

Data-Driven UX of HP Singapore

INTRODUCTION

HP Singapore is a leading technology company specializing in **personal computing and printing solutions**. It is known for its innovation in creating high-performance products such as laptops, desktops, and printers. We reached a cooperation intention with HP Singapore and proposed targeted **user experience improvements** based on **real enterprise background data**.Based on the data, we will **optimize the navigation path** and **enhance the visual guidance** of the interactive interface.

GROUP MEMBER



User Experience
product innovative design

ZJU X HP.sg



Our team consists of students majoring in Industrial Design. Each member contributes their unique skills and expertise.

DATA ANALYSIS

PART01. Overview of HP.sg

HP SG 2023 Annual Sales Map



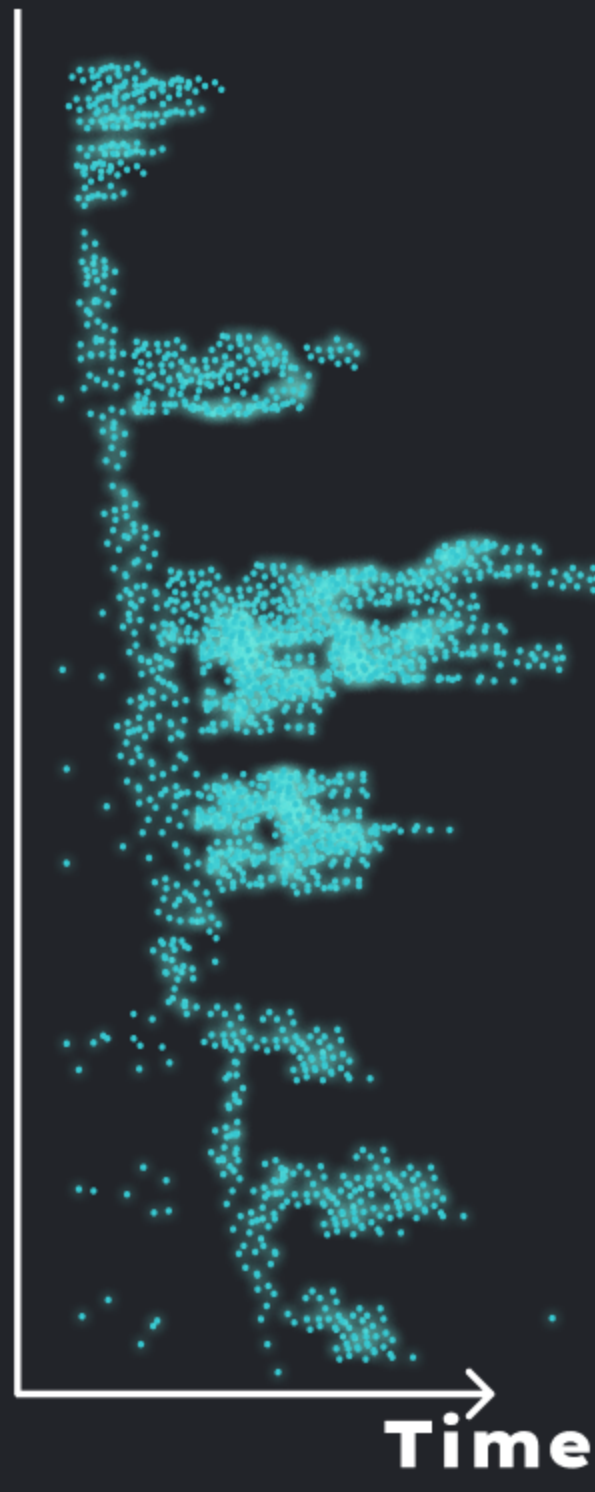
Areas closer to the city center and some in the southeastern part show stronger sales performance.

HP.sg's performance in terms of **existence time, influence, and fan base** on LinkedIn, Facebook, Instagram, X, YouTube, and TikTok.



As a result,we chose to analyze the data from **LinkeIn** and improve the UI accordingly.

PART03. Detailed Analysis

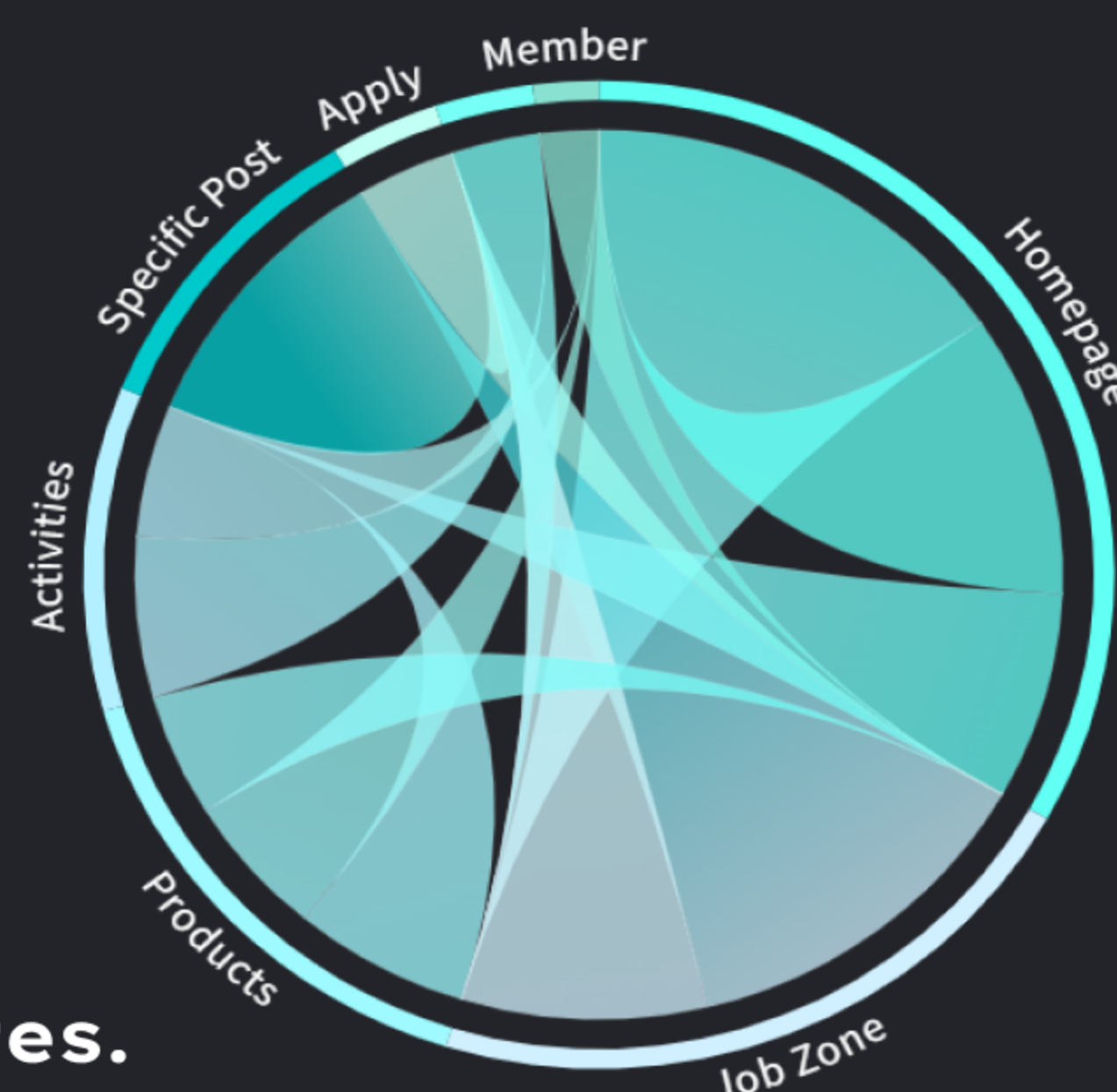


Overview
3rd Home
1st Products
2nd Activities
Member
Recruitment
Others

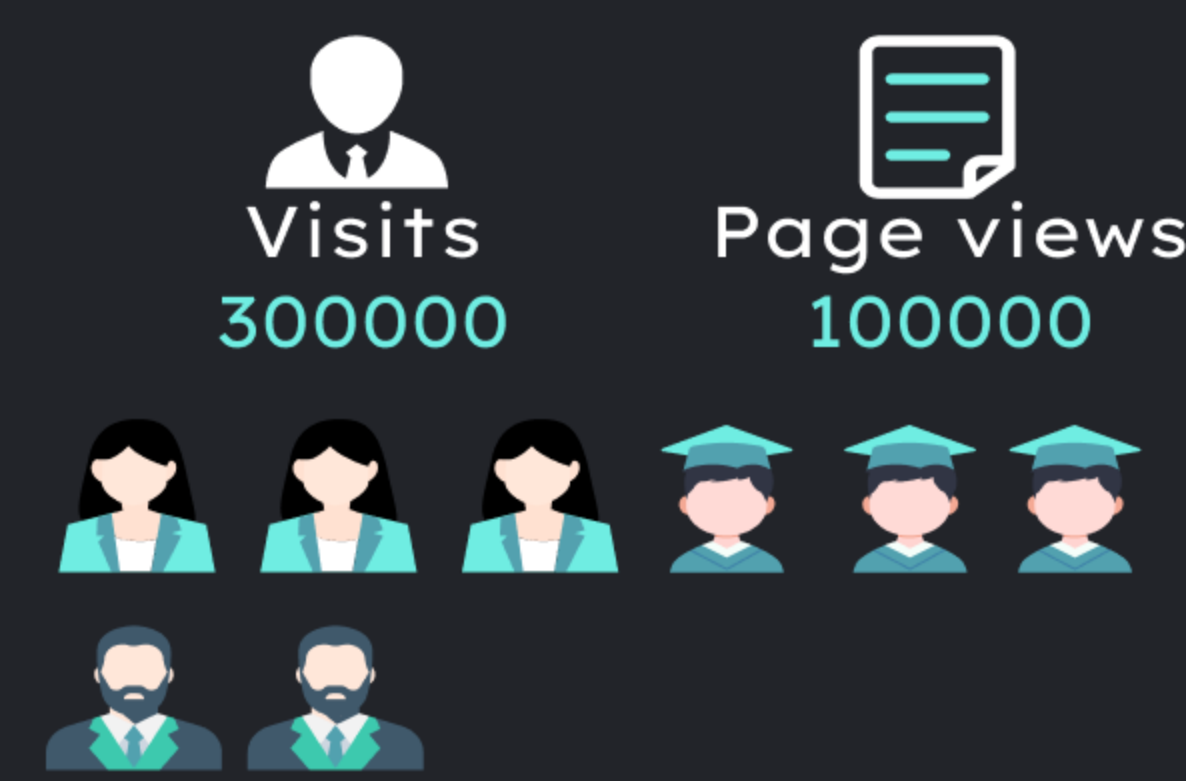
Heat Curve
Strong interest in product information and company updates.

Chord Diagram

Analyzed typical **user navigation** between sections on the HP LinkedIn page to help understand user **engagement paths**.

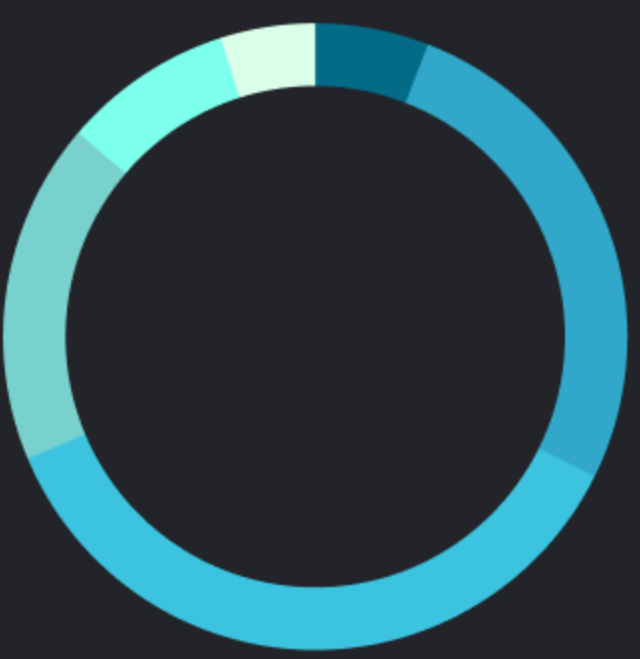
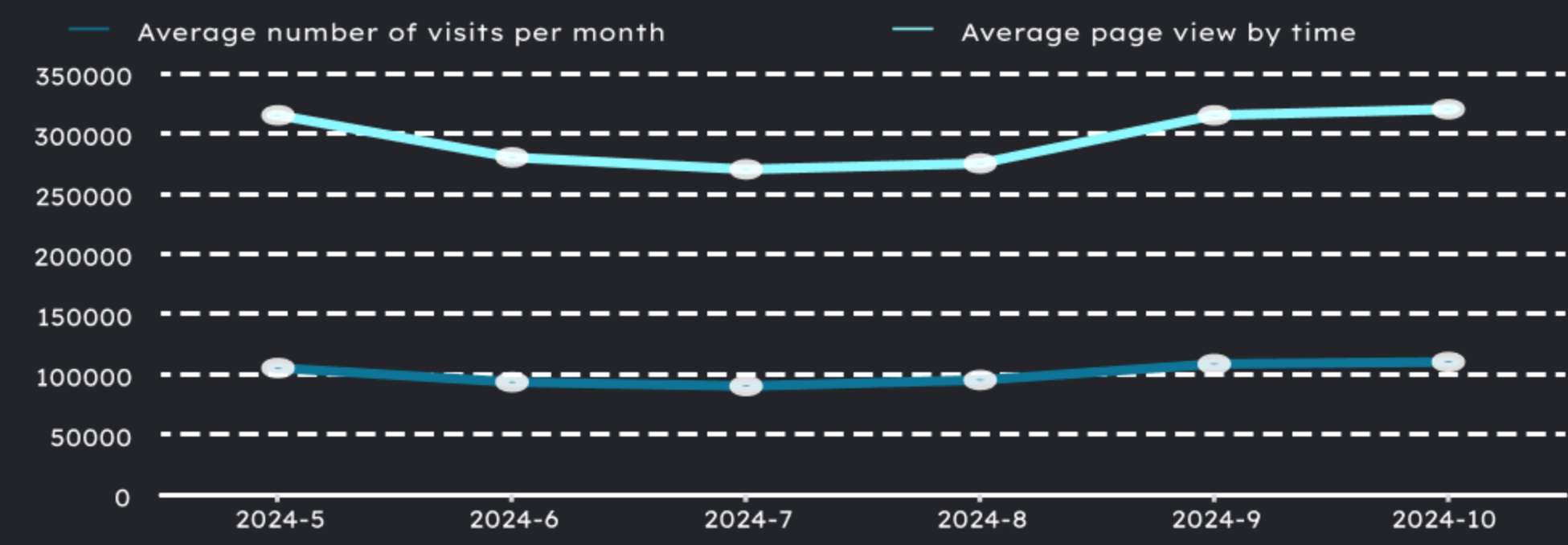


PART02. Data overview

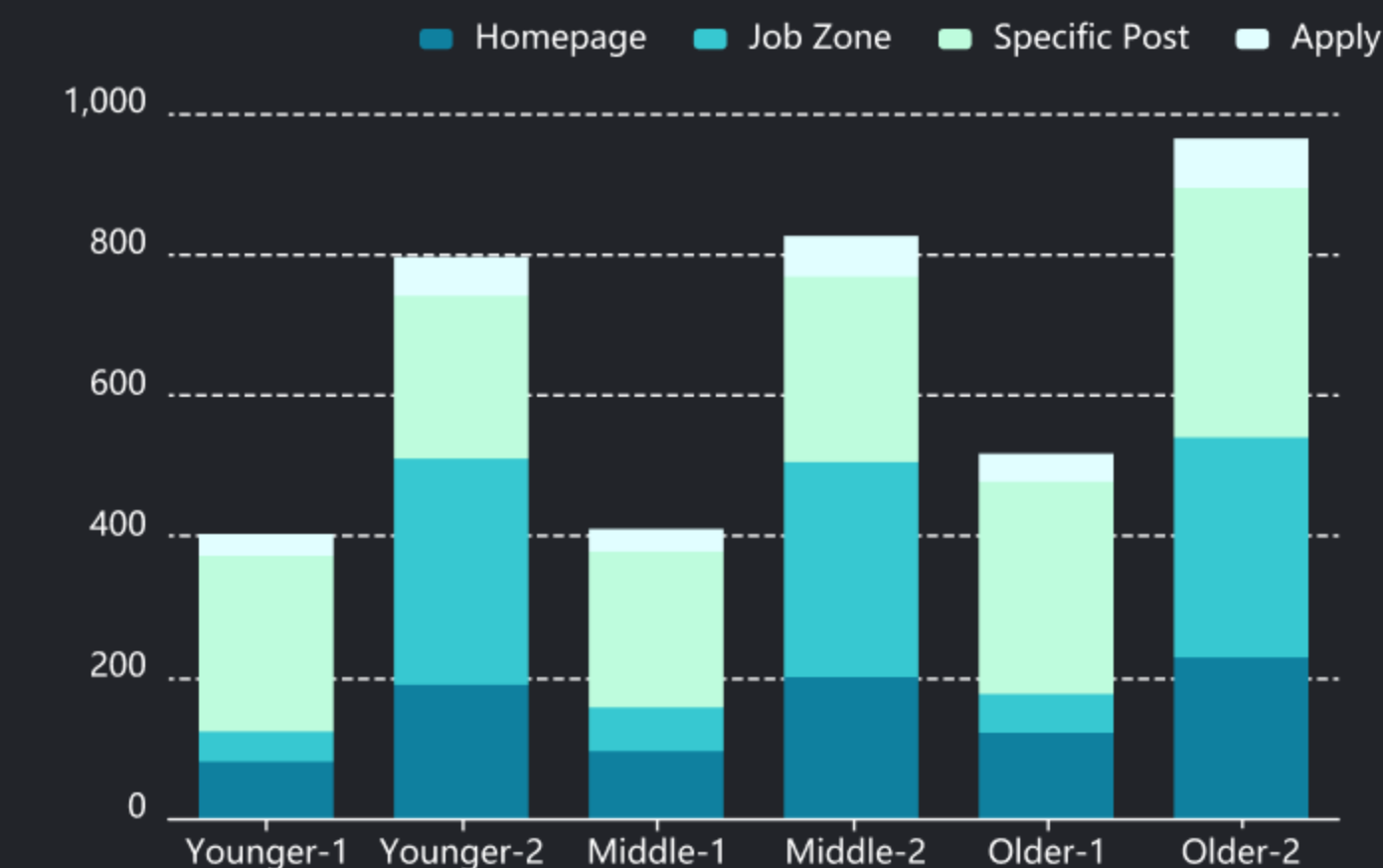


User Age Distribution

Singapore is a country with notably **long working life**, so the main users are the middle-aged group of **30 to 50 years old**.



From the 2024 data, user engagement fluctuated mid-year but showed an **overall upward trend**.



Operation Time

Certain user groups in the Older and Younger age ranges show greater interest in **job-related pages** (such as Job Zone and Specific Post).

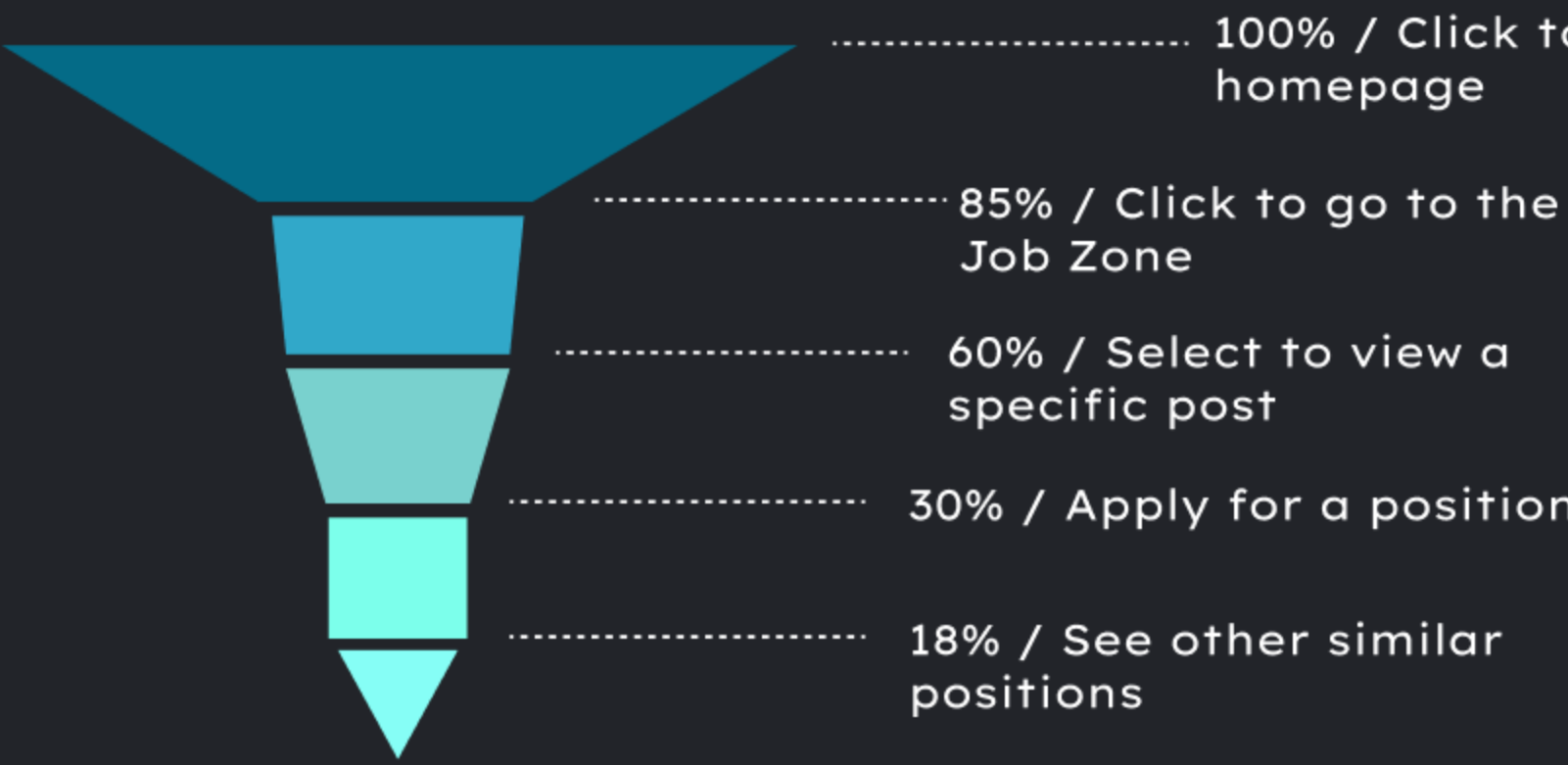
Word Frequency Chart

User pay more attention to content such as **Inn.& Tech**.

The frequency of words guide into the design of interfaces like **product information page**.

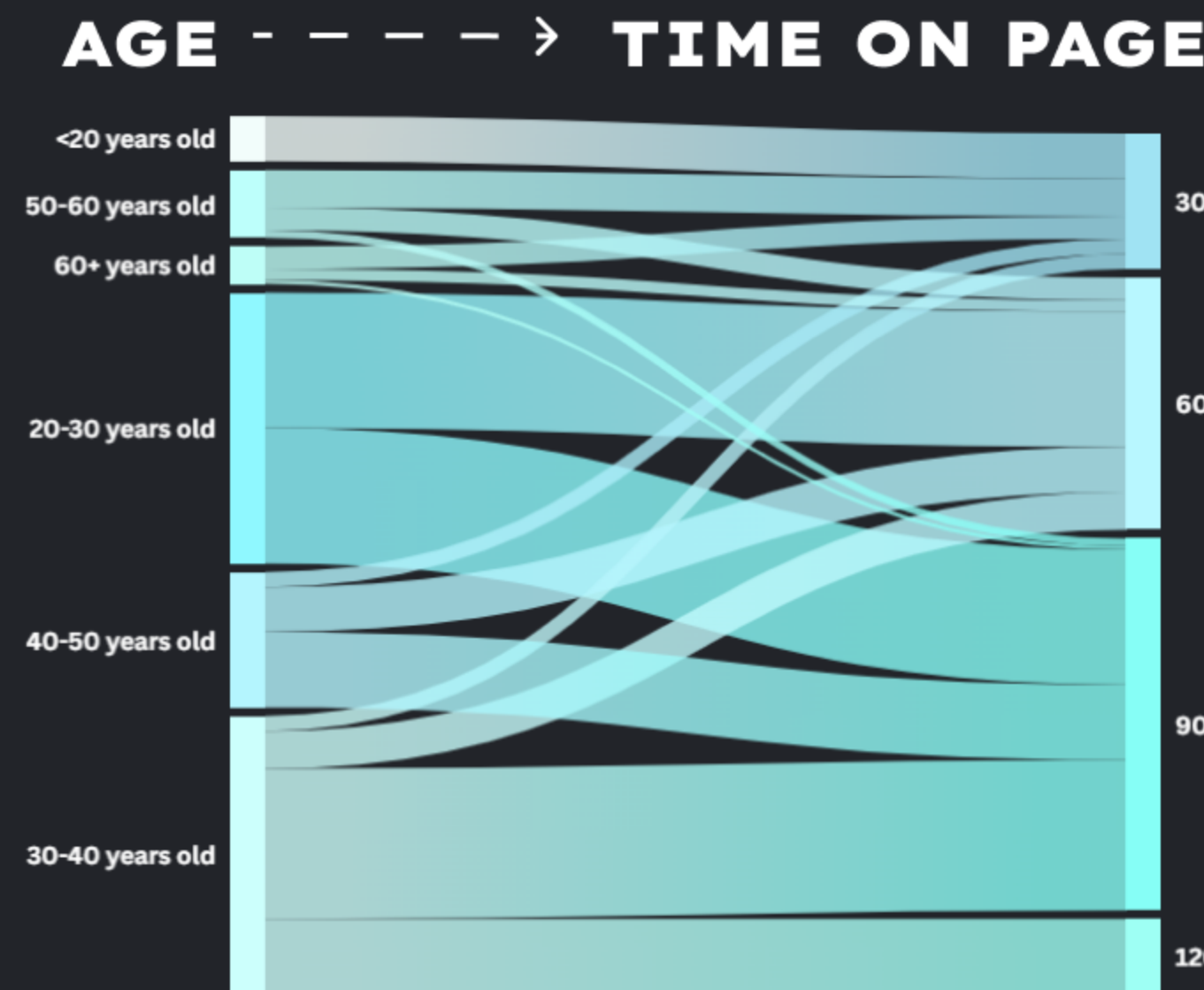


User Retention Funnel Analysis

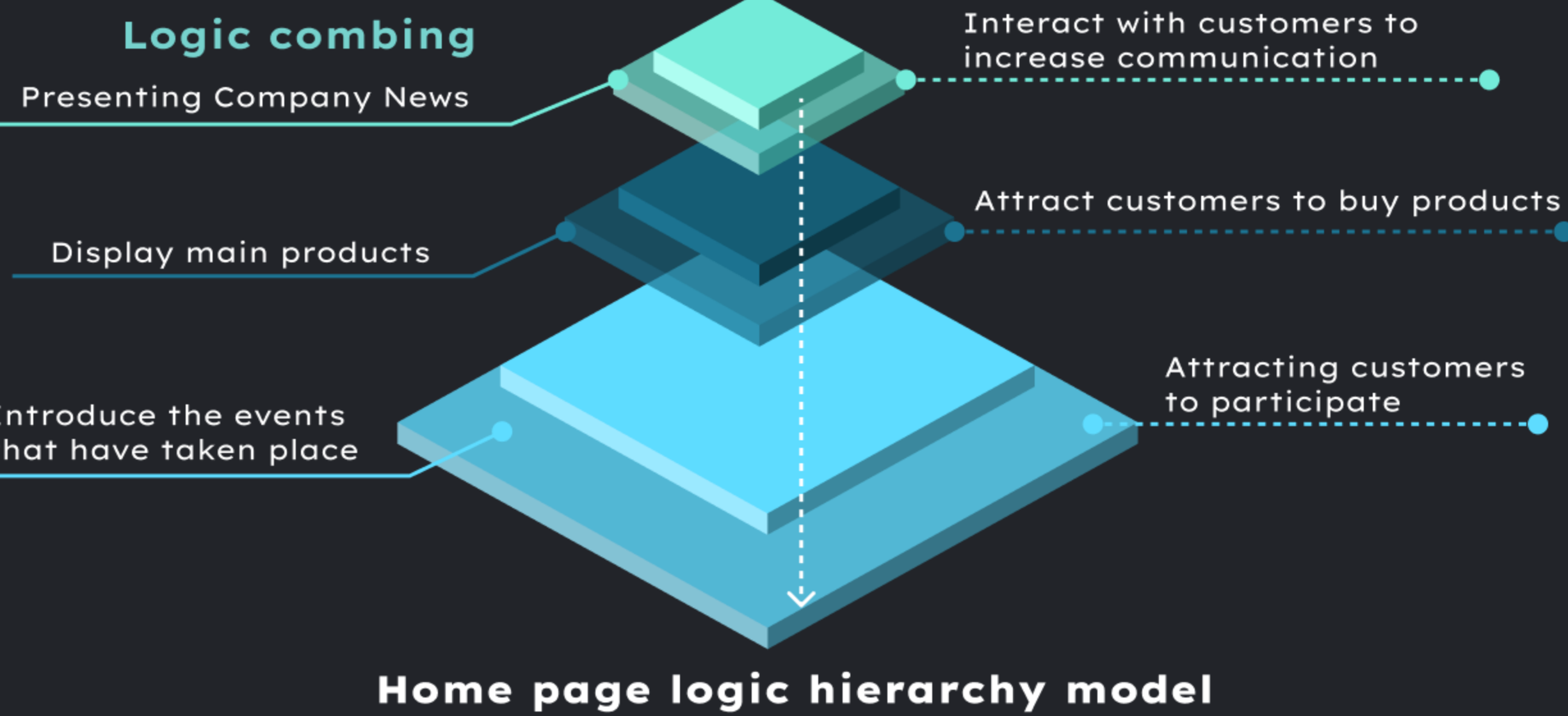


Provide a breakdown of user engagement on the HP website, specifically **tracking their journey** from initial entry to final actions.

Sankey Diagram



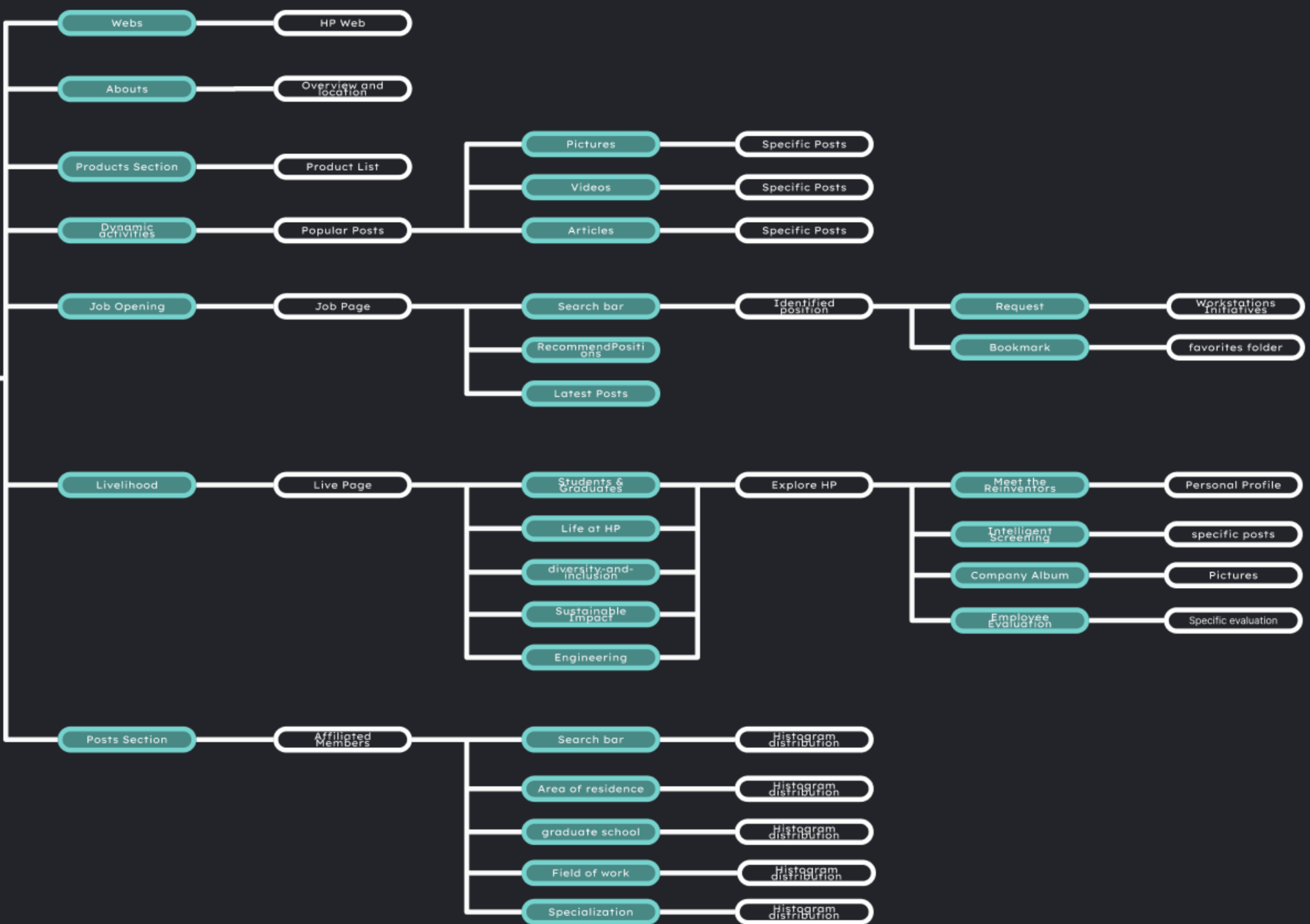
Information hierarchy



This illustrates the structured logic behind the HP homepage's layout, showing the design objectives and **content organization**.

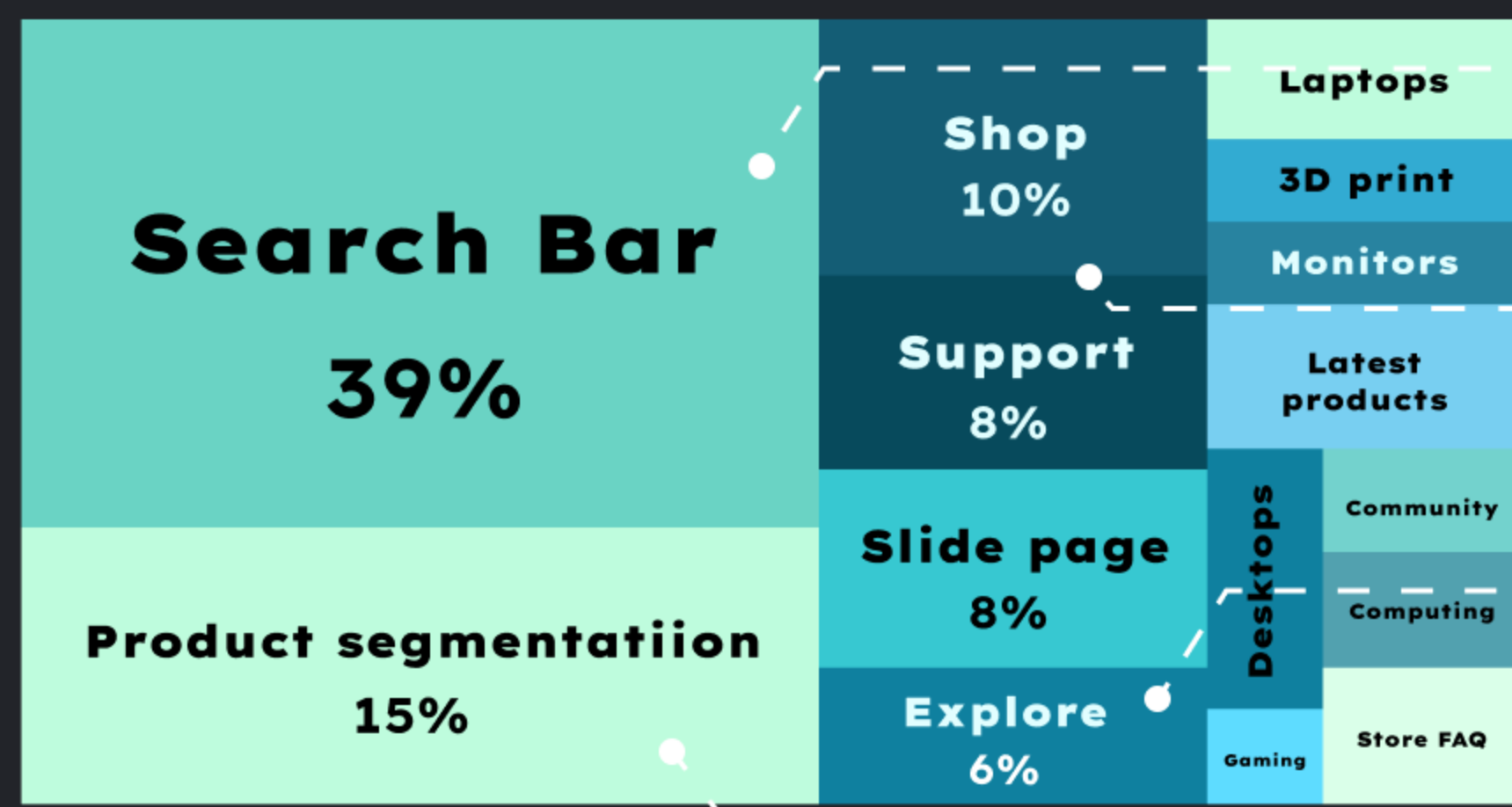
PART04. Interface Structure

We conducted a structural analysis of HP.sg's LinkedIn page to better understand its functionality and layout.



DESIGN IMPROVEMENTS

Click Frequency Diagram



Many users rely on search bars directly
Have click rates of 10% and 8%, respectively

The Explore section has only a 6% click rate

A strong demand for product categorization

Add autocomplete or keyword suggestions to find faster.

Integrate the main page to reduce the need to jump between pages.

Improve its layout and add prompts.

Enhance the presentation of product categories.

Design Opportunities discovered

- Optimize Job-Related Navigation Paths
- Enhance Search and Navigation Features
- Add More Interactive Content
- Improve Member and Recruitment Information
- Enhance Visual Guidance

TO BE CONTINUED...