

Competitive Analysis

Phone selector



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1. Introduction

As part of the competitive analysis for our team I researched Samsung galaxy's Phone selector.

Samsung Galaxy company has a variety of phones and therefore chose to make a phone selector based on a person's answer. I researched this website based on different subjects that can increase the process of our research.

Link to their phone selector: <https://www.samsung.com/sg/smartphones/galaxy-phone-selector/>

2. Phone Selector Principle

At first this website starts with asking you questions, these questions are separated into different sections, which takes in account, your feeling, your habits, spendings and also daily use.

- ❖ What's the phone for.
- ❖ Which environment you work in.
- ❖ The kind of transport that u use.
- ❖ Where you keep your phone
- ❖ If your phone has ever been cracked
- ❖ How u use phones mostly, either message or calling
- ❖ If you like to take photos either behind or with the front camera
- ❖ How you describe yourself, a watcher or listener of new movies/lyrics
- ❖ If you have a lot of photos
- ❖ If you're an organized person
- ❖ If you're someone that spends a lot of money or not.
- ❖ Favorite way of keeping active.
- ❖ How you manage your day, wake up early or late
- ❖ If you're someone that makes/follows new trends.
- ❖ Someone's that either organized or spontaneous.
- ❖ Phone that you currently own.

3. Design choice

Their design choice is really simple. This includes a simple interface with a bit of animation, so the users can experience a bit of connection between it.

Their main colors are:

- ❖ Black
- ❖ White

Animation type:

- ❖ Rotates when hovering on the choice
- ❖ Image is interactive

4. Conclusion

Samsung Galaxy's phone selector is based on multiple choice questions that the user has to answer. Navigating through them is pretty easy and fulfilling. Since this system gives you a 3D model representation on the perfect phone for you. It's possible to click on certain parts on the phone to check additional information which is pretty useful for the users.