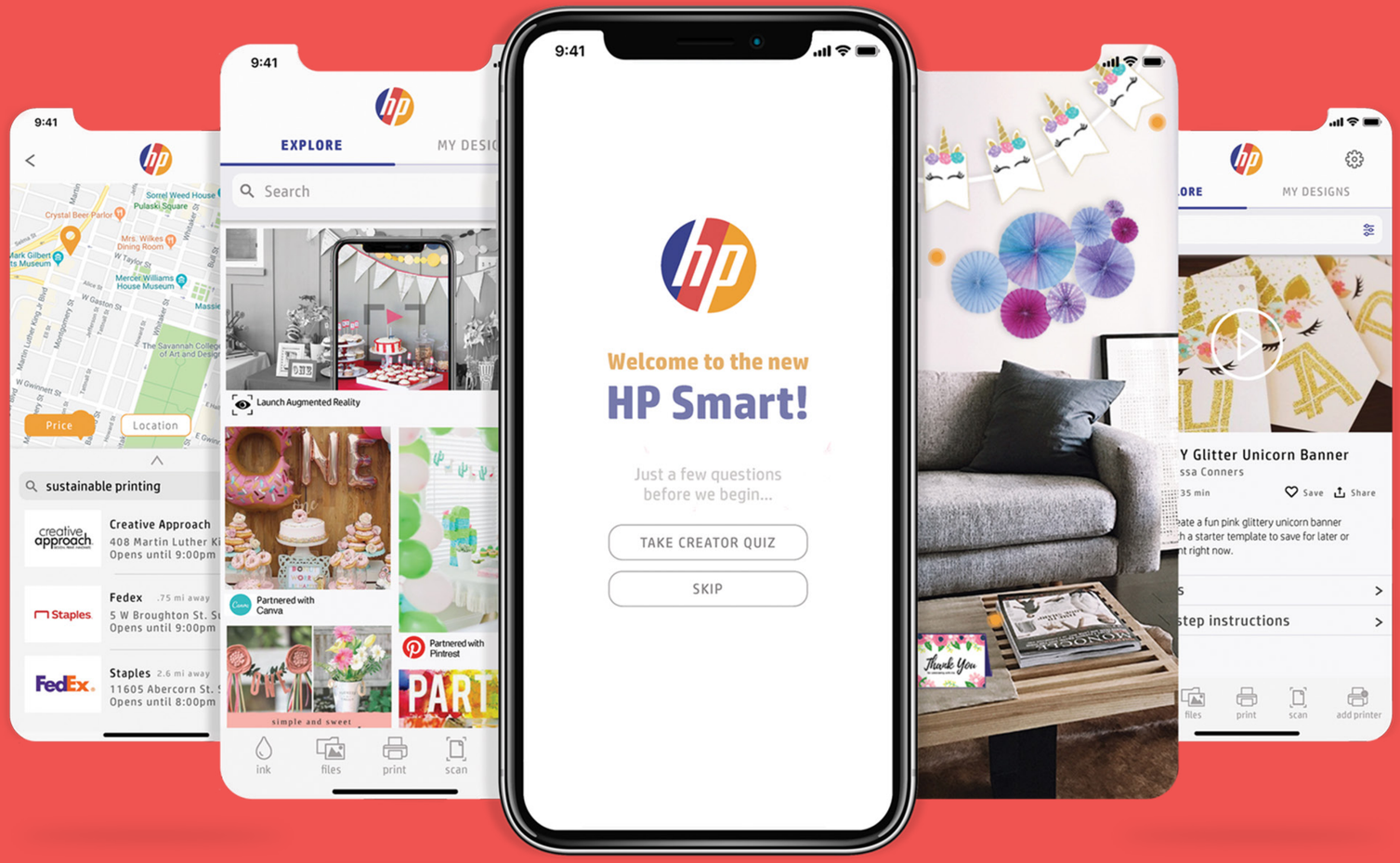
Line of Interaction

Line of Visibility

Internal Interaction

user journey |future

TIME	BEFORE				DURING												AFTER				
Physical Evidence	Phone	Phone	Phone	Phone	Phone	Phone	Phone	Phone Printer	Phone Printer	Phone	Car Phone	Decorations Guests	Phone Guests	Phone Crafts	Phone	Phone	Phone	Phone Printer	Phone	Car Cards	Cards Pen
Customer Actions	Receives and opens App notification about Abby's birthday	Scrolls through party themes and clicks into AR featured party package	Selects preferred themes via AR function and clicks on send to 'My Designs'	Accesses 'My Designs' page	Selects banner option, and customizes it	Browses banner templates and selects 'DIY Banner'	Watches tutorial videos and adds text and decorations to the banner	Customizes banner and verifies printer is connected to app	Printer prints banner	Generates shopping list for Michaels	Goes to Michaels to purchase party decorations and decorate home	Begins party and welcome guests	Takes photos and videos of kids doing crafts at party	Accesses 'My Designs' and scans art drawn from party guests	Selects and customizes 'Thank You Card' format using Canva	Sends project to 'My Designs' and searches for professional printing services nearby	Uploads designs to print shop and monitors order turnover time	Begins printing photos and stickers at home while waiting for order confirmation	Receives ready-to-pick up print order notification	Drives to print shop and picks up printed thank you cards	Returns home, addresses cards and mails them to party guests
Pain Points																					
Line of Interaction																					
Frontstage Actions (people)											Michaels Employees	Friends Family Children	Friends Family Children	Friends Family Children					Print shop Employees	Print shop Employees	
Line of Visibility																					
Backstage Actions (people)		Community Artists Partners	Community Artists Partners			Partners	Community Artists Partners			Partners	Michaels Stockroom Employees	Partners			Partners	Partners	Partners		Partners	Print shop Employees	Friends Family Children
Internal Interaction																					
Support Processes	HP App	HP App	HP App	HP App	HP App	HP App	HP App	HP App	HP App	HP App	HP App			HP App	HP App	HP App	HP App	HP App	HP App		


9:41
Price
Location
sustainable printing
Creative Approach
Opens until 9:00pm
Fedex .75 mi away
Opens until 9:00pm
Staples 2.6 mi away
Opens until 8:00pm
9:41
EXPLORE
Search
Launch Augmented Reality
Partnered with Canva
Partnered with Pintrest
simple and sweet
ink
files
print
scan
9:41
Welcome to the new
HP Smart!
Just a few questions before we begin...
TAKE CREATOR QUIZ
SKIP
MY DESIGNS
Save
Share
step instructions
files
print
scan
add printer