## Next Phase UX Direction

through iPhone and TouchWiz Competitiveness Analysis

2010. 04. 02 UX INNOVATION T/F

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PLAINTIFF'S EXHIBIT NO. 61 United States District Court Northern District of California No. 11-CV-01846-LHK (PSG) Apple Inc. v. Samsung Elecs. Date Admitted: \_\_\_\_\_By:\_\_\_\_

## Philosophy and Characteristics of iPhone UX

- ✓ Easy and simple Usability
- ✓ Potential and diversity of Applications
- ✓ Powerful and easy SDK
- ✓ Speedy and sensitive Touch feelings
- ✓ Modern and minimal Look & style
- ✓ Emotional and joyful Experiencing

Consideration for displaying the virtual Keypad differently depending on the situation PUI that minimizes the Physical Key Consistent transition effect in moving to Previous/Next page

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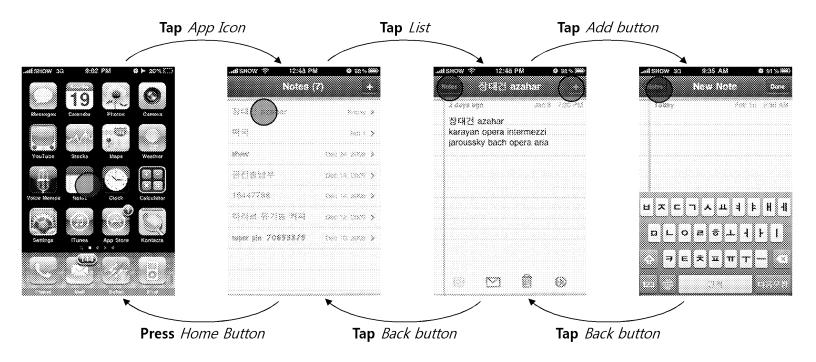
- $\checkmark$  Simple home structure and simple navigation rule
- $\checkmark$  Simple function and layout
- ✓ Hidden power feature
- ✓ Contextual keypad
- $\checkmark$  Navigation & function is max 3 in one screen
- ✓ Recognizable color coding
- $\checkmark$  Do not ask or give feedback pop up

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✓ Simple home structure and simple navigation rule

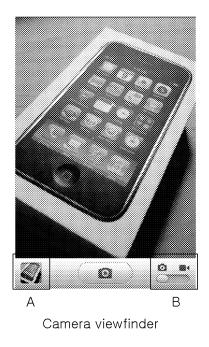


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✓ Simple function and layout

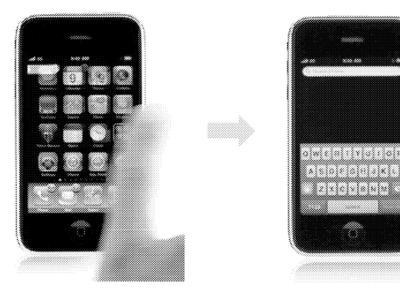


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#### Hidden power feature $\checkmark$



**Search Across Phone** Flick to the left of the main Home screen to open Spotlight search screen.

**Spotlight Screen** 

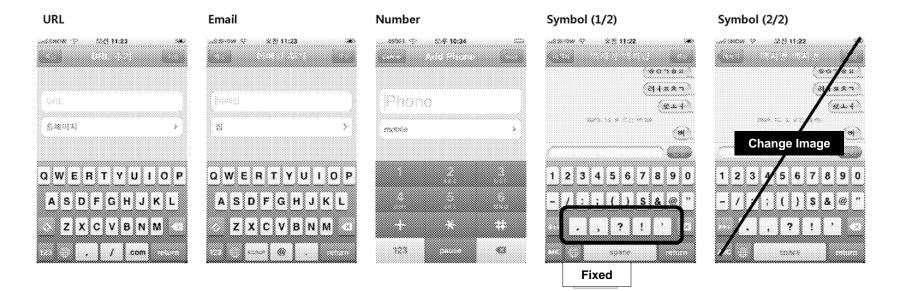
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### ✓ Contextual keypad



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✓ Contextual keypad

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### iPhone UX Philosophy and **Characteristics Example (2/6)** Potential and diversity of Applications





iPhone comes with great apps. Desktop-class email. GPS-powered Google Maps. Text and multimedia messaging.<u>\*</u> iPhone comes with an amazing suite of applications right out of the box.



Shop the App Store. Browse the App Store in categories from games to business, education to entertainment, finance to fitness. New applications from world-class developers arrive every day.

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## iPhone UX Philosophy and Characteristics Example (3/6) **Powerful and easy SDK**

- ✓ Various basic winsets provided in the interface builder
- ✓ Strong support for UX consistency by providing limited layout through the Interface builder.

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## iPhone UX Philosophy and Characteristics Example (1/6) Speedy and sensitive Touch feelings

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## iPhone UX Philosophy and Characteristics Example (5/6) Modern and minimal Look & style

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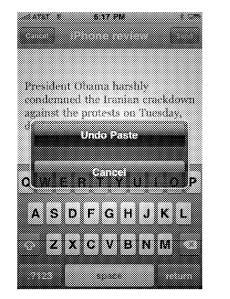
- ✓ Quickly and easily shake and undo paste.
- ✓ Componential Transitions
- ✓ Dynamic Input Field

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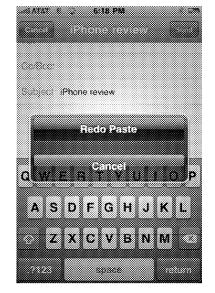
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Quickly and easily shake and undo paste.



#### **Shake** With a Shake and Tap of your iPhone you can now Undo your last Paste.



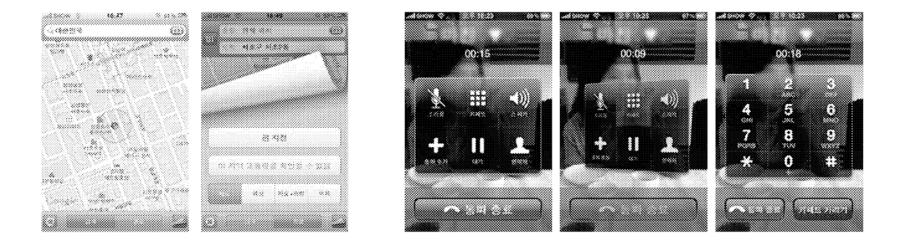
#### **Redo Paste** A second Shake and Tap will now give you the additional option to redo the last Paste.

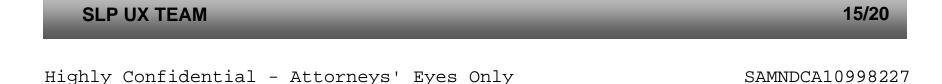
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✓ Componential Transitions





✓ Quickly and easily shake and undo paste.

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 $\checkmark$  Quickly and easily shake and undo paste.

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## **TouchWiz 3.0 UX Status**

ex. Benchmarking iPhone led to patchwork-like improvements resulting in lack of consistent philosophy

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schroepfer@gmail.com seobanseok@gmail.com

Certificate of Translation

#### 14 May 2012

I hereby certify that this Korean to English translation of pages SAMNDCA10998213 to SAMNDCA10998232 of the document with the beginning Bates number SAMNDCA10998213 is an accurate and complete rendering of the contents of the source document to the best of my knowledge, except for the word "TRANSLATION" at the upper right corner of each translated page. I further certify that I am competent in both languages and have twenty years of professional experience in Korean to English translation.

By: \_\_\_\_\_ Peter Mauro Schroe

Case5:11-cv-01846-LHK Document1973-3 Filed09/18/12 Page22 of 41



# iPhone UX의 철학과 특징

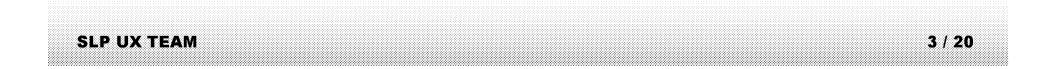
- ✓ Easy and simple Usability
- ✓ Potential and diversity of Applications
- ✓ Powerful and easy SDK
- ✓ Speedy and sensitive Touch feelings
- ✓ Modern and minimal Look & style
- ✓ Emotional and joyful Experiencing

상황에 따라 virtual keypad를 달리 보여주는 배려 Physical key 최소화하는 PUI 이전/다음 페이지에 사용되는 transition effect의 일관성

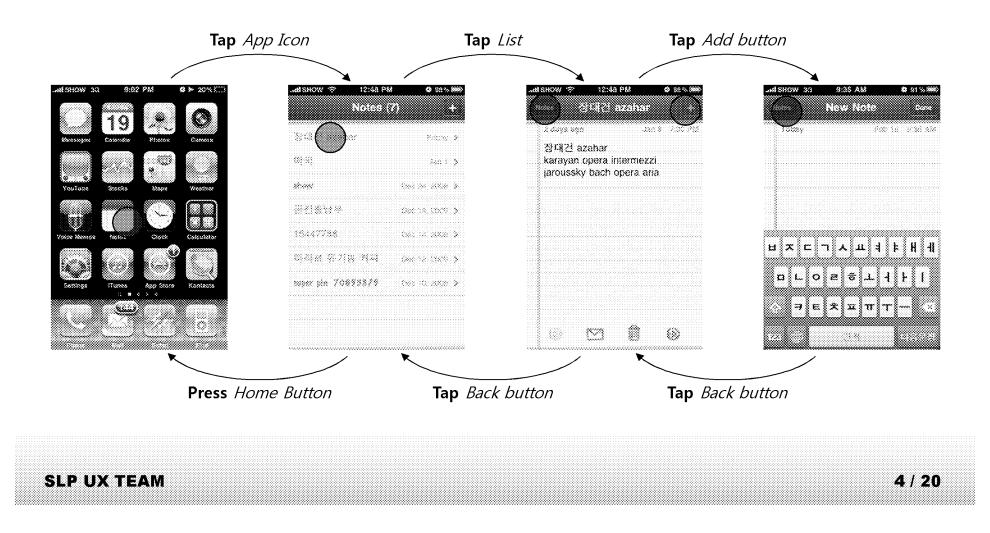
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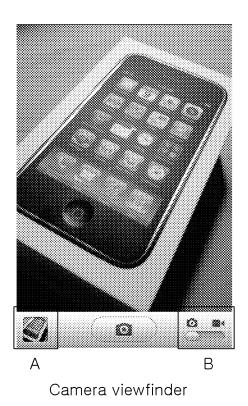
- ✓ Simple home structure and simple navigation rule
- ✓ Simple function and layout
- ✓ Hidden power feature
- ✓ Contextual keypad
- ✓ Navigation & function is max 3 in one screen
- ✓ Recognizable color coding
- ✓ Do not ask or give feedback pop up



### ✓ Simple home structure and simple navigation rule

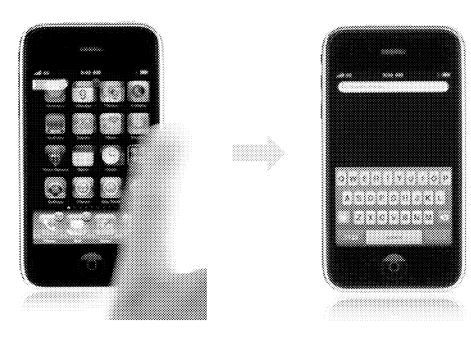


### ✓ Simple function and layout





### ✓ Hidden power feature

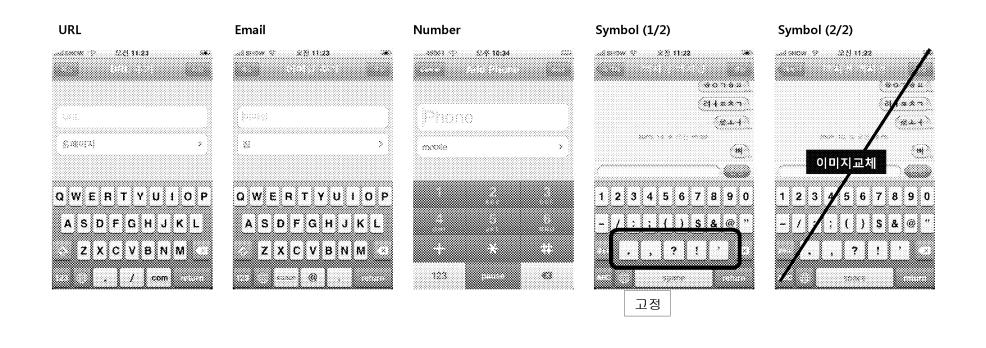


**Search Across Phone** Flick to the left of the main Home screen to open Spotlight search screen.

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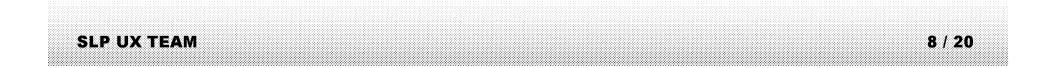


### ✓ Contextual keypad





✓ Contextual keypad



## iPhone UX의 철학과 특징 사례 (2/6) Potential and diversity of Applications



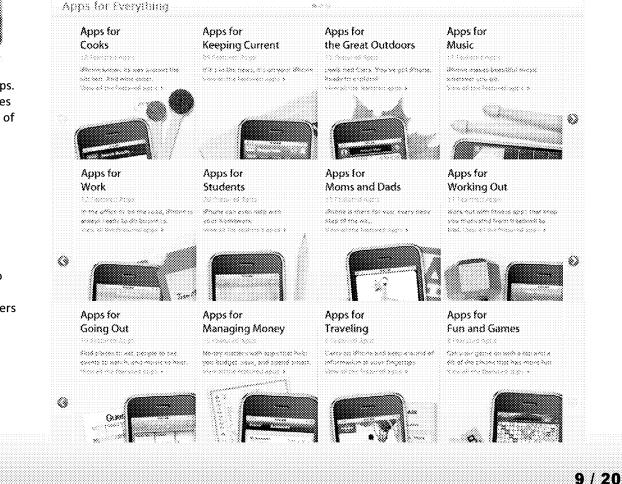


**iPhone comes with great apps.** Desktop-class email. GPS-powered Google Maps. Text and multimedia messaging.<u>\*</u> iPhone comes with an amazing suite of applications right out of the box.



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Shop the App Store. Browse the App Store in categories from games to business, education to entertainment, finance to fitness. New applications from world-class developers arrive every day.



## iPhone UX의 철학과 특징 사례 (3/6) Powerful and easy SDK

- ✓ Interface builder에 제공되는 다양한 기본 winset
- ✓ Interface builder를 통해 제한된 Layout을 제공 일관성 있는 UX를 강력하게 지원.

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## iPhone UX의 철학과 특징 사례 (1/6) Speedy and sensitive Touch feelings



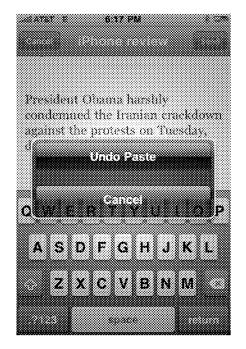
## iPhone UX의 철학과 특징 사례 (5/6) Modern and minimal Look & style



- ✓ Quickly and easily shake and undo paste.
- ✓ Componential Transitions
- ✓ Dynamic Input Field

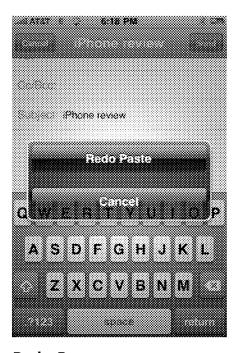


### ✓ Quickly and easily shake and undo paste.



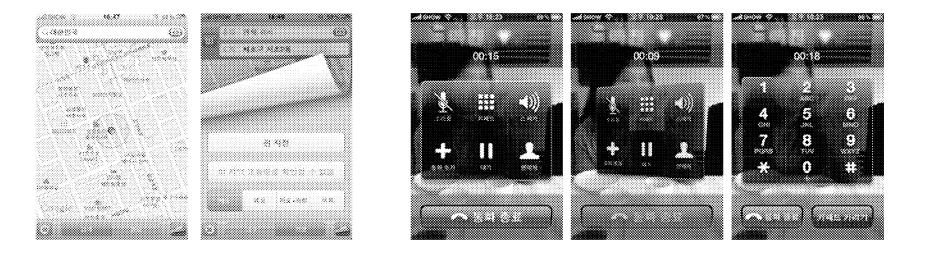
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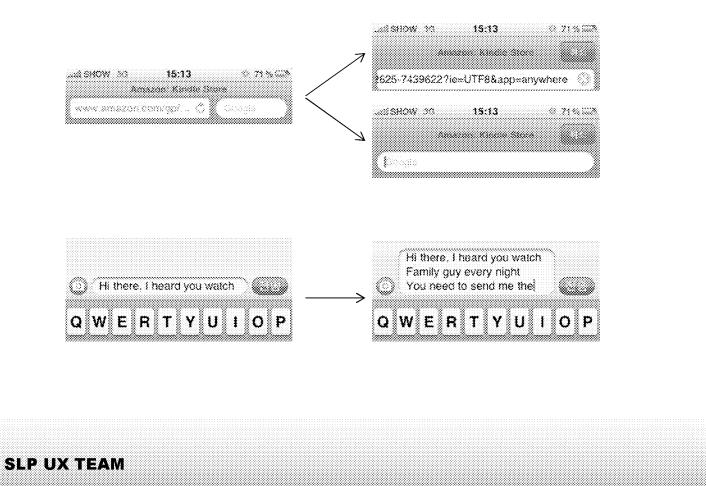


**Redo Paste** A second Shake and Tap will now give you the additional option to redo the last Paste.

### ✓ Componential Transitions

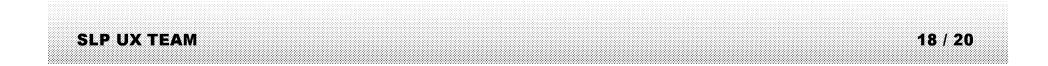














## TouchWiz 3.0 UX 현황

## ex. iPhone을 벤치마킹하다보니 짜집기식 개선되어 일관된 철학 부재



20 / 20