

Reinventing the magic of printing.

HP designs consumer-friendly mobile app to personalize printing processes using Adobe Creative Cloud for enterprise, Adobe Stock, and Adobe XD CC.



"We wanted to create an app that fits into people's mobile-oriented lives. Adobe Creative Cloud for enterprise gives us the tools we need to create new, fun ways for people to manage and access their digital content."

J.D. Knight, UI Designer, HP

SOLUTION

Adobe Creative Cloud for enterprise

RESULTS



CONSOLIDATED app prototyping



Provided **UNIVERSAL** access to icon library



Communicated functionality with **IMAGERY**



Easily **COLLABORATED** on app design



HP, Inc.

Established in 1939

Employees: 50,000

Palo Alto, California

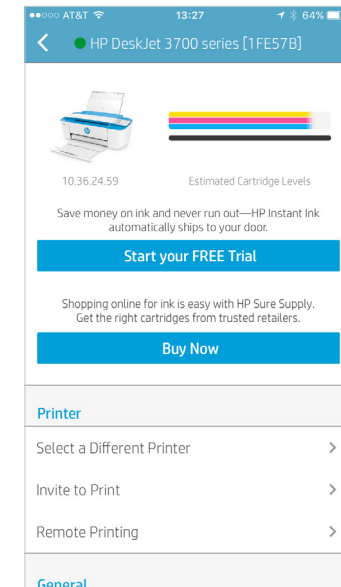
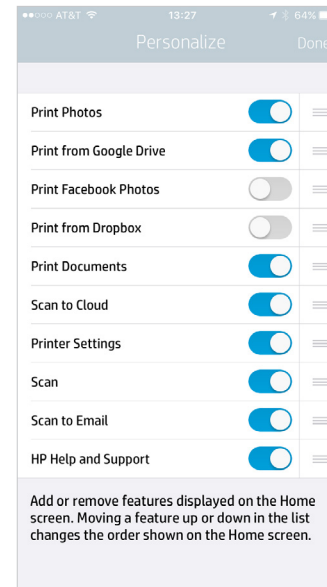
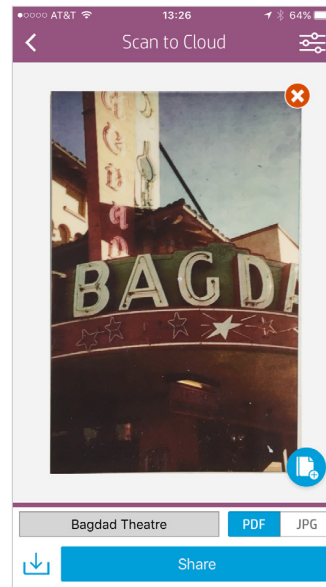
www.hp.com

CHALLENGES

- Prototype mobile apps using one solution
- Address inconsistent iconography among apps
- Locate images that convey purpose

USE CASES

- Mobile & UX Design
- Design Efficiency
- Collaboration



App-driven printer control

The days of having a printer plugged into a computer to print documents are long gone. Today, users expect to wirelessly connect any device to a printer and easily print or scan to and from multiple sources. Functionality that consumers never even thought about just a few years ago is commonplace today, and HP is exploring even more ways to create experiences that delight customers.

HP is renowned for its industry-leading printers and accessories. For the past 10 years, J.D. Knight, has helped evolve the user interfaces on the company's devices. Over the course of a decade he created printer screen animations, developed animated printer demos, and designed countless user interface animations. Last year, he was brought into the Global Experience Design department, working with Creative Director David Dresen, whose teams were responsible for designing the mobile app that interfaces with HP printers.

The HP Smart app can control the company's printers and is the mobile app that users download to help with printer setup and to add device functionality. The app enables users to check printer ink levels, share a printer with other users, and access web services, reports, and tools. It also provides the convenience of scanning to different destinations and printing from various sources—including a camera roll, Facebook, or cloud storage accounts—without ever touching a computer.



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J.D. Knight, UI Designer, HP

Prototyping and app evolution

In his new role, Knight is focused on evolving the app to include more functionality. He and Dresen are working on global UX and VX standards for the HP family of apps. The team works closely with marketing and development teams to continually improve the overall functionality and experience of the app.

The Global Experience Design team uses Adobe Creative Cloud for enterprise apps and services to support many of its projects. In addition to using desktop apps such as Adobe Photoshop CC and Illustrator CC for graphic design, the team also takes advantage of Adobe Creative Cloud Libraries to share assets among team members, Adobe Stock for convenient access to stock imagery, and Adobe XD CC for app prototyping.

For the first app redesign, the team used multiple prototyping tools. Dresen and Knight were watching the ongoing development of Adobe XD and were intrigued by the prospect of moving to an Adobe tool that could eventually handle all prototyping, from basic layout to accessing some mobile device functionality. As soon as the first HP app update was complete, Knight moved all of the screens into Adobe XD. New assets are built in Illustrator, exported as SVG files, and imported into Adobe XD.

"Adobe XD CC was looking like a one-stop shop for app prototyping and I wanted to be a part of the experience," says Knight. "After nearly completely prototyping the app in Adobe XD CC I was able to export a working prototype URL to share with David and the rest of the team members working on the Android and Windows development."

Collaboration and consistency

The app enables users to direct many activities using their mobile device. There are different teams responsible for everything from the flow that initially gets users into the app to the scanning and printing experiences. All iconography for the app is put in Adobe Creative Cloud Libraries and shared with the team so everyone has access to the most current content.

"The collaboration features in Adobe Creative Cloud for enterprise were the main reason we wanted to get this solution deployed at HP," says Dresen. "We have up to 140 people in the organization globally that we'd like to see using Creative Cloud Libraries. The success we've had to date is a strong proof point to help make that happen."

Consumer-friendly app design

Knight and the Global Experience Design team redesigned the HP Smart app with a more consumer-friendly tile structure. "The app previously offered base functionality presented in more of an engineering-type design that showed copy, fax, and scan options surrounding a printer in the center of the screen," says Knight. "It was uninteresting and didn't encourage interaction or delight users."

SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise. Apps used include:

Desktop: Adobe Illustrator CC, Adobe Photoshop CC, Adobe XD CC

Services: Adobe Creative Cloud Libraries, Adobe Stock

The new tile layout features colored tiles for different functions and image tiles representing content types. The design lets users have their own photographs displayed in the app for more personalized experiences. To get started, Knight used Adobe Stock to find images that fit the different themes and were in line with the user content that would appear in the tile. The Adobe Stock imagery makes it easy for users to see the kinds of images they might use to make the app more their own.

"I used Adobe Stock to find the images I wanted right from within Adobe Illustrator CC and then shared the watermarked images with the rest of the team," says Knight. "When we figured out what we liked and got approval it was easy to buy the license and the watermark disappeared. It was really cool."

Useful feedback drives development

Knight and the team continue to provide valuable feedback to the Adobe XD team that will benefit HP's app prototyping efforts. The ongoing development of Adobe XD will also make the tool more collaborative and robust, so HP can continue inventing new useful experiences for consumers that they never even knew they needed.

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For more information

www.adobe.com/creativecloud/business/enterprise.html

www.adobe.com/products/experience-design.html

<https://stock.adobe.com>



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