

# HP WallArt Solution 3.0 HP WallArt in Store Design

February 2015

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## **Basic Concept**

### What is HP WallArt In-store design

Is a tool for Print Service Providers that will deliver multiple HP WallArt access points for retail buying experience in deco stores

Minimum scope, to manage a maximum of 10 shops by account. Biggest retailers needs a complete different solution





### What is HP WallArt In-store design

#### HP WallArt registered users can offer to small deco retailers

1) A new buying experience in deco stores, delivering access to digital design of wall applications

No retail stock needed, delivering goods in a record time

#### HOW?



Retailer customized access to HP WallArt designer

Direct contact with PSP, who will receive all the store incoming jobs directly to HP WallArt dashboard



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### **Retailers experience today**

February 2015

(IP)

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### **HP WallArt In-store design customized account**

Customized landing page for deco-stores



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#### **HP WallArt In-store design dashboard**

Track all the incoming jobs from the access points established in the deco-stores





#### HP WallArt designer at access points in deco-store

At the deco-stores, this will be the HP WallArt Designer experience at the access points to create customized designs



### Edit/modify your design anytime, anywhere

After creating a design from the deco-store access points, end user can receive an email to edit their design from home, using a PC or from the tablet app





### **How It Works**

### HP WallArt In store design "How it works today"



## Step by step how it works

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#### **Print Service Provider Dashboard**



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### **1** Create a new account for a retailer





#### Add an Account for a retailer

HP WallArt Solution	Ø
Create new account	
Name *	
Email *	
Password *	
Password confirmation *	
Logo path	
deco_retailer.png browse	
Contact Customize your designer's wall color	Then, click on Create
Contact Name Phone number	
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#### **New account created**



#### **View Accounts**



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# **2** Retail Accounts Content Management

PSP can assign content folders with specific images to specific accounts

HP WallArt Solution											FAQ Tutorial	Need help?
Animals Create New		Click on	Settings									
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#### **Retailer Accounts Content Management**

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Delete this content source?		
https://designer.hpwallart.com/xxx/xxx_custom_animals		
© 2015 Hewlett-Packard Development Company, L.P. By using this site you agree to be bounded by the terms established by HP. This website complies with HP Privacy statement and the HP Personal Data Rights Notice * Required field	Back	Update Settings

### **Retailer Accounts Content Management**

Select the content your wish to offer for each Account

HP WallArt Solution	$\psi$
Animals Settings	
Name * Animals	
Enable Authentication Password *	
☐ Hide Show to accounts Select all	You can Select all or click on Show to accounts enabling the
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Your Dress Starm Charm Hotel	
UISADIE Scaung or objects Thumbnail (JPEG or PNG less than 5MB only) Browse	Once all the content folders have been managed, remember to
Delete this content source? New project with this content source	"Update Settings"
https://designer.hpwallart.com/xxx/xxx_custom_animals	
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### **3** Send an Email login page Access to the retailer new account

WallArt Solution							Communication assets	Latex Knowledge Center FA	NQ Tutorial Need help? 🅢
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### Email sent confirmation in PSP dashboard

HP WallArt Solution							Communicatio	n assets Latex Knowledge Center FAQ Tutorial Need help? 🍿
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#### **Retailer Activation**



#### **Retailer's Landing Page**



### **4** Start a project from Retailer Dashboard



#### **Retailer customized designer**





#### HP WallArt designer for Retailer





#### **Retailer Dashboard Management**





### **5** HP WallArt Designer starting page in retailer access points



### **End User Communication**

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To Sogo, Irene							



#### **HP WallArt Solution**

Grow your wall decoration business

hello Customer name, here you have the link to start editing your files

Click the link to access your design:

#### Edit your wall design

If the "Edit your wall design" button above does not work, copy and paste the link below into your browser https://designer.hpwallart.com/xxx?project\_token=641918c5-5a57-d724\_ 92e1-136b5e1d186

#### Edit your wall design with Android tablet or iPad app

If the "Edit your wall design with Android tablet or iPad app" button above does not work, copy and paste the link below into your browser <u>https://designer.hpwallart.com/projects/641918c5-5a57-d724-92e1-</u> <u>136bb5e1d186/launch\_in\_ipad</u>





Use this WallArt digital code in the Android tablet or iPad application to create projects with Digital Printing : 8945F0

You are receiving this email because Digital Printing is managing the design of a project for you with your consent. Retailer can share the project by email

End user will receive a link to have a direct access to it

They will also receive a direct link to download the Hp WallArt app with the retailer account QR code To check how the desired design will check with the real Wall using the real photo emulation feature.

### 8 PDF will be generated, pending for approval by the PSP

Any job created from the HP WallArt Access points in deco-stores will be re-directed to the PSP's dashboard, pending for approval

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## Thank you