

FALL 2020 & WINTER 2021 **PROJECT WHITE PAPER**

# SCADpro



in collaboration with



**IN SEPTEMBER OF 2020**, HP tasked student and faculty collaborators of the innovation studio, SCADpro, with increasing awareness of the ZBook line among young creators. The focus of outreach would be two free webinar experiences that would help prepare young creatives for the workforce while highlighting 2D and 3D workflows on Z by HP products. In addition to the Z line, the webinars and marketing would emphasize partnerships with Adobe, Intel, and NVIDIA to tell the “better together” story as a unique selling point. SCADpro collaborators, working as content creators and eventual production house, extended

the proposed virtual experience to a broader scope: the team recognized that technology has the power to bring creatives together no matter how far apart we might be physically. Amid the global pandemic, SCADpro collaborators believe that virtual experiences should be opportunities for creatives to network and collaborate in new ways, and not merely serve as conduits for information or training. The virtual experience presented by SCADpro in partnership with Z by HP, Adobe, Intel, and NVIDIA features 2D and 3D sessions meticulously designed to enhance understanding of

how the ZBook line could benefit young creators. Emphasis on the combined power of the Z line with Adobe Creative Cloud applications and industry standard-bearer Intel processors and NVIDIA graphics cards tells the story of HP as a brand leader known for supporting artists and providing hardware necessary for creating beautiful, innovative artwork. The process through which SCADpro collaborators successfully developed and delivered the virtual experiences and marketing emerged from discovery and defining.

**WITHIN OUR PRIMARY RESEARCH**, we conducted several rounds of fast-paced and insightful primary research (interviews). We needed to discover why 3D designers and artists prefer PC over Apple, why many 2D creators prefer Apple to PC, why Apple users stay with Apple, and why people participate in webinars. With our project scope focused on the webinar, we also wanted to understand the user journey of a webinar attendee's experience before, during, and after. Through forty-two interviews, we asked our target audience questions about their device habits related to creativity, technology, brand preferences, and individual experiences with virtual events and

webinars. We sought a detailed understanding of their creative workflows as well as brand knowledge about HP. We observed that many participants enjoy webinars when they are more interactive and where you can converse with other people in real time. We discovered that many Apple owners felt that they had become too invested in the Apple ecosystem of products. Including their phones, laptops, and other devices that work seamlessly together, it would take a lot for them to break the chain of interconnectivity. They also associated PCs with older adults or STEM fields, which is exactly the mindset we were tasked with changing.

By better understanding the strengths and weaknesses of existing webinars and virtual events, we identified ways to utilize HP's strengths with our proposed event. Our primary research analysis began with over 1400 raw data points which, through iterative grouping, informed six “How Might We” questions. With these insights and questions in mind our team synthesized, combined, and voted-up ideas that had strong potential and alignment with the project goals. In addition, the team sought to identify ways to create a buzz, so people are motivated to register for and attend

14,000+ SLACK MESSAGES

42 INTERVIEWS  
23 Students | 14 Professionals | 05 Professors

101 SURVEY RESPONSES  
Targeted towards young creatives in college and young professionals new to the industry.

a virtual experience. We wanted to create a positive stereotype that associates HP with designers and encourages them to switch brands. This would be done through soft-sell marketing of the Z line, making designers aware of its functions and features through the narrative of a creative workflow during our virtual experience. To meet these marketing and production goals we managed our efforts through two student teams. A production team to identify technological possibilities and create the virtual experience and a marketing team that would work closely with the partners to create a campaign for each event, targeting an audience of design students, young creatives, and university IT procurement.

30 STUDENTS FROM BOTH QUARTERS



- Design Management (4)
- Advertising (3)
- User Experience Design (8)
- Industrial Design (1)
- Illustration (2)
- Graphic Design (5)
- Service Design (1)
- Commercial Photography (1)
- Motion Media (2)
- Visual Effects (1)
- Interactive Design (2)



You guys have put so much thought into this, and then I get the same feedback from all of our partners. When we first started working with SCAD it was very new and different.

**I honestly think you more than exceeded their expectations.**

— GLOBAL ALLIANCE MANAGER AT HP **AYESHA SHEIKH**

**PRODUCTION OF A VIRTUAL EXPERIENCE** led to exciting, transdisciplinary discoveries within the teams. Quint Bailey, production team lead, stated that “the dynamic and workflow [were] amazing, as this was a highly capable team that really thrived in a challenging environment to learn from each other and utilize everyone’s talent and skills to the maximum.” Using How Might We Statements, we explored current live streaming platforms to understand what people expect from a webinar experience. With our partner initiatives in mind, we refined the aims of each company’s expected outcomes for the project. “We used a paradigm called ‘Building Blocks,’” continued Bailey, explaining the process, “which meant we broke down what our experience was going to be into questions” that would lead to answers about how best to implement various aspects of the virtual experience.

HP typically uses the ON24 platform for delivery of webinars and public education.

Students tested the ON24 platform and developed assets through multiple rounds of iteration as we became familiar with our hosts/co-presenters and their backgrounds and creative interests, while receiving partner feedback throughout. A landing page, outline of both 2D and 3D experiences, and “Design Challenges”

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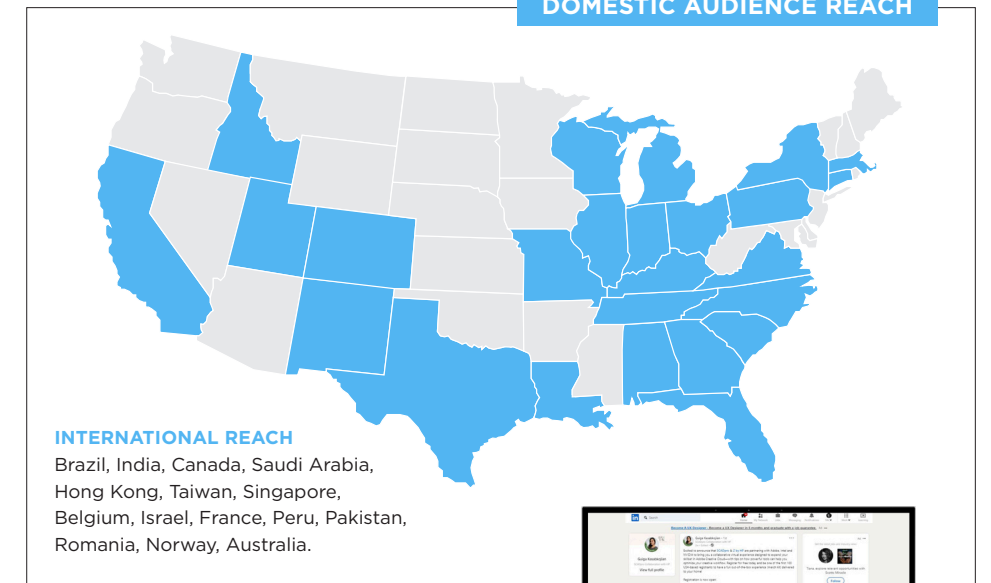
— PRODUCTION TEAM LEAD **QUINT BAILEY**

were developed in parallel with our building knowledge of the proposed events. In addition to delivering content, we also wanted to boost audience engagement and interaction within the virtual experience. A detailed service blueprint was created to visualize and communicate the various levels of interaction.



**MARKETING EFFORTS TO OUR TARGET AUDIENCE** included, but was not limited to, young creators looking for inspiration and a new way of expanding their creative toolkit, IT decision-makers looking for better devices to implement at their educational institutions, and university students and professors looking for new ways to explore Adobe programs, as well as network with others in the industry. To reach this group we produced different strategies within an omni-channel marketing plan. Starting with an AR-enabled package sent out to the first 100 USA-based registrants before the event, this package served as an incentive for creatives to register as well as generate excitement. It included an artist kit with a notebook and pen, stickers, a tote bag, and a thank you note.

Given the remote circumstances of the global pandemic, we honed our social media marketing opportunities. Hosts of the 2D and 3D sessions introduced the overarching theme of



**15968+**  
**SOCIAL MEDIA INTERACTIONS**



“Capture, Create, Experience” that we implemented into the language we used. Channels such as Instagram in-feed posts, stories, and reels were created to market the event itself. On LinkedIn, members of our team, as well as partners, shared in-feed

informational posts where users of the platform could directly access the registration link. Informational emails and reminders were also sent to students, professors, and IT decision-makers to increase interest in the event.

**IN THE FINAL STAGE OF PREPARATION** for the event there had been a lot of logistical maneuvering, ensuring each of the four partners approved all materials. The event day was upon us. Eleven different majors collaborated to bring this vision to life, which meant that initial communication came with a learning curve. As we got to know each other better, everyone really came together and worked brilliantly

as a collective unit. The diverse nature of the team was incredibly valuable for all of us because we gained a lot of insight on how to collaborate in a multi-discipline workflow and on how to play to each

other’s strengths. The twenty weeks encompassing this process have flown by, and this has been an amazing experience that will help us as designers stepping into the industry.

**95 2D AND 3D ATTENDEES**  
**91 DISCORD MEMBERS**

## STUDENTS

### FALL 2020

Akshaya Mohan – *Design Management*  
 Allison Sciuto – *Advertising*  
 Andrew Goodridge – *UX Design*  
 Anh Tran – *UX Design*  
 Daniela Gomez-Quintero – *UX Design*  
 Daniela Torres – *Advertising*  
 Disha Vanzara – *Design Management*  
 John Todd – *Illustration*  
 Maisy Dewey – *Graphic Design*  
 Sherine Salem – *Graphic Design*  
 Supriya Dhaka – *Design Management*  
 Wenjing Zhang – *Service Design*  
 Yeji Han – *UX Design*  
 Yoojeong Choi – *Graphic Design*

### WINTER 2021

Addie Benson – *UX Design*  
 AJ Torres – *Advertising*  
 Antara Ghosh – *Motion Media*  
 Aparna Somvanshi – *UX Design*  
 Arjun Gupta – *UX Design*  
 Ashley Ortega – *Motion Media*  
 Edward McFarland-Catalan – *Graphic Design*  
 Guiga Kasabkojian – *Industrial Design*  
 Luke Wittman – *Graphic Design*  
 Mofan Tang – *Interactive Design*  
 Patrick Cox – *Commercial Photography*  
 Quint Bailey – *UX Design*  
 Ruixuan Pu – *Visual Effects*  
 Sarah Haftorson – *Illustration*  
 Tiana Kropko – *Design Management*  
 Yang Chen – *Interactive Design*

## PARTNERS



Bill Avey – *Global Head & GM, HP Education*  
 Liz Benson – *Director, Global Strategic Alliances*  
 Mandy Berquist – *Manager, Worldwide Marketing – Z by HP*  
 Stefanie Brower – *US Marketing Lead – Z by HP*  
 Dana Castro – *Higher Education Consultant*  
 Jeff Chen – *Sr. Program Manager, Education Vertical, Strategy and Solutions*  
 Kristin Hempstead – *High Performance Personal Computing Specialist*  
 Dan Kartchner – *Public Sector Sales Leader*  
 Britt Nevetsky – *Global Education & Conferencing Manager, Commercial NPI*  
 Ayesha Sheikh – *Global Alliance Manager*  
 Rosie Wierenga – *AMS Public Sector Marketing Manager*  
 Kevin Wright – *Worldwide Marketing Manager – Z by HP*



Michael Davis – *Global Technology Alliances*  
 David Peterson – *Partner, Marketing Manager*



Nora Yau – *Principal Marketing Manager*



Mike D'Amico – *Major Accounts*

## PROJECT TIMELINE

