RPS Case Study

PROJECT DESCRIPTION

HP Retail Photo Solutions (RPS) was a retail self-service photo kiosk and an in-store photo studio that was rolled out in top-tier retail chains such as Walmart, Meijer, and CVS in the United States, and Tesco and Boots stores in the United Kingdom. At its peak, the HP RPS install base exceeded 5,000 stores worldwide.

HP RPS offered consumers the best way to get high-quality prints and creative projects from their digital images at retail locations where they already shop.

The RPS configuration was customizable, enabling retailers to specify the number of kiosks, specialty high-volume photo and large format printers, and photo product offerings for a particular store. HP RPS software was customizable for a given retailer and offered flexible configuration based on store locale, language, product offering, and provided seamless integration with the retailer's eCommerce site.

BUSINESS RATIONALE

Targeting the $35 billion-plus retail photo-printing market, the RPS Photosmart Studio provides a fast, simple and convenient way for retailers to manage high volumes of photo product orders from customer in-store and online sources. The goal was to implement a solution for retailers to grow revenue with a high-margin, high-value solution to revitalize their photo business.

Why an Agency

Because RPS was an R&D project, using contract labor made sense. Our resource count was able to increase and decrease to meet the needs of the development lifecycle. Beyond major software release cycles, Paradigm's support for HP RPS ran a course of nearly 10 years, from pilot project to full-blown program serving a global install base of over 5,000 retail stores, to eventual sunsetting and program closure. Paradigm's engagement with the HP RPS program was a true partnership, demonstrated by providing the right resources at the right time: smarting staffing that meets contingent staffing needs.

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PARADIGM'S CONTRIBUTION

Paradigm was able to aid in the development of this project using a one-time knowledge transfer. Using video, we met with Subject Matter Experts and learned all we could about the product. We evaluated and analyzed the product and helped define resource needs. Videos allowed us to train new team members as the project progressed.

Project Managers

Oversaw scope, schedule, resources and strategy for development and design of customer education materials for global technical, operator, and retail associate audiences. Directed team of technical writers, creative designers, database engineers. Reported to client Program Management and interface with program teams and Localization vendors. Represent the RPS business on pan-HP Content Management System steering committee.

Technical Writer

Working to schedule and strategy, interfaced with hardware and software SMEs to develop learning materials for technical service personnel, operators, and retail associates. Deliverables for field service technicians included device service manuals, field bulletins, onboard service videos and animations, and a standalone troubleshooting system with integrated part number database for efficient issue path resolution. Deliverables for retail associates included customized photo product assembly job aids, printer and software operating guides. Learning materials were customized and localized for retailer, locale, and language.

Video Producers

Developed, scripted, and taped high-quality product videos covering installation, service, and operation of a suite of specialty photo and large format printers, scanners, and display kiosks.

Instructional Design

Developed and delivered in-person, on-site, and customized training for service technicians and 'train-the-trainer' retail associate operators. Instructional materials developed using CCMS and single-source content shared with technical writing team for ease of customization, iteration, and publication.

Marketing Project Management

Managed retailer-specific eCommerce integration with the RPS software, including seasonal pricing and product campaigns, specialized photo product offerings, fulfillment and shipping workflows. Served as liaison with retailer and data analytics teams to track product sales and issues, forecasting supplies, and influencing photo product offerings, service improvements, and software updates.

Testers

Validated installation, operation, and product offering by retailer configuration. Verified onboard and online help system functionality and language compliance. Ran test scripts and report issues.

Designers

Developed graphic and visual assets for use in onboard animations, device icons, software user interface, stickers, manuals, bulletins, job aids, and guides.

Field Service Technicians (L1, L2, L3)

Handled installations, configuration, upgrades, service calls, and training support. Field service technicians served as SMEs for technical writers and reported field issues for inclusion in troubleshooting and service content.