



CT&DT-SPSU- "ANONYMOUS"- TASK#11

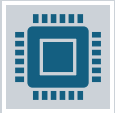
UNIQUE CHARACTERISTIC OF DESIGN
THINKING EMPATHY PROCESS FLOW

Main Defect:

- Battery design flaw: The battery components in the Note 7 were compressed too tightly, causing internal short circuits that led to overheating.



To Fix Problem:



Thorough Investigation: Samsung worked with third-party experts to identify the root cause. They found that the defect originated from both the design and manufacturing process of the batteries.



Improved Testing: Samsung implemented a more rigorous 8-point battery safety check that includes X-ray inspections, durability tests, and charge/discharge tests.



Battery Design Overhaul: They redesigned the battery with better insulation materials and improved spacing between battery components.



Better Communication and Support: Samsung enhanced customer service and communication with users, offering replacements, refunds and educational campaigns on battery safety.



Features of Product:

1.Display:-

- 5.7-inch Quad HD Super AMOLED screen with a resolution of 2560x1440 pixels.
- Always-On Display feature for quick access to notifications without waking the phone.

2.Stylus(S Pen):

- Improved S Pen with a finer tip for more precise input.
 - Pressure sensitivity for drawing and note-taking, mimicking a real pen.
 - Water-resistant S Pen that worked even on a wet screen.
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Features of Product

3.Camera:

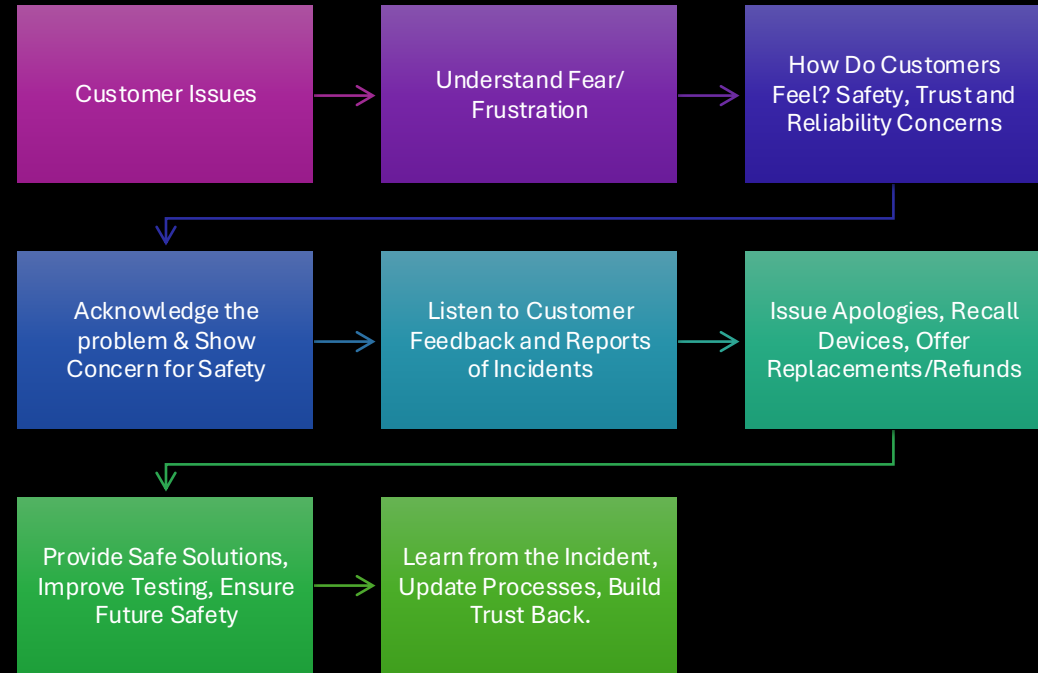
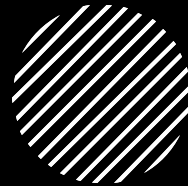
- 12MP rear camera with Dual Pixel technology for faster focusing.
- 5MP front-facing camera with wide-angle support for better selfies.
- Optical Image Stabilization (OIS) for smooth photos and videos.

4.Battery(After Fix):

- 3,500 mAh battery in the initial model.
- After the recall, a safer, smaller battery was introduced with better internal protection and spacing.

5.Performance:

- Exynos 8890 or Qualcomm snapdragon 820 processor (depending on the region).
- 4GB of RAM and 64 GB of internal storage (expandable via microSD card up to 256GB).





TEAM MEMBERS:

B. PRAVEEN
S.V. SAI JASWANTH
M. SRI VIVEK
K. ESHWARAIAH
T. BRAHMAIAH

