

## Ink Services Case Study

### PROJECT DESCRIPTION

HP Ink Services includes HP Instant Ink, a subscription ink replacement service, and HP Auto-Replenishment Services (ARS), which partners with distributors such as Amazon's Dash Replenishment program for integrated online ordering. Ink Services solutions aim to save consumers money and make ordering and replenishment easy.

HP Instant Ink offers different subscription plans based on the number of pages you print. When you enroll, your HP printer monitors printing usage and HP Instant Ink quickly ships new cartridges when ink runs low. Included in the subscription are new ink cartridges, recycling, and shipping. Amazon's Dash Replenishment enables smart, connected devices to measure supply consumption and then signal an automatic reorder of supplies from Amazon before they run out. HP printers with Amazon Dash technology can be set up to automatically reorder ink when running low.

### BUSINESS RATIONALE

With multiple Ink Services on-ramps, distributors, order workflows (web, mobile, and app) and supported devices, the Ink Services team needed a unified and consistent experience for their customers. In addition, technical integration with distributors added a layer of complexity to the project.



### Why an Agency

The HP Ink Services mission is to facilitate easy, online ordering and delivery of ink supplies. Beginning as a pilot program, Paradigm contract staff were initially engaged to meet growth opportunities. Our contributions resulted in increased enrollment through a user-friendly web portal and widely distributed subscription platforms such as mobile apps. The development of smart devices – printers that can connect and share information wirelessly – opened the gateway for new retail partnerships, such as with Amazon Dash. To support this new technology, Paradigm again met the client's resource needs by providing a flexible staffing solution that included associates with a strong understanding of designing and developing for IoT environments.



## Ink Services Case Study

### PARADIGM'S CONTRIBUTION

Paradigm supports this project with a cross-discipline team of creative designers whose collaboration ensures a consistent user experience throughout the entire Ink Services ecosystem.

#### User Experience Designers

Capture requirements and, using research and user-centered design, define the entire customer experience journey of Ink Services solutions. Describe the workflows and interactions from initial promotion to enrollment to fulfillment. Present findings to program teams and stakeholders. Provide specifications, mockups, and wireframes to development and design teams.

#### Interaction Designers

Create prototypes and interactions for each solution on various platforms (desktop, mobile, app) and operating systems (Windows, iOS, Android). Interface with development teams to ensure designs and interactions are implemented, or where necessary, modified by agreement to meet development timelines, feasibility, and future scope planning.

#### Visual Designers (Digital)

Develop consistent, brand-compliant visual assets such as iconography, transitions, and motion graphics. Develop and maintain pattern libraries. Produce presentations outlining user experience workflows, partner on-ramps, and user metrics.

#### Print & Packaging Designers

Create retail store materials (tent cards, shelf displays, banners) for marketing communications, customer engagement, and registration. Design and develop in-box print collateral materials for supplies ordering, promotions and incentives, and recycling messaging.

#### Chemical Technicians

Perform formulations or analysis of materials and components using standard chemical/laboratory instrumentation for R&D, product development, and manufacturing activities.