

BESTHOLLOWERS.COM

SAMSUNG

New In

Mobile

TV & AV

Home Appliances

Laptops & Monitors

New

Black Friday

Explore the future, save now

New

Save £250 on the Galaxy S21 FE

Finance options available²

New

Get up to £450 off Galaxy Tab S9 Ultra

When you trade in your old tablet²¹

Neo QLED

Save up to £500 on 4K Neo QLED TVs

plus get a free soundbar worth up to £449 with selected TVs¹⁴

Bundle deal

20% off when you buy 3 large kitchen appliances

or 15% when you buy two¹³

Mobile

Galaxy Z Fold5

Galaxy Z Flip5

Galaxy S23 Ultra

Galaxy Tab S9 Ultra

Galaxy Watch6 | Watch6 Classic



Galaxy S23 Ultra

Get free Galaxy Buds2 Pro worth £219 when you buy now³

[Learn more](#)

[Buy now](#)

**Screen Size**

6.8"

Main: 7.6"

Main: 6.7"

Cover: 6.2"

Cover: 3.4"

Measured diagonally, accounting for the rounded corners. The actual viewable area is smaller due to the rounded corners and camera hole.

Feedback

Screen TypeEdge Quad HD+ (3,088x1,440)
Dynamic AMOLED 2X (1~120Hz)2176 x 1812 QXGA+ Dynamic
AMOLED 2X2640 x 1080 FHD+ Dynamic
AMOLED 2X**Rear Camera**

12 MP (UW)

12 MP (UW)

12 MP (UW)

200 MP (W)

50 MP (W)

12 MP (W)

10 MP (T)

10 MP (T)

Up to 10x Digital Zoom

3x & 10x Optical Zoom

3x Optical Zoom

Digital Zoom up to 100x

Up to 30x Space Zoom

Memory	8GB / 12GB	12GB	8GB
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Storage	256GB / 512GB / 1TB	256GB / 512GB / 1TB	256GB / 512GB
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Battery	5,000mAh	4,400mAh	3,700mAh
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Typical value tested under third-party laboratory condition. Typical value is the estimated average value considering the deviation in battery capacity among the battery samples tested under IEC 61960 standard.

Fast Charging	Yes	Yes	Yes
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S Pen	Yes	Yes	No
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S Pen sold separately.

Weight	233g	253g	187g
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[Click to collapse](#) ^



- The Samsung Electronics website provides a wealth of information across various sections. In the Products & Services section, you can explore Samsung's wide range of offerings, from mobile devices to home appliances. The Shopping Options section provides information on the latest deals, trade-in options, and finance options.
- In the Support section, you can find resources to help with product setup, use, and troubleshooting. The Account & Community section allows you to manage your Samsung account and engage with the Samsung community.
- The Sustainability section provides information on Samsung's commitment to sustainable practices and corporate social responsibility.
- Lastly, the About Us section offers insights into the company's mission, values, business principles, CEOs, and history.

Product & Service	Shop	Support	Account & Community	Sustainability
Smartphones	All Offers	Solutions, Manuals & Downloads	My page	Environment
Tablets	Contract Phones	Book a Repair	My products	Security & Privacy
Audio Sound	Trade In Deals	Track my Repair	Orders ↗	Accessibility
Watches	Samsung Upgrade Programme	Contact Us	Wishlist ↗	Diversity · Equity · Inclusion
Smart Switch	Samsung Experts Video Chat	Warranty Information	Members	Corporate Citizenship ↗
Mobile Accessories	Track Your Order ↗	How to Guides	Vouchers	Corporate Sustainability ↗
TVs	Delivery and Returns	Email CEO	Community	Modern Slavery Act Statement ↗
Lifestyle TVs	Online Shop FAQs	Product Registration	Samsung Rewards	Gender Pay Gap Reports
Refrigerators	Privacy (Online Shop)	Give my opinion ↗		
Laundry	Business Shop	Safety Notice		About Us
Air Solutions	Samsung Student Store			Company Info
Cooking Appliances	Key Worker Offers			Business Area
Monitors	Samsung Experience Store			Brand Identity
Memory Storage	Samsung KX LDN			Careers
Sound Devices	Explore			Investor Relations ↗
				Newsroom ↗
				Ethics
				Samsung Design ↗
				Tax strategy

KEY FEATURES

- **Content:** The website hosts a wide range of content, including product descriptions, images, videos, and customer reviews, providing users with comprehensive information about Samsung's products and services. Comprehensive content allows users to make informed decisions about the products they're interested in, increasing their confidence in their purchases.
- **Interactivity:** Users can interact with the website in various ways, such as by selecting products, adding them to a shopping cart, and making purchases. This makes the shopping experience more enjoyable and efficient.
- **Colour and Structure:** The website uses a clean, modern design with a white background and blue accents, reflecting Samsung's brand identity. A visually appealing design makes the website enjoyable to use.
- **Accessibility:** The website is designed to be accessible to all users, with features such as ALT text for images to assist visually impaired users.
- **Video:** The website includes product videos to provide users with a more in-depth look at Samsung's offerings, helping users to make more informed decisions.

Get free Galaxy Buds2 Pro worth £219 when you buy any Galaxy S23*

3 : 46 : 11
Hours Minutes Seconds

Buy now

Mobile



Galaxy S

Galaxy's fastest chipset and best camera



Galaxy Z

Join the flip side



Galaxy A

Galaxy innovation made accessible for all



Galaxy A

Power packed

Navigation: The website features a clear and intuitive navigation system, including a top menu bar and a search function, allowing users to easily find what they're looking for.

Galaxy S23 Ultra

Get free Galaxy Buds2 Pro worth £219 when you buy now¹

Buy now



Feedback



One account. Any device. Just for you.
Sign in to get started.

Email

Remember my ID

Next

Find ID

Create account



Sign in with Google



Sign in with QR code

Stay signed in 

Logins: Users can create an account and log in to access personalized features, such as saving favourite products and tracking orders.



Privacy - Terms

- **Templates and CSS:** The website uses templates and CSS for a consistent look and feel across all pages. This makes it easier for users to understand how to interact with different pages.
- **Buttons and Text:** The website uses clear, concise text and prominently placed buttons to guide users through their journey, making the overall experience more intuitive and enjoyable.

STRENGTHS

➤ Product Range:

- Samsung Electronics offers a wide range of products, from smartphones to home appliances. This variety caters to a broad audience and allows customers to find all their electronics needs in one place.
- This makes it more convenient for the customers.
- This also creates brand loyalty.

➤ Innovative Products:

- Samsung is known for its innovative products, including its latest smartphones and 4k/8k TVs. These high-quality, cutting-edge products can attract tech-savvy customers and those looking for the latest technology.
- Innovative products can lead to higher customer satisfaction. When customers feel that they are getting the latest technology, they are likely to be more satisfied with their purchase.

WEAKNESSES

➤Customer Service:

- Many customers have expressed dissatisfaction with Samsung's customer service¹². Issues include difficulty in getting products fixed under warranty and poor communication.
- This can be seen in the reviews that have been put on social media about its customer service.

➤ Product Issues:

- Some customers have reported issues with Samsung products, such as phones running slow or appliances breaking down¹². These product issues, coupled with the reported customer service problems, can lead to a negative customer experience.

OVERALL CONCLUSION

- The Samsung Electronics website is a dynamic, feature-rich platform that enhances the user experience through interactive content, clear navigation, visually appealing design, accessibility features, e-commerce capabilities, personalized features, and comprehensive information. It caters to a broad audience, providing detailed product information, shopping options, support resources, and insights into the company's mission and values. Overall, the website effectively showcases Samsung's wide range of products and services, reflecting its brand identity and commitment to customer satisfaction.



SAMSUNG



Website features :

1. **Logos:** The Samsung logo is prominently displayed at the top left corner
2. **Navigation bar :** Provide links to different sections like mobile phones, home electronics, home appliances, and TV.
3. **Search bar :** Allow users to search for specific products or information.
4. **Highlighted banners :** To promote new products, functionalities when the users enters the site.
5. **Images and videos:** Showcasing featured products and their functionalities.
6. There are several buttons in the navigation bar. They are as follows.
 - *Shop button (The three sections 'New & Featured', 'Offers', 'Why buy from Samsung' appears in a sliding down box)*
 - *Mobile button (Many options are presented to the viewer such as smartphones, tablets, laptops, watches, etc.)*
 - *Home appliances (Options – Refrigerators, laundry, Vacuum cleaners, cooking appliances, dishwashers, etc.)*
 - *Computing (Recommendations, Galaxy book and laptops, sizes, monitors , memory & storage)*
 - *Displays (Different types of monitors are displayed)*
 - *Accessories*
 - *SmartThings*
 - *Support button (You can get product help, repairs and warranty, contact details, Additional info)*
 - *Basket button (To view the items you have selected to buy)*
 - *Profile (Check your profile)*

On the home page, Samsung displays their latest items, their prices and features. They have also displayed special offers.

You can see images of their latest products, compare it with others, see their key features and also review them.

Various deals and discounts are also displayed here.

So, in summary, Samsung UK's website seamlessly combines aesthetics, functionality, and accessibility to enhance the user experience. Whether you're shopping for a new phone or exploring home appliances, Samsung has you covered!

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