



# Hongkong Post User Research and User Centered Design Pilot Project August-November 2009



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## Policy Agenda, the 2008-09 Policy Address

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... encouraging the use of design to add value to our goods and services and Government's interface with the public...

**Donald Tsang, Chief Executive, The Government of the HKSAR**



## Objective

The objective of the project is to adopt the **user-centered design** research approach to public services and to apply the concept at the Mongkok Post Office with a view to:

- **Understanding users' needs: Users, in this context, include both customers and post office staff**
- **Providing a better user experience**
- **Improving the operational efficiency**



# Scope

## The scope of the project covers:

### User Research:

Conducting research at Mongkok Post Office and Tsim Sha Tsui Post Office by interviewing 70 users (including customers and staff)

- To gain a broader perspective of how business and personal needs differ according to location of the post office.

### Design Strategy:

- The recommendations will form the cornerstone of a service improvement plan for Mongkok Post Office which Hongkong Post may choose to develop and implement on its own, or in conjunction with HKDC/ Kaizor Innovation under a separate agreement.

### Training:

- For the purpose of acquiring knowledge about design tools and methodologies on service improvement.



## Activities

**20 Aug 2009**  
**Kick-off workshops**

**Sep - Oct 2009**  
**User Research: Interviews at Mongkok and TST offices staff of frontline and Senior management team**

**5 & 7 Oct 2009**  
**User Debrief workshops: Efficiency Unit and Hongkong Post**

**8 Oct 2009**  
**Design Strategy Workshop**

**29 Oct 2009**  
**Final Presentation**



# Hongkong Post User Research and User Centered Design Pilot Project

## **Kick Off Seminars & Workshops**

20 August 2009



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## Seminar: Attended by 50 staff at different levels of Hongkong Post





## Seminar by founder of Kaizor Innovation Ms Elaine ANN



### The Seminar covered

- 1) Introduction of User-centered Design (UCD) concept
- 2) Purpose of UCD approach to public services
- 3) Benefits and results of UCD
- 4) Reference cases of similar projects globally
- 5) Implications of the UCD Project to Hongkong Post



## Interactive discussion with Senior Management team





## Interactive discussion with Decision Makers



### It identified:

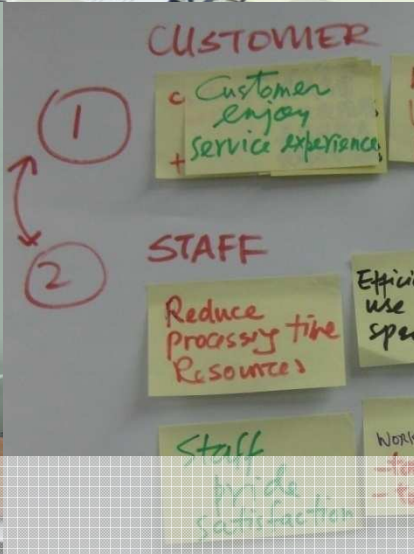
- Current problems with Hongkong Post stakeholders
- Goals and priorities of this project
- User research objectives: Items Hongkong Post would like to find out via User Research
- Recruitment criteria of Target Customers



# Goals and priorities as defined by Hongkong Post



# Involvement of Operation Staff



20-Aug-2009



# Hongkong Post User Research and User Centered Design Pilot Project

## User Research

August & September 2009



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# User Research: Observations of People





## User Research: Observations of People





# User Research: Observations of Environment





# User Research: Observations of Environment





# User Research: Observations of Facility





# User Research: Observations of Facility





## User Research: Interviews



**3 WEEKS** Interview with Users

**70** Users:

**49** Customers

**21** Staff



User interview is used to identify:



- How users are accessing current products and services



- Areas for improvements or innovation



- Opportunities for new products and services that will address a user need



## User Research: Interviews



Interviews and observations were conducted with different users in various post offices and other locations such as user's workplace:

**Since the object of design research is rarely to produce statistically valid data, the focus of recruitment for user research should be on gathering insights from a diverse group of potential users.**



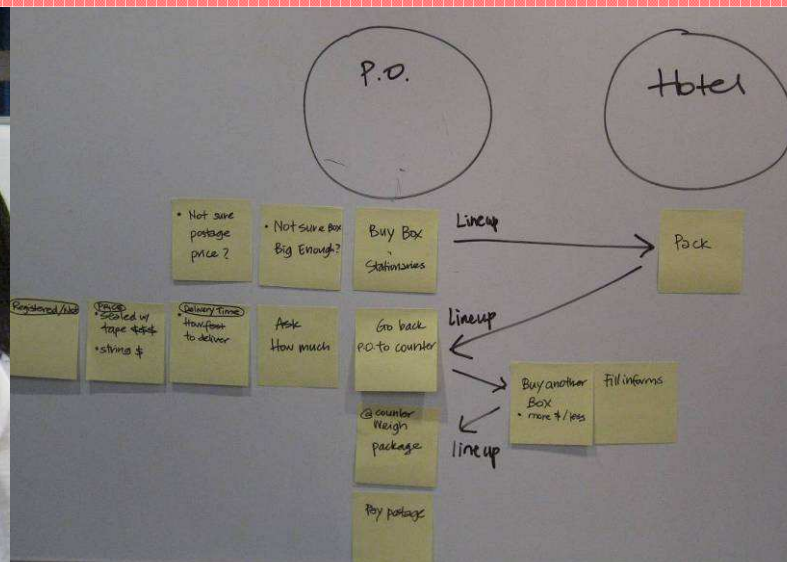
# Defining Personas



28-Sep-2009 to 02-Oct-2009



# Brainstorming



25-Sep-2009



# Mind mapping



08-Sep-2009



## Gaining Feedback: Discussion with Efficiency Unit, HKSAR Government



Hongkong Post User Research  
and User Centered Design  
Pilot Project

**User Research Debrief  
& Design Strategy  
Workshops**

07 to 08-Oct-2009



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# User Research Debrief: Sharing Research Insights and Inspirations on Redesign





# User Research Debrief: Understanding User Experience and Gaining Feedback from Staff





# Design Strategy Workshop: Live Sketching and Brainstorming





# Design Strategy Workshop: Co-creation, Role-playing and Concept Development





# Hongkong Post User Research and User Centered Design Pilot Project

## Final Presentation

29-Oct-2009



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# Participatory involvement of Directorate Team – Hongkong Post and Efficiency Unit





## Final Presentation by Kaizor Innovation



**“User-Centered Design,** when used as a strategy, creates immense business value for increasing business competitiveness.. **Design is no longer a subjective and aesthetic opinion, but now has research to back up and justify the decision making process...**” *Elaine Ann, Founder of Kaizor Innovation*



## Interactive Discussion Facilitated Communication Between All Levels



08-Oct-2009 AM



## Interactive Discussion



The deliverables comprised, among other things, a project brief for appointing an interior design firm to re-design and renovate Mongkok Post Office for providing a satisfying user experience and improving operational efficiency.



# Recommendations on Spatial Design with specific attention to how people should best use the space and interact with the environment addressing user needs while maximizing Post Office efficiency



ZONING DIAGRAM: Scheme 1 - Enquiry at Entrance

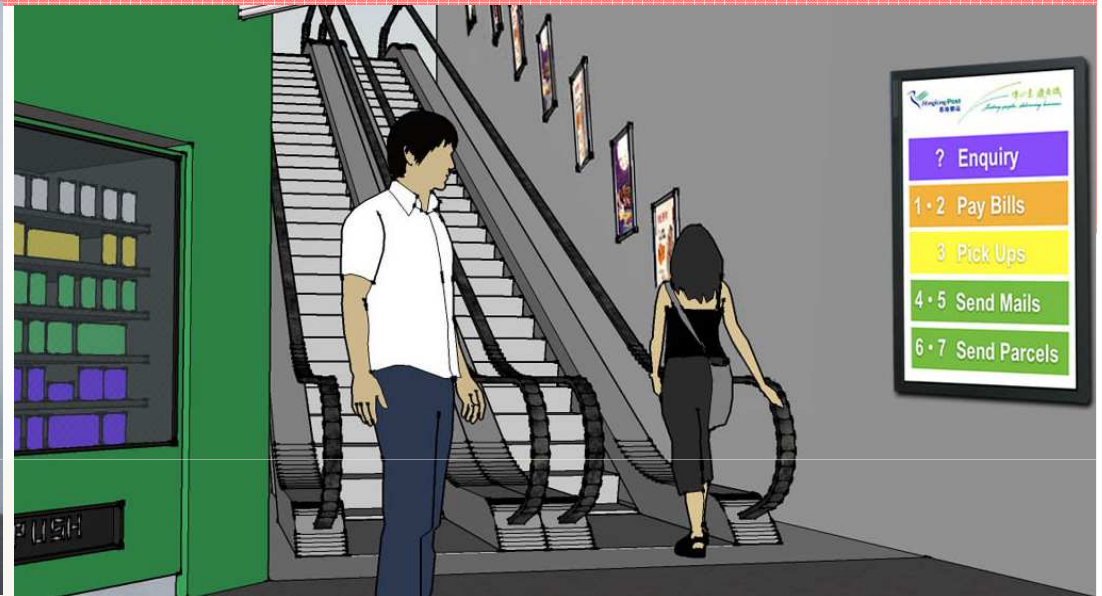


## Design Concepts to Visualize and Demonstrate What Design Can do to Improve





# Design Concepts





# Design Concepts



**Collaborating Parties:** HKDC Acting Executive Director Mr S H Pau, Deputy Postmaster General Mr Y F Chan, Postmaster General Mr Clement Cheung, Deputy Head of Efficiency Unit Mrs Patricia Lau, Founder of Kaizor Innovation Ms Elaine Ann (from Left to Right)





**Acknowledgements:** HKDC would like to thank the following organisations for their support and valuable contributions to the project:



## Project Team

### **Kaizor Innovation:**

Elaine Ann  
Carmen Tsui  
Marcus Lui

### **Hong Kong Design Centre: Design Promotion Team**

Susanna Pang  
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