

# Worker personas and product ecosystem

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# What are personas?

Personas represent critical and actionable information about 100% of workstyles in a typical company.

Personas are fictional representations of a target audience that summarize their characteristics, needs, and goals. They are an important tool when designing a product or service and help with prioritization and decision making.

In the context of hybrid work, matching workstyles to devices and technologies can increase productivity and ease transitions and mobility. Personalization of application settings and interfaces, as well as understanding support needs, can further enhance the employee experience. Data has shown that one size does not fit all, and tailoring solutions to individual personas can have a significant impact on their effectiveness.



# Understanding employees

More than  
**8000 responses**

Survey conducted across 8 markets



US



UK



INDIA



BRASIL



FRANCE



CHINA



JAPAN



GERMANY

Good mix of company sizes,  
industries and roles

Continued exercise over the last  
**10 years**

HP commissioned study by Factworks in May 2023 among 8,000 workers of companies with >50 employees in UK, Brazil, Germany, France, Japan, India and China.



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# Meet our personas

## Frontline and back-office workers

(31%)



Frontline Pros  
11%



Office Independents  
14%



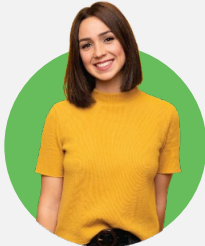
Support Pros  
6%

## Knowledge workers

(39%)



Office Collaborators  
26%



Remote Collaborators  
7%



Road Warriors  
6%

## Modern leaders

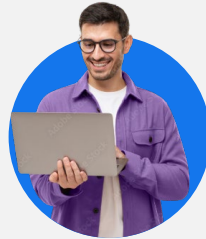
(11%)



Modern Leaders  
11%

## Specialists

(19%)



Tech Experts  
11%



Creative Experts  
8%

HP commissioned study by Factworks in May 2023 among 8,000 workers of companies with >50 employees in UK, Brazil, Germany, France, Japan, India and China.





End-to-end solutions



for every  
workstyle



and  
everywhere  
work.



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# Meet the Modern leader

## Tech-Empowered Leadership in Action

Modern Leaders are hands-on senior professionals who manage a myriad of responsibilities on the move. They possess the autonomy to select their work devices and are inherently tech-savvy and style-conscious, embodying leadership in the digital era.

### Top 3 activities



Develop and implement strategies

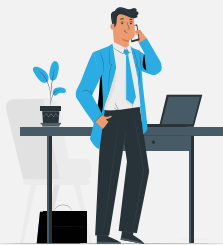


Interact with others



Manage/lead my direct reports

### Current work locations



54%

Office



19%

WFH

### Top differentiating needs



Portability



Image/Appealing design





# Modern Leaders Ecosystem

## Home and Office



HP Series 7 Pro 34" WQHD Conferencing Monitor - 734pm



HP Thunderbolt 120W G4 Dock



HP 925 Ergonomic Vertical Mouse



HP 965 Ergonomic Wireless Keyboard



HP E14 G4 Portable Display



HP 715 Rechargeable Multi-Device Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag



Poly CCX 600



Poly Voyager Free 60+ UC



HP 965 4K Streaming Webcam



Poly Voyager Free 60+ UC



HP Elite Dragonfly G4



**Make authentic connections**  
Develop more personal connection with audio & video enhanced by HP Presence



**Be part of your demonstrations with dual video streams**  
Support for dual video streams and camera switching with Multi-Camera software



**Exquisitely crafted and ultralight**  
Prioritizing design around advanced user experience and the visionary use of high-quality



**Intelligent power and performance**  
Enjoy a cool and quiet PC with longer battery life



**Protected by HP Wolf Security**  
To protect data in public spaces and minimize downtime





MODERN LEADER

# Align technology to workstyle

## COLLABORATION



HP 965 4K Streaming Webcam



Poly Voyager Free 60+ UC



Poly CCX 600

## PRODUCTIVITY



HP Thunderbolt 120W G4 Dock



HP 925 Ergonomic Vertical Mouse



HP 965 Ergonomic Wireless Keyboard

HP 715 Rechargeable Multi-Device Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag

## DISPLAY



HP Series 7 Pro 34" WQHD Conferencing Monitor - 734pm



HP E14 G4 Portable Display

## COMPUTE



HP Elite Dragonfly G4





# Meet the Office Collaborator

## Fostering Office Collaboration with Seamless Technology

These collaborative professionals handle a diverse range of tasks, including content creation, conceptual work, financial management, administration, and leadership responsibilities primarily from the office. For them, technology needs to be trustworthy to give them peace of mind and ensure efficiency.

### Top 3 activities



Manage/lead my direct reports

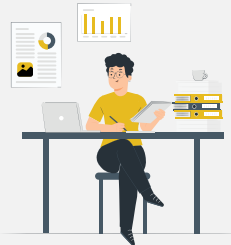


Write different types of content



Perform administrative tasks

### Current work locations



68%  
Office



11%  
WFH

### Top differentiating needs



Efficiency/  
Demanding Tasks



Image/  
Appealing design





# Office Collaborators Ecosystem

## Home and Office



HP E34m G4 WQHD Curved USB-C Conferencing Monitor



HP Thunderbolt 120W G4 Dock



HP 655 Wireless Keyboard & Mouse Combo



Poly CCX 505



HP 625 FHD Webcam



Poly Voyager Focus 2 with universal stand



HP EliteBook 800/805 Series G11



### Design for the enterprise

Highly secure and easy to manage remotely with a sophisticated design



### Hear and be heard

HP Dynamic Voice Leveling automatically optimizes voice clarity within 3 meters of the PC



### Intelligent power and performance

Enjoy a cool and quiet PC with longer battery life or turn on maximum performance when you need it most with Smart Sense and System Control



### Protected by HP Wolf Security

HP Wolf Security for Business creates a hardware-enforced, always-on, resilient defense

HP Confidential. For HP and Partner use with Customers under HP CDA only.



## Mobile



HP Universal USB-C Multiport Hub



HP 425 Programmable Bluetooth Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag



OFFICE COLLABORATOR

# Align technology to workstyle

## COLLABORATION



HP 625 FHD Webcam



Poly Voyager Focus 2 with universal stand



Poly CCX 505

## PRODUCTIVITY



HP Thunderbolt 120W G4 Dock



HP Universal USB-C Multiport Hub



HP 655 Wireless Keyboard & Mouse Combo



HP USB-C 65W Laptop Charger



HP 425 Programmable Bluetooth Mouse



HP Renew Business 14.1 /15.6 Laptop Bag

## DISPLAY



HP E34m G4 WQHD Curved USB-C Conferencing Monitor

## COMPUTE



HP EliteBook 800/805 Series G11



# Meet the Remote Collaborator

## Enabling True Remote Collaboration

These professionals thrive in analytical and conceptual tasks performed mostly from their home. They prioritize work-life balance, yet see to contribute intellectually to their teams with technology as enabler.

### Top 3 activities



Perform admin tasks



Write different types of content



Create presentation decks

### Current work locations



86%  
WFH

13%  
Office

### Top differentiating needs



Peace of mind/trust



Portability





# Remote Collaborators Ecosystem

## Home and Office

## Mobile



Dual monitor : HP Series 7 Pro 27" 4K Conferencing Monitor - 727pm & Thunderbolt 4 Monitor - 727pk



HP Thunderbolt 120W G4 Dock



HP 425 Programable Bluetooth Mouse



HP 475 Dual-Mode Wireless Keyboard



HP Universal USB-C Multiport Hub



HP USB-C 65W Laptop Charger



HP 695 Rechargeable Wireless Mouse



HP Renew Business 14.1 /15.6 Laptop Bag



Poly CCX 505



HP 965 4K Streaming Webcam



Poly Voyager 4300 UC



Poly Sync 20



HP EliteBook 800/805 G11



### Work from anywhere productivity

Lead and excel with a PC that optimizes performance, audio, and video based on where and how you are working



### Intelligent power and performance

Enjoy a cool and quiet PC with longer battery life or turn on maximum performance when you need it most with Smart Sense and System Control



### Collaborate naturally with HP Presence<sup>5</sup>

Move freely, and look your best, even in low light conditions during video calls enhanced by HP Presence.<sup>5</sup>



### Hear and be heard

HP Dynamic Voice Leveling<sup>9</sup> automatically enhances microphone. HP AI Noise Reduction<sup>9</sup> uses noise-filtering technology to minimize distractions





# REMOTE COLLABORATORS

# Align technology to workstyle

## COLLABORATION



**HP 965 4K Streaming Webcam**



**Poly Voyager 4300 UC**



**Poly Sync 20**



**Poly CCX 505**

## PRODUCTIVITY



**HP Thunderbolt 120W G4 Dock**



**HP 475 Dual-Mode Wireless Keyboard**



**HP 425 Programable Bluetooth Mouse**



**HP Universal USB-C Multiport Hub**



**HP 695 Rechargeable Wireless Mouse**



**HP USB-C 65W Laptop Charger**

## DISPLAY



**Dual monitor : HP Series 7 Pro 27" 4K Conferencing Monitor - 727pm & Thunderbolt 4 Monitor - 727pk**

## COMPUTE



**HP EliteBook 800/805 G11**





# Meet the Road Warrior


## Agile Relationships on the Go.

These mobile professionals are focused on interacting with clients and managing schedules, making them a highly communicative group. They spend substantial time at client sites and traveling. The rest of the workweek their time is divided between the office and working from home.

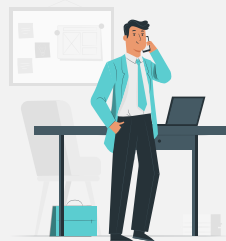
### Top 3 activities

 Interact directly with customers

 Write different types of content

 Perform administrative tasks

### Current work locations



33%

Clients office

25%

Office

### Top differentiating needs



Peace of mind / trust



Efficiency/  
Demanding Tasks





# Road Warrior Ecosystem

## Home & Office



Dual monitor: HP Serie 7 Pro 24" WUXGA USB-C - 724pu and Pro 24" - 724pn



HP Thunderbolt 120W G4 Dock



HP 695 Rechargeable Wireless Mouse



HP 475 Dual-Mode Wireless Keyboard



Poly Voyager 5200



HP 435 FHD Webcam

## Mobile



HP E14 G4 Portable Monitor



HP 65W GaN USB-C Laptop Charger



HP 4K USB-C Multiport Hub



HP Renew Executive 16-Inch Laptop Backpack



Poly Voyager Free 60+ UC



HP EliteBook x360 1040 G11



### Work from anywhere productivity

Lead and excel with a 2-in-1 PC that optimizes performance, audio, and video based on where and how you are working



### Intelligent power and performance

Enjoy a cool and quiet PC with longer battery life or turn on maximum performance when you need it most with Smart Sense and System Control.



### Collaborate naturally with HP Presence<sup>5</sup>

Move freely, and look your best, even in low light conditions during video calls enhanced by HP Presence.<sup>5</sup>



### Hear and be heard

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ROAD WARRIOR

# Align technology to workstyle

## COLLABORATION



Poly Voyager 5200



HP 435 FHD Webcam



Poly Voyager Free 60+ UC



Poly CCX 505

## PRODUCTIVITY



HP Thunderbolt 120W G4 Dock



HP 695 Rechargeable Wireless Mouse



HP 475 Dual-Mode Wireless Keyboard



HP 65W GaN USB-C Laptop Charger



HP 4K USB-C Multiport Hub



HP Renew Executive 16-inch Laptop Backpack

## DISPLAY



Dual monitor: HP Serie 7 Pro 24" WUXGA USB-C - 724pu and Pro 24" - 724pn



HP E14 G4 Portable Monitor

## COMPUTE



HP EliteBook x360 1040 G11



# Meet the Creative Expert

## Empowering Artistry Through Technology

These specialized professionals in design fields are driven by their passion for creative expression and advancement in their careers. They crave cutting-edge technology to fuel their ambitions.

### Top 3 activities



Design and create visual content



Edit and create video/audio content



Create presentation decks

### Current work locations



62%

Office



19%

WFH

### Top differentiating needs



Efficiency/  
Demanding Tasks



Image/  
Appealing design





# Creative Expert Ecosystem

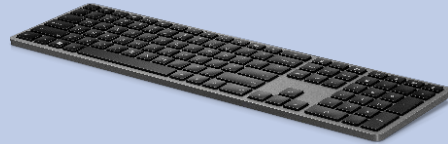
## Home & Office



HP Series 7 Pro 37.5" WQHD+ Thunderbolt 4 Monitor - 738pu



HP Thunderbolt 280W G4 w/Combo Cable



HP 975 Dual-Mode Wireless Keyboard



HP 935 Creator Wireless Mouse



HP Universal USB-C Multiport Hub



HP 715 Rechargeable Multi-Device Mouse



HP 65W GaN USB-C Laptop Charger



HP Renew Executive 16-inch Laptop Bag



Poly CCX 600



Poly Voyager Surround 80



HP 965 4K Streaming Webcam



Poly Voyager Free 60+ UC



HP ZBook Studio G11



### Power through professional workflows

Tackle your biggest projects and blaze through 3D workloads



### Connect, Communicate & Collaborate

Collaborate effectively with an auto-framing 5MP camera<sup>7</sup> so you can move around without losing viewers' attention during a call



### Durable with a premium touch

With an all-aluminum chassis and MIL-STD 810 durability,<sup>6</sup> this laptop is tough enough to last with a distinctly premium touch



### Certified, Secure and Supported

Get peace of mind with a serviceable, high-performance PC that's certified to work with professional apps and comes with HP Wolf Security for Business





CREATIVE EXPERT

# Align technology to workstyle

## COLLABORATION



**Poly Voyager Surround 80**



**HP 965 4K Streaming Webcam**



**Poly Voyager Free 60+ UC**



**Poly CCX 600**

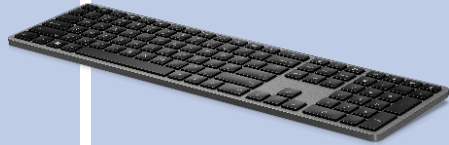
## PRODUCTIVITY



**HP Thunderbolt 280W G4 w/Combo Cable**



**HP 935 Creator Wireless Mouse**



**HP 975 Dual-Mode Wireless Keyboard**



**HP 715 Rechargeable Multi-Device Mouse**



**HP Universal USB-C Multiport Hub**



**HP 65W GaN USB-C Laptop Charger**



**HP Renew Executive 16-inch Laptop Bag**

## DISPLAY



**HP Series 7 Pro 37.5" WQHD+ Thunderbolt 4 Monitor - 738pu**

## COMPUTE



**HP ZBook Studio G11**



# Meet the Tech Expert

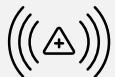
## Elevating Computational Power

Specialized in roles like development, engineering, and data analysis, these professionals excel in tackling complex challenges. Their demanding computational tasks drive their technology requirements, leading them to seek cutting-edge and high-performance solutions that are sleek and productive.

### Top 3 activities



Develop software applications/web content



Process complex/massive amounts of data



Analyze data from markets/biz

### Current work locations



49%

Office



30%

WFH

### Top differentiating needs



Efficiency/  
Demanding Tasks



Image/  
Appealing design





# Tech Expert Ecosystem

## Home & Office



Dual monitor: HP Series 7 Pro 31.5" 4K Thunderbolt 4 Monitor - 732pk



HP Thunderbolt 120W G4 Dock



HP 935 Creator Wireless Mouse



HP 975 Dual-Mode Wireless Keyboard



Poly CCX 600



Poly Voyager Focus 2 with universal stand



HP 965 4K Streaming Webcam

## Mobile



HP Universal USB-C Multiport Hub



HP 715 Rechargeable Multi-Device Mouse



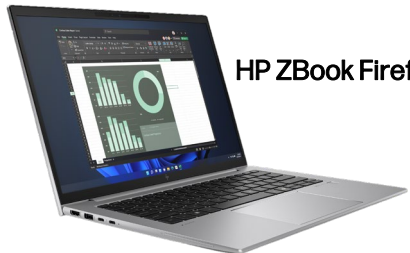
HP 65W GaN USB-C Laptop Charger



HP Travel 25L 15.6-inch Laptop Backpack



Poly Voyager Surround 80



HP ZBook Firefly G11



### Update to Pro Level Performance

Say goodbye to lags and crashes with fast responsiveness on projects



### Connect, Communicate, & Collaborate

Collaborate effectively wherever you go with ZBook Firefly. The AI enhanced auto-framing 5MP camera,<sup>6</sup> AI Noise Suppression software<sup>7</sup> to block background noises



### Work all Day. Anywhere

With a long-lasting battery this sleek yet durable device is small enough to fit in your bag so you can stay productive anywhere. This is high performance workstation power on the go



### Immerse in your work

Get complete color accuracy with a 16:10 HP DreamColor display<sup>10</sup> and see 11% more vertical content than a 16:9 aspect ratio display





TECH EXPERT

# Align technology to workstyle

## COLLABORATION



**Poly Voyager Focus 2 with universal stand**



**HP 965 4K Streaming Webcam**



**Poly Voyager Surround 80**



**Poly CCX 600**

## PRODUCTIVITY



**HP Thunderbolt 280W G4 w/Combo Cable**



**HP 935 Creator Wireless Mouse**



**HP 975 Dual-Mode Wireless Keyboard**



**HP 715 Rechargeable Multi-Device Mouse**



**HP Universal USB-C Multiport Hub**



**HP 65W GaN USB-C Laptop Charger**



**HP Renew Executive 16-inch Laptop Bag**

## DISPLAY



**Dual monitor: HP Series 7 Pro 31.5" 4K Thunderbolt 4 Monitor - 732pk**

## COMPUTE



**HP ZBook Firefly G11**



# Meet the Frontline Pro

## Ease of Use Matters Most

Hands-on frontline workers, performing manual or machine assisted tasks. Communication happens usually via emails and/or audio calls. They are often seen in company wide locations, like factory floors, retail shops, labs, but also client side or other company locations.

### Top 3 activities



Interact directly with customers



Train/ educate others



Perform admin, manual or machine assisted tasks

### Current work locations



### Top differentiating needs



Peace of mind / Trust



Ease of use







# Frontline Pro Ecosystem

## Home & Office



HP P24h G5 FHD Monitor



HP USB-C Dock



HP 425 Programmable Bluetooth Mouse



HP 405 Backlit Wired Keyboard



Poly Rove 40



Poly Voyager 5200



HP 325 FHD Webcam



HP EliteBook x360 830 G11



### Work from anywhere productivity

Lead and excel with a 2-in-1 PC that optimizes performance, audio, and video based on where and how you are working



### Intelligent power and performance

Enjoy a cool and quiet PC with longer battery life or turn on maximum performance when you need it most with Smart Sense and System Control.



### Collaborate naturally with HP Presence<sup>5</sup>

Move freely, and look your best, even in low light conditions during video calls enhanced by HP Presence.<sup>5</sup>



### Hear and be heard

HP Dynamic Voice Leveling<sup>9</sup> automatically enhances microphone.. HP AI Noise Reduction<sup>9</sup> uses noise-filtering technology to minimize distractions.





FRONTLINE PRO

# Align technology to workstyle

## COLLABORATION



Poly Voyager 5200



HP 325 FHD Webcam



Poly Rove 40

## PRODUCTIVITY



HP 425 Programmable Bluetooth Mouse



HP USB-C Dock



HP 405 Backlit Wired Keyboard



HP 635 Multi-Device Wireless Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1/15.6 Laptop Bag

## DISPLAY



HP P24h G5 FHD Monitor

## COMPUTE



HP EliteBook x360 830 G11



# Meet the Office Independent

## Focused and Adaptable achievers

Office administrative staff handle physical documents and confidential data with a high proportion of focus time and have no influence on device selection. They spend most of their day at their desk, which can be in the office or remote, and seldom move around the office. If they do, they usually don't take their PC with them. They look for easy-to-use tools and about 1 in 10 don't use a computer outside of work to maintain sufficient personal/family time.

### Top 3 activities



Perform administrative tasks

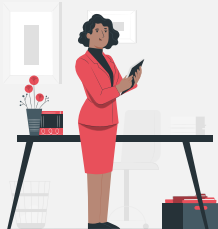


Interact with customers



Write different types of content

### Current work locations



73%

Office



26%

WFH

### Top differentiating needs



Ease of use



Peace of mind / Trust





# Office Independent Pro Ecosystem

## Home & Office



HP P32u G5 QHD USB-C Monitor



HP USB-C Dock



HP 425 Programmable Bluetooth Mouse



HP 405 Backlit Wired Keyboard



Poly CCX 400



Poly Blackwire 5200 UC



HP 435 FHD Webcam

## Mobile



HP 245 Bluetooth Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag



Poly Voyager 4300



HP EliteBook 600/605 G11



### Ready for demanding workloads

Drive performance with the latest Intel® processor<sup>1</sup> in the HP EliteBook 600\*



### Protected by HP Wolf Security

HP Wolf Security for Business<sup>12</sup> creates a hardware-enforced, always-on, resilient defense



### Make connections that matter

Take presenting in a hybrid work environment to the next level with audio/video features that enhance your collaboration experience



### Easy battery management

Manage and monitor your battery's performance and condition and customize charging options with the easy-to-use HP Power Manager dashboard.<sup>14</sup>





OFFICE INDEPENDENT

# Align technology to workstyle

## COLLABORATION



Poly Blackwire 5200 UC



HP 435 FHD Webcam



Poly Voyager 4300



Poly CCX 400

## PRODUCTIVITY



HP 425 Programmable Bluetooth Mouse



HP USB-C Dock



HP 405 Backlit Wired Keyboard



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag

## DISPLAY



HP P32u G5 QHD USB-C Monitor

## COMPUTE



HP EliteBook 600/605 G11





# Meet the Support Pro


## Efficient and trusted support

Office support staff handle administrative work, physical documents, and confidential data while communicating and interacting with customers. They have no influence on device selection, often print, and spend most of their day at their desk in the office. They seldom move around the office and don't take their PC with them. Technology needs to be easy to use and offer data security, and about 1 in 10 don't use a computer outside of work.

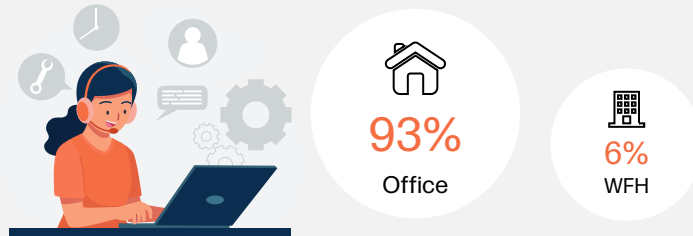
### Top 3 activities

 Interact directly with customers

 Perform administrative tasks


 Train/ educate others

### Current work locations



### Top differentiating needs

 Ease of use

 Peace of mind / Trust





# Support Pro Ecosystem

## Home & Office



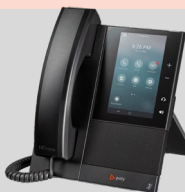
Dual monitor - HP E27u G5 FHD Monitors



HP USB-C Dock



HP 655 Wireless Keyboard & Mouse Combo



Poly CCX 505



Poly Savi 8400



HP 325 FHD Webcam

## Mobile



HP 245 Bluetooth Mouse



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag



Poly Blackwire 8225



HP EliteBook 600/605 G11



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SUPPORT PRO

# Align technology to workstyle

## COLLABORATION



Poly CCX 505



Poly Savi 8400



HP 325 FHD Webcam



Poly Blackwire 8225

## PRODUCTIVITY



HP USB-C Dock



HP 245 Bluetooth Mouse



HP 655 Wireless Keyboard & Mouse Combo



HP USB-C 65W Laptop Charger



HP Renew Business 14.1 /15.6 Laptop Bag

## DISPLAY



Dual monitor - HP E27u G5 FHD Monitors

## COMPUTE



HP EliteBook 600/605 G11





