

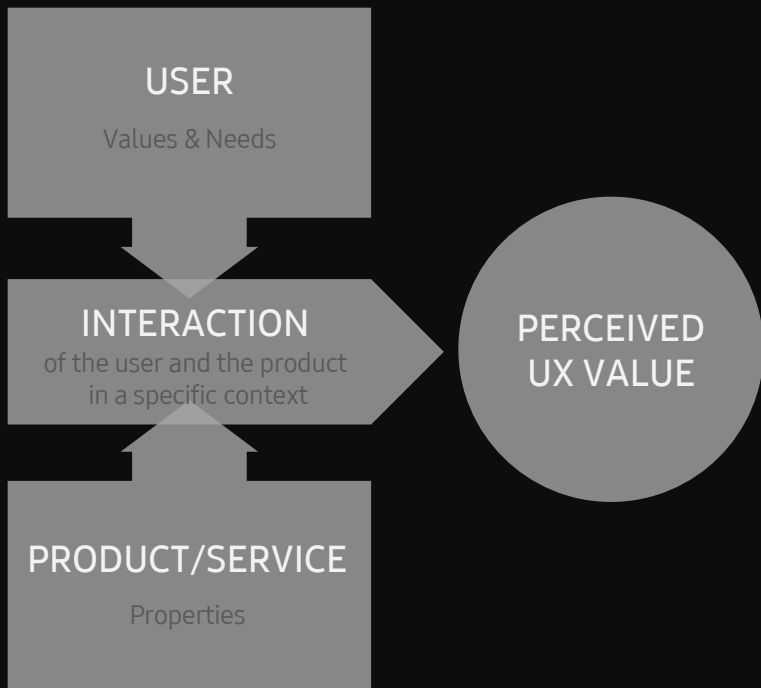
One Samsung UX Principles

What is UX

Mr. Fukuda describes UX as

**The high quality value that a user feels
when using a product or a system.**

UX Value Framework



- UX Value란 제품 자체에서 발생하는 것이 아니라, 제품과 사람이 특정 환경에서 인터랙션 하는 과정 속에서 발생
- UX Value isn't derived from the product alone. It is created during the process of interaction between the user and the device/service in a specific context of situations
- 사용자들은 제품과의 인터랙션 속에서 기대하는 주관적 가치/ Needs/ 목표가 있고, 인터랙션을 통해 새로운 User value를 경험함
- Users have subjective expectations of user value/needs/purpose and these values are experienced while interacting with the device

[Kujala & Väänänen-Vainio-Mattila, 2008]

USER

"The millennial mindset"



Defining User Value

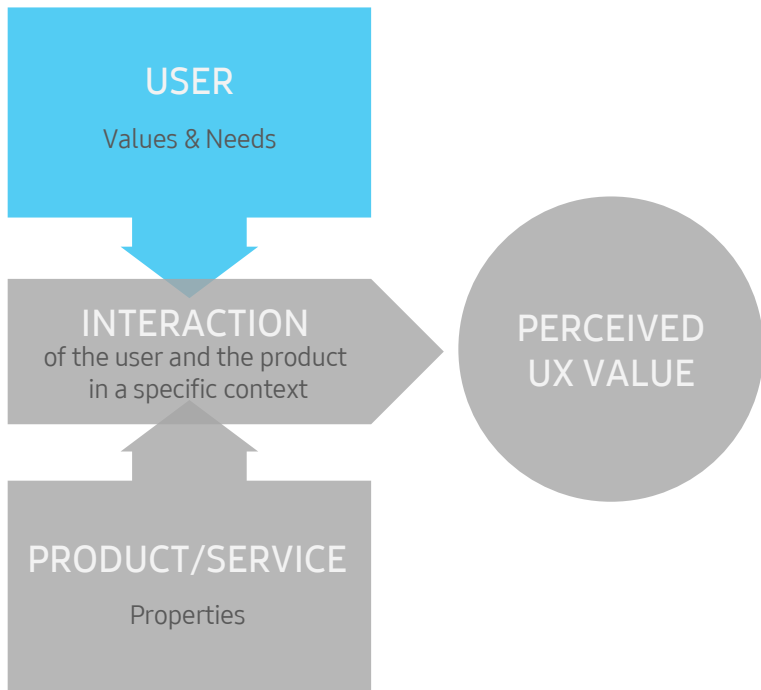


Table 2. Types of User Value (Adapted from Holbrook (1999))

	<i>Extrinsic</i>	<i>Intrinsic</i>	
<i>Self- Oriented</i>	Utilitarian Efficiency (e.g., Convenience)	Emotional Play (e.g., Fun)	<i>Active</i>
	Excellence (e.g., Quality)	Aesthetics (e.g., Beauty)	<i>Reactive</i>
<i>Other- Oriented</i>	Social Status (e.g., Impression Management)	Altruistic Ethics (e.g., Justice)	<i>Active</i>
	Esteem (e.g., Possession)	Spirituality (e.g., Sacredness)	<i>Reactive</i>

User experience로부터 얻게 되는 4종류의 User Value 존재 / 4 types of User Value in User Experience

- **Utility Value** : 제품의 실용적인 측면에서의 가치 / Utilitarian value derived from the product
- **Emotional Value** : 제품 사용으로부터 얻을 수 있는 감성적 혜택
Emotional benefit obtained during use of products
- **Social Significance Value** : 제품을 가지고 사용함으로써 느낄 수 있는 사회적 가치
Social value obtained for owning or using a product
- **Altruistic Value** : 영적이고 도덕적인 가치
Spiritual and Ethical value

Defining User Value

Utility (실용적 가치)	Convenience	Time management
		Appropriateness
		Physical Compatibility
	Quality & Performance	Performance
		Efficiency
		Durability & Reliability

Emotional (감성적 가치)	Pleasure	Affection
		Aesthetic
		Sensorial Pleasantness
	Sentimentality	Memorability
		Relatable

Social (사회적 가치)	Social Prestige	Distinction from others
	Identity	Group belongingness

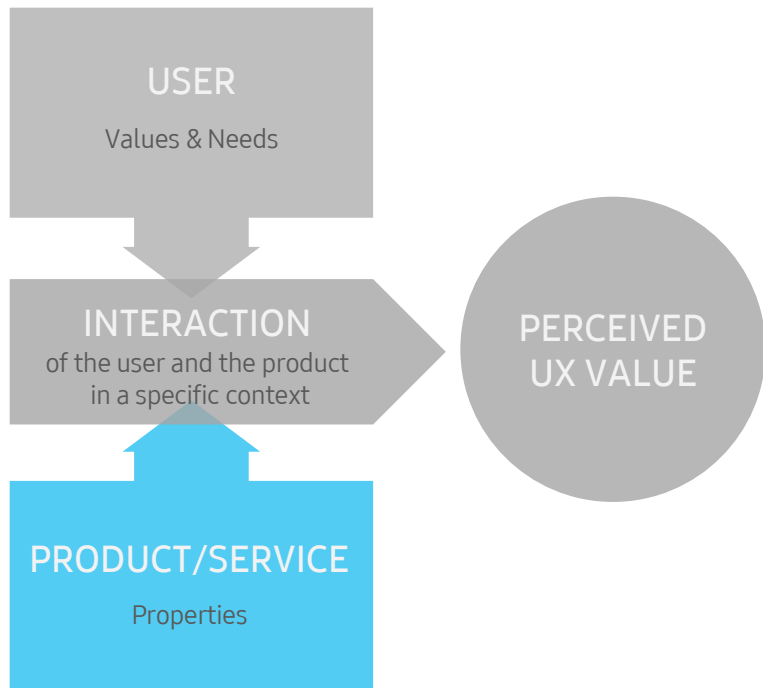
Altruism (도덕적 가치)	Welfare of Others	Morally just
	Welfare for Environment	Sustainable

ONE SAMSUNG

"A Loved brand"

SAMSUNG

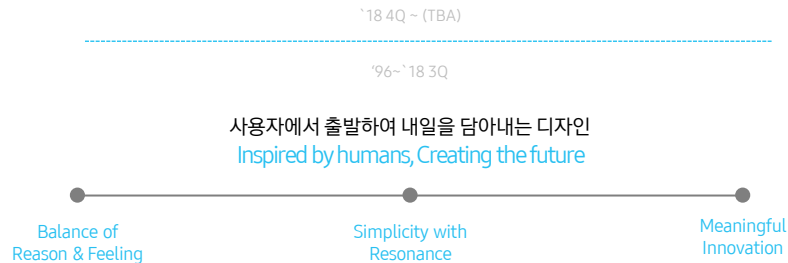
Defining Samsung Design Value



Samsung Design Philosophy

Be Bold. Resonate with Soul

- We discover meaningful purpose.
- We create designs that resonate.
- We connect people and possibilities.
- We deliver delightful experiences.



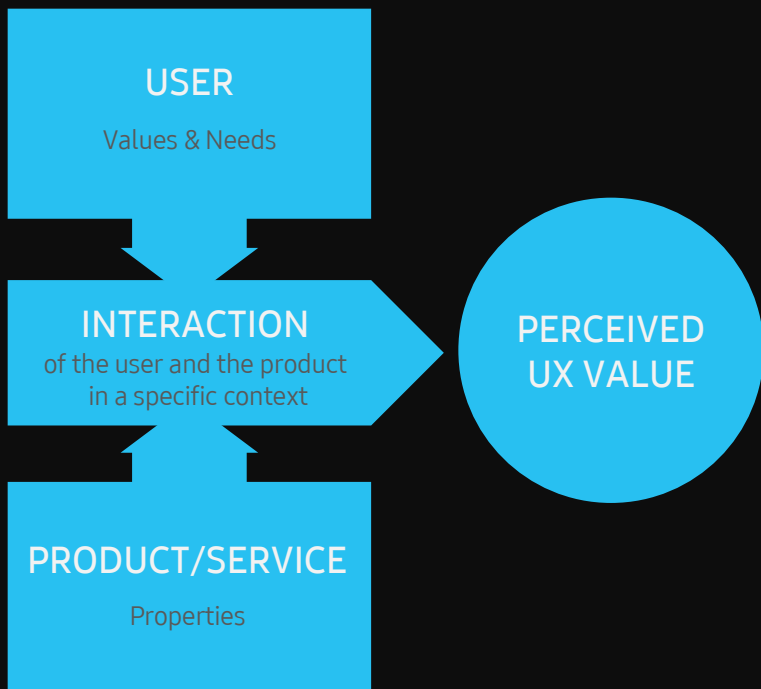
* Samsung Design Philosophy

Samsung's design philosophy dates back to 1996. In efforts to weave design across Samsung business, design center established the philosophy and defined what Samsung design stands and aims for. With 'Design 2.0 strategy' in 2005 and 'design 3.0 strategy' in 2011, further developed the philosophy to incorporate changing external influences.

Defining Samsung Design Value

<p>사용자에서 출발하여 내일을 담아내는 디자인</p> <p>Inspired by Humans, creating the future</p>	<p>이성과 감성이 조화된 디자인</p> <p>Balance of Reason & Feeling</p>	Balance, Harmony
		Comprehensive, Coherent
		Adaptive, Responsive
	<p>비움의 간결미가 감흥을 주는 디자인</p> <p>Simplicity with Resonance</p>	Simple, Intuitive
		Intriguing, Engaging
		Desirable, Delightful
	<p>삶을 즐겁고 의미 있게 해주는 혁신적인 디자인</p> <p>Meaningful Innovation</p>	Considered, Empathy
		Universal
		Long-lasting

Defining Samsung UX Principles



1. Simple & Useful : 쓰기 쉽고 군더더기 없는 직관적인 UX 디자인
Easy to use and intuitive UX design
2. Consistent : 기본 사용성 유지를 위한 일관된 UX 디자인
Consistent UX design focused of usability
3. Harmonious : 제품 간, 환경 간 서로 조화를 이루는 UX 디자인
Harmonious UX design between devices and environment
4. Thoughtful Consideration : 사용자에게 대해 세심하게 배려하는 UX 디자인
Thoughtful consideration towards the user
5. Discovery : 사용자의 의도와 환경에 따라 최적화되어 제공되는 UX 디자인
Optimized UX design for user's intent and context
6. Delightful : 즐거운 새로운 경험으로 이어지는 UX 디자인
UX design that leads to delightful new experience

Defining Samsung UX Principles

1. Simple & Useful

Good UX is simple and easy to use. But being just simple isn't enough. First, it has to be useful, with depth of functionality that user can keep on using over time.

2. Consistent

Consistent interface allows users to approach our solution with ease and makes it more coherent. And consistency across solutions reduces anxiety to expand to new experiences.

3. Harmonious

User value centric products and services that achieve harmony in various user context and modality creates meaningful relationship.

4. Thoughtful Consideration

Too much functions can be distracting. Instead we need to provide meaningful functions that is appropriate to the user's context. To do this we need to truly understand and empathize with the user.

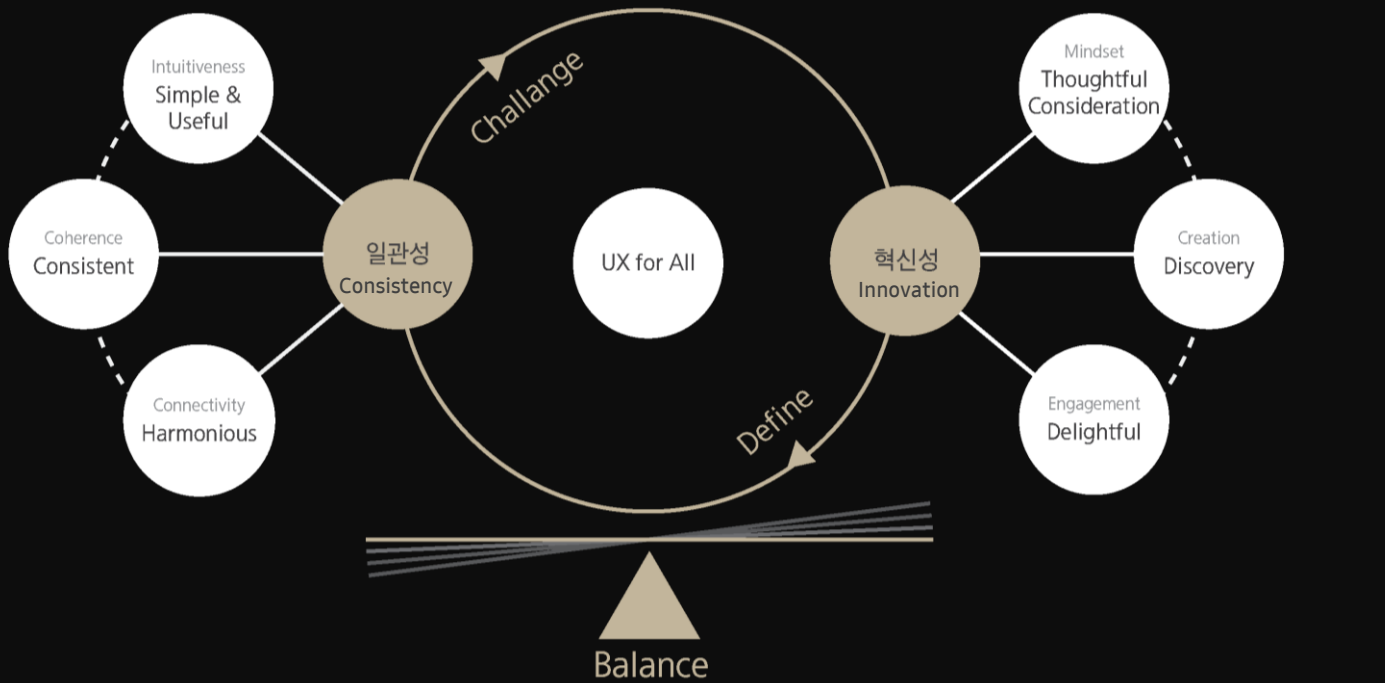
5. Discovery

Good UX leads to new discovery. Unexpected delight can be discovered when the story is flexible, allowing the user experience to expand to new possibilities.

6. Delightful

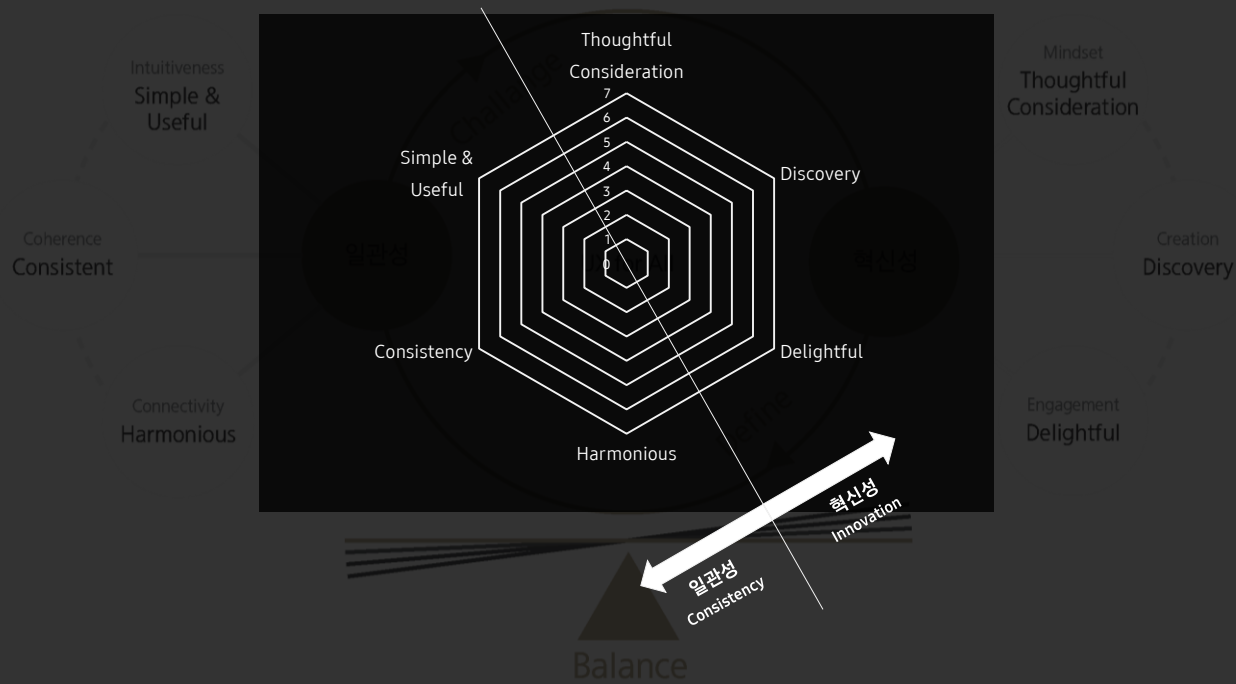
Superficial decorations does not last long. The real beauty lies within the composition and logics behind a interface. Well thought-out interface brings joy and feeling of delight to the user.

How do the six principles work together?



- UX Principles
- UX Strategy

Method for Analysis

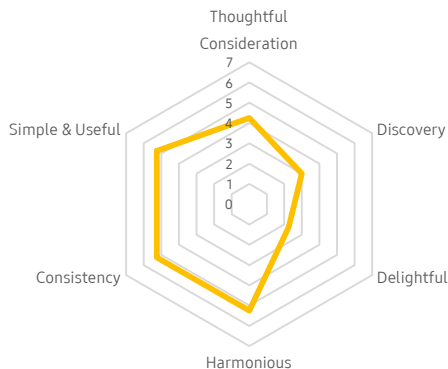


Competitor Analysis



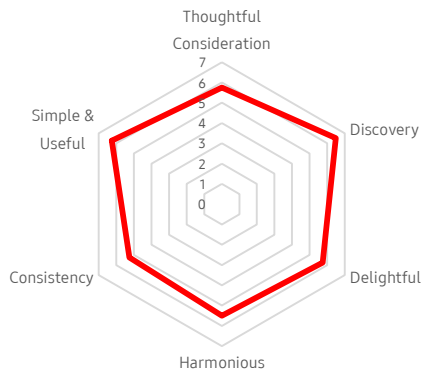
모든 사용자가 사용할 수 있도록 일관성과 기기
호환성 중심의 UX원칙 정의

UX principle focused on consistency
amongst devices for all users



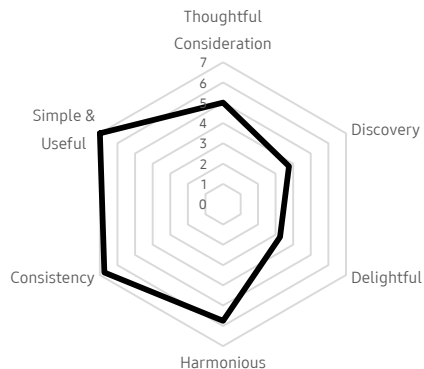
서비스에 UX의 모든 것을 담기 위해 노력함

Deep consideration of implementing
UX for services



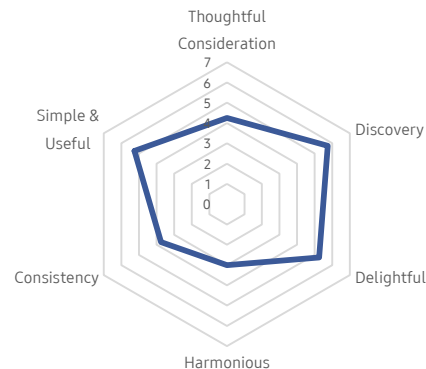
Simplistic을 기반으로 기기간 일관성과 호환성
중심의 UX 원칙 정의

Consistency and compatibility centric UX
amongst devices based on Simplicity



사용자를 중심으로 서비스 제공을 위한
UX 원칙 정의

User centric UX for providing service

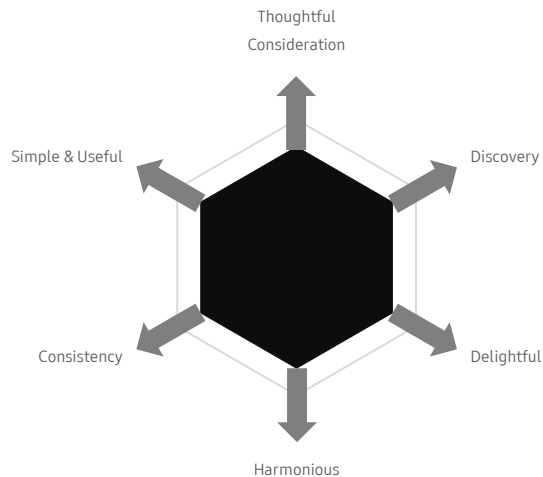


Source: Internal analysis (UXC)

Strategy for SAMSUNG

AS-IS

One Samsung UX 시장 노출
Market exposure of One Samsung UX



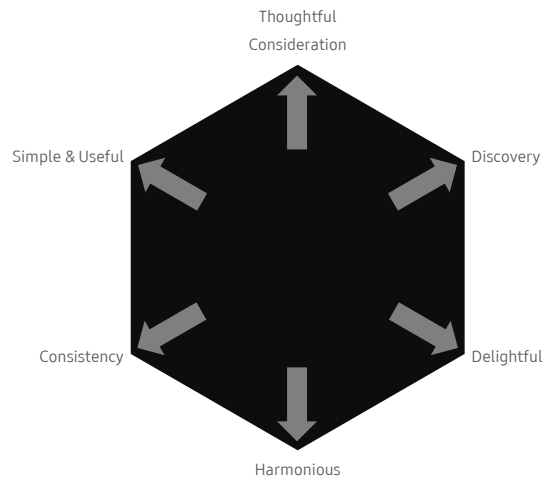
**6대 원칙 기반
One Samsung UX 강화**

Reinforcement of
One Samsung UX
Based on 6 principles

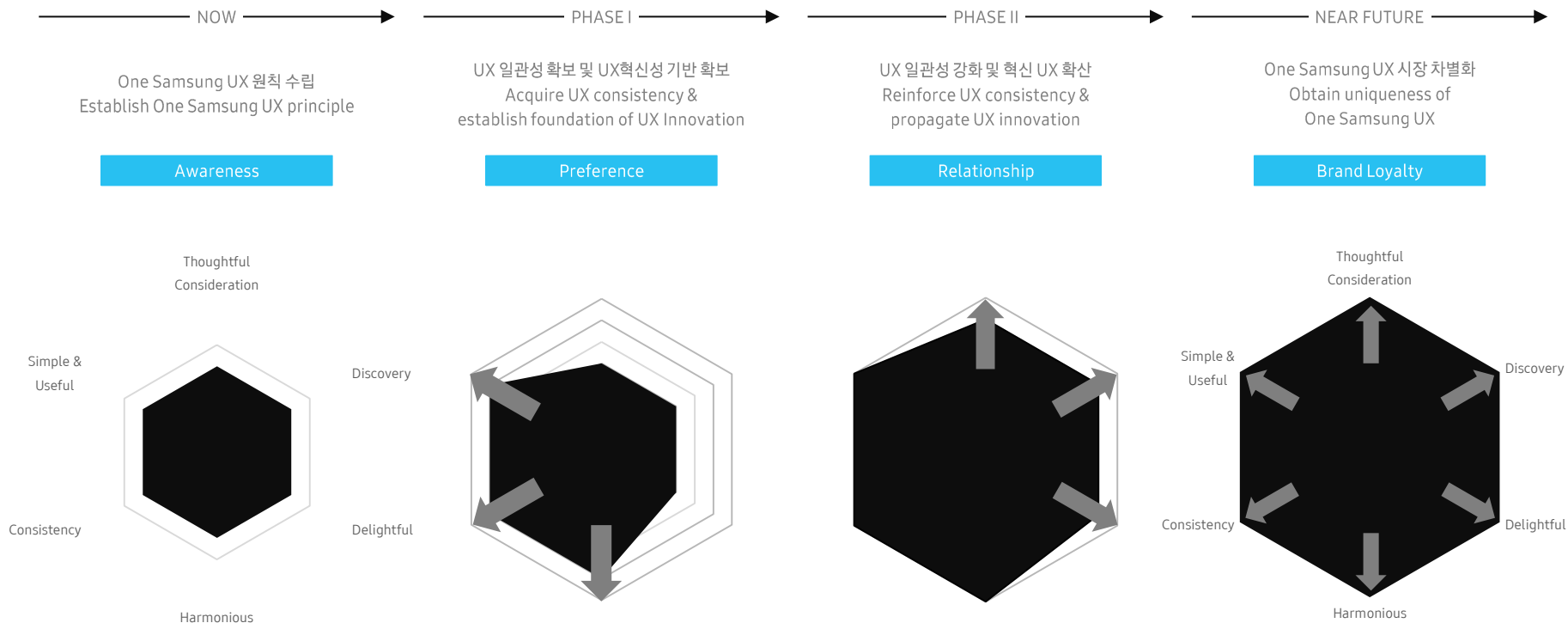


TO-BE

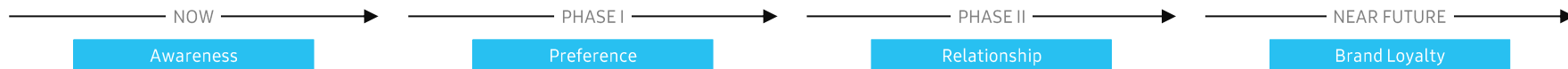
One Samsung UX 시장 차별화
Obtain uniqueness via One Samsung UX



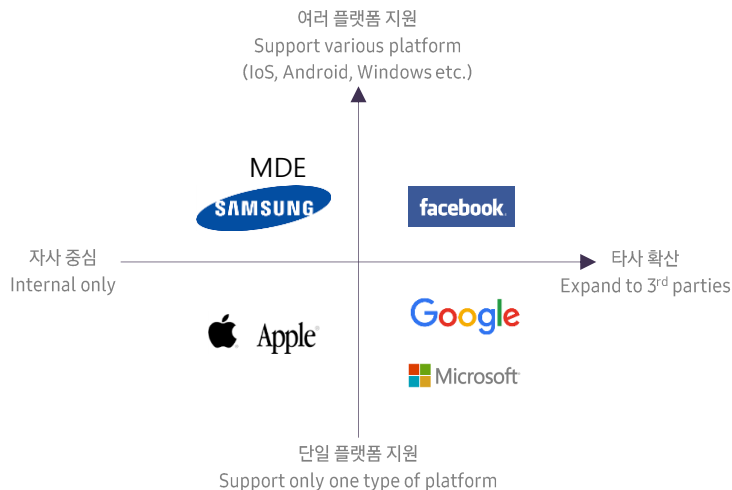
Strategy for SAMSUNG



Strategy for SAMSUNG



UX 일관성/혁신성 확보를 통한 MDE 기반 구축
Establish MDE foundation through UX consistency/innovation



One Samsung UX를 통한 IoT 시장 차별화
Acquire uniqueness in IoT market through One Samsung UX

