

*USER EXPERIENCE(UX)
RESEARCH*

THE HONGKONG POST



1. INTRODUCTION

- Hongkong Post is a government-operated postal service, established in 1841.
- As to 2023, there are 122 post offices across the region.
- According to the 2022/23 annual report, Hongkong Post processed 773 million mail items in both local and international mail, averaging 2.12 million items per day.

- Hongkong Post provide a wide range of services



Philately service



Logistics: speed post, parcel collection



iPostal Kiosks & “EC-Get” service



Domestic and International mailing



Bill Payments service

- Purpose: Evaluating its counter services provides insights into operational efficiency and customer experience.

2. SERVICE PROVIDER SELECTION

2.1 Why selected, as

- Hongkong Post is an essential role as a postal service.
- Offering mail and logistics services across a widespread network.
- Serves both residents and businesses.
- Provide diverse Services, including mailing, payment, logistic and business solutions.

2.2 Experience and observations of visiting:

Figure 1: Crowded Waiting Area



Figure 2: Limited space



Figure 3: Long queue



Figure 4: Only one counter operational



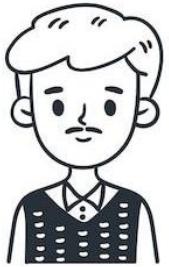
Figure 5: Most Customer prefer counter service to interact with staff



Figure 6: Digital postage vending machine underutilized



3. PERSONAS, KEY FINDING & INSIGHTS



Persona A:
Hongkong Post
Staff

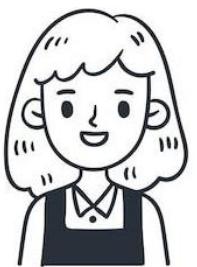
Needs: Add more staff to share the counter service workload

More efficient management to reduce the delay service

Pain point: Understaffing - Only one counter is operational during peak hours

Overwhelmed Workload - when handling with multiple service types

Values: Efficiency



Persona B:
Mailing & Parcel
Customer

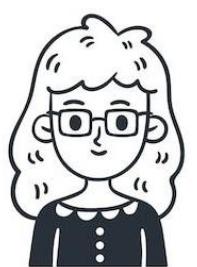
Needs: Fast and efficient service

Pain point: Long queues & wait times

Limited Operating Hours

Behaviour: Visit post office on Saturday morning

Values: Speed, efficiency and Convenience



Persona C:
Bill Payment
Philately Customer

Needs: Quick and efficient service, Limited staff availability to assist

Pain point: Unfamiliarity to use digital postage vending machine

Crowded and uncomfortable waiting area

Behaviour: Prefers counter services for reliability

Values: Convenience and speed.

❖ Key Insights:

- **Post Staff:** Overworked, stressed due to understaffing.
- **Mailing & Parcel Collection Customer:** Faces long queues, limited-service hours.
- **Bill Payment & Philately Customer:** Prefers counter service but frustrated by long wait times.

❖ Key Findings:

- Operational inefficiencies due to understaffing.
- Limited space and uncomfortable waiting areas.
- Over-reliance on counter services due to unfamiliarity with digital machine.

4. CUSTOMER JOURNEY MAP

Stages	Awareness	Arrival	Queueing & Service	Completion
Goal & Action	Decides to visit the post office	Enter the post office	Join the queue ; Reaches the counter	Completes the task and exits
Emotions	Expect 😢😢😢	Confuse 🤔🤔🤔	Frustrated 😔😔😔	Dissatisfaction 😡😡😡
Pain Points 1	Only one counter operational	Crowded waiting area & limited space	Slow-moving lines due to limited counters	Prefer on counter service but Lack of staff
Pain Points 2	Understaffing, Limited opening hours	Long queue	Long wait times, Service delay	Unfamiliarity with Self-Service

Mon to Fri	9:30 am - 4:30 pm
Sat	9:30 am - 1:00 pm
Sun	Closed
Public Holidays	Closed



Key Pain Points:

➤ Operational Inefficiency:

- Understaffing leads to delays and overwhelmed staff
- Only one counter open during peak hours.

➤ Space Constraints:

- Limited physical space causes congestion and discomfort.
- Poor layout design restricts movement.

➤ Over-Reliance on Counter Services:

- Low awareness of self-service options like vending machines.
- Lack of staff guidance for using alternative services.

➤ Peak-Hour Bottlenecks:

- Restricted operating hours lead to customer congestion during peak hours.
- Long wait times and frustrated customers.

5. RECOMMENDATIONS

1. Staffing & Resource reallocation

- Arrange additional staff during peak hours.
- Assign one staff to guide and assist customers

2. Extend Service Hours

- Extend the closing hours on weekdays from 4:30 to 5:30.

3. Redesign Waiting Area & Queue Management

- Redesign the layout expand waiting area.
- Provide clear queue signage and markers to organize queues

6. CONCLUSION

Nowadays, Hongkong post provide a diversify service to meet customer needs, optimize the operation and overall experience to ensure Hongkong Post provide a fast and reliable service experience for customer, enhance service efficiency and customer satisfaction.