**MEMORANDUM**

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| To: | SAMSUNG Galaxy Watch 4 Classic |
| From: | Dankwa Quist |
| Subject: | Review of Manual |
| Date: | February 5, 2022 |

This memo is an assessment of the electronic product manual of the SAMSUNG product listed above.

The manual makes navigation very easy. On the content page, all topics have hyperlinks, so a click takes the reader straight to the page where the content details reside. Hyperlinked text is colored light blue, letting the reader know, the text is different. The content layout is also very well done, where there are 5 broad categories which capture the phones functions.ie. Apps, Settings, Getting Started, Learn More and Legal. Any user can easily decide, where to read up on to get an understanding of the product.

There is a clean image of the product provided with a description of various parts, helping the user get a good understanding of the product’s design. Page numbers are nicely contrasted and easy to see for a quick reference of any pages. The manual also makes good use of app symbols as they appear inside the product to visually help users identify functionality and provide understanding. The manual is very detailed and captures all the functionality of the product, making it a very good reference point for anyone to get a solid understanding of how this product works.

Some improvements that could be made for the manual to be very effective is to shift some of the information around. In this case, the “Learn more” section, which contains a video of how the phone can be used should have been at the beginning of the contents and not at the end. A video description is generally more quickly absorbed than long lines of text that a user has to read to understand a function. There are many hyperlinks in the manual, but it is not immediately clear that a word or heading is hyperlinked. Underlining the hyperlink text or describing the color change in text in a small box on each page could inform the user how to skip between contents or navigate to other contents. This would be of benefit to users that may not be internet savvy.

The legal section also has information on device care which should not be at the end of the document but rather the 1st thing the user should read. This section provides content on proper handling i.e. do’s and don’ts to preserve and extend the life of the product. Also, social media links are provided but these are general. If a user clicks on any of them i.e.. Facebook/Twitter/YouTube, it only takes the user to the Samsung page in general. The user now has to search for specific information on the product. It’s not efficient and the amount of information on the social media sites can be immediately overwhelming.

The following recommendations should make the manual even better to read and stand out. One is to make warning symbols like a warning triangle, a little bigger. The current format does not really pop out or indicate the right sense of warning to the user. Throughout the document there are lines that say “for more information visit Samsung.com/……. “. Again, for not so savvy internet users that could pose a problem. I believe a companion manual with additional information will be of benefit here. A video describing product’s functionality and usage should be at the beginning of each section, making it quickly accessible and viewable.