



HOME & OFFICE NAVIGATOR

Who is the home & office navigator?

Home & office navigators navigate all day through their work environment: in the morning they handle focus tasks in their home office, and in the afternoon they brainstorm with colleagues in the meeting room before processing the input at a focus desk. These employees don't want to waste time and do everything they can to work as efficiently as possible. They need a mobile device with a touchscreen that allows them to collaborate easily, but also enables them to process confidential information securely and with the necessary discretion.

SHARE OF USERS:

23 %

TIME AT DESK:

59 %

COLLABORATION:

>40 %

BEHAVIOUR

Move around in the office.

Full calendar.

Want to be efficient and don't want to lose time.

Work with multiple documents most of the time.

Heavy cloud users, from main device.

TYPICAL FRUSTRATIONS

Limited battery life, carrying chargers around the office.

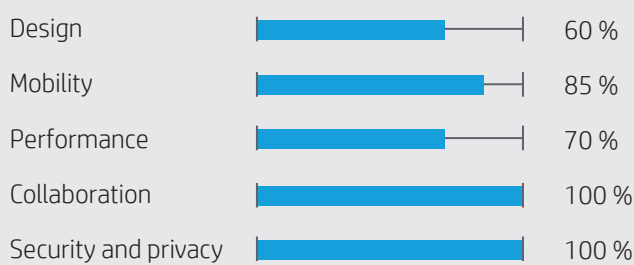
Physical durability of device.

Lack of display real estate.

Difficult meeting room connections.

Slow computers or tools.

WHAT HOME & OFFICE NAVIGATORS CONSIDER IMPORTANT



WHAT HOME & OFFICE NAVIGATORS WANT

Displays

A lot of screen real estate for multitasking.

Touch and work

Quickly connect and work at desk, in meeting room, at home...

Performance

Mid to high performance, allowing multitasking.

Collaboration

Enhanced collaboration tools.

Privacy

To avoid colleagues reading sensitive data.

PROPOSED DEVICE



HP ELITEBOOK 800

HP Sure View for privacy in the office.

Display size choice and high display to body ratio.

Ports to connect to infrastructure are built in.

PROPOSED SERVICE LEVEL

Delivery of technology at work.

Break & fix support at work only.

Normal band width home connection.

Proactive security level.

Office 365, normal cloud storage, specific company apps.

A subscription to HP Instant Ink: ink or toner is automatically ordered and delivered to your door.

PROPOSED ECOSYSTEM



MOBILE

Backpack or carrying case

HP E14 portable display for those who often work on the go

Wireless headset

HP Comfort Grip wireless mouse



OFFICE

HP E24d G4 FHD

Advanced Docking Monitor

HP E24 G4 FHD Monitor

HP Comfort Grip wireless mouse

HP Premium wireless keyboard

Shared MFP: printing 150p/month + scanning



HOME

HP E27u G4 QHD USB-C monitor

HP wireless rechargeable 950MK mouse and keyboard

OfficeJet Pro + 300 p/month Instant Ink