Hongkong Post User Research and User Centered Design Pilot Project August-November 2009
Policy Agenda, the 2008-09 Policy Address

... 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
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
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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>20 Aug 2009</td>
<td>Kick-off workshops</td>
</tr>
<tr>
<td>Sep - Oct 2009</td>
<td>User Research: Interviews at Mongkok and TST offices staff of frontline and Senior management team</td>
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<tr>
<td>5 &amp; 7 Oct 2009</td>
<td>User Debrief workshops: Efficiency Unit and Hongkong Post</td>
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<tr>
<td>8 Oct 2009</td>
<td>Design Strategy Workshop</td>
</tr>
<tr>
<td>29 Oct 2009</td>
<td>Final Presentation</td>
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Hongkong Post User Research and User Centered Design Pilot Project

Kick Off Seminars & Workshops

20 August 2009
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

1. CUSTOMER
   - Customer Experience
   - Service Experience
   - New Image
   - Modern User-Friendly Design
   - To enhance customer experience and satisfaction
   - To improve work efficiency
   - Reduce no. of enquiries - 2%
   - Work safety - too tight, too heavy (tools)
   - Staff pride & satisfaction

2. STAFF
   - Efficient use of space
   - Staff pride & satisfaction

3. INCREASE BIZ
   - Business increase
   - More business

4. SUCCESSFUL CASE
   - Showcase for HK Post role model
   - HK Service
Involvement of Operation Staff
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User Research

August & September 2009
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 user needs
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
Mind mapping
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
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
Participatory involvement of Directorate Team – Hongkong Post and Efficiency Unit
“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
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
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:
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