

Next Phase UX Direction

through iPhone and TouchWiz Competitiveness Analysis

2010. 04. 02

UX INNOVATION T/F

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: _____

Highly Confidential - Attorneys' Eyes Only

SAMNDCA10998213

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

iPhone UX Philosophy and Characteristics Example (1/6)

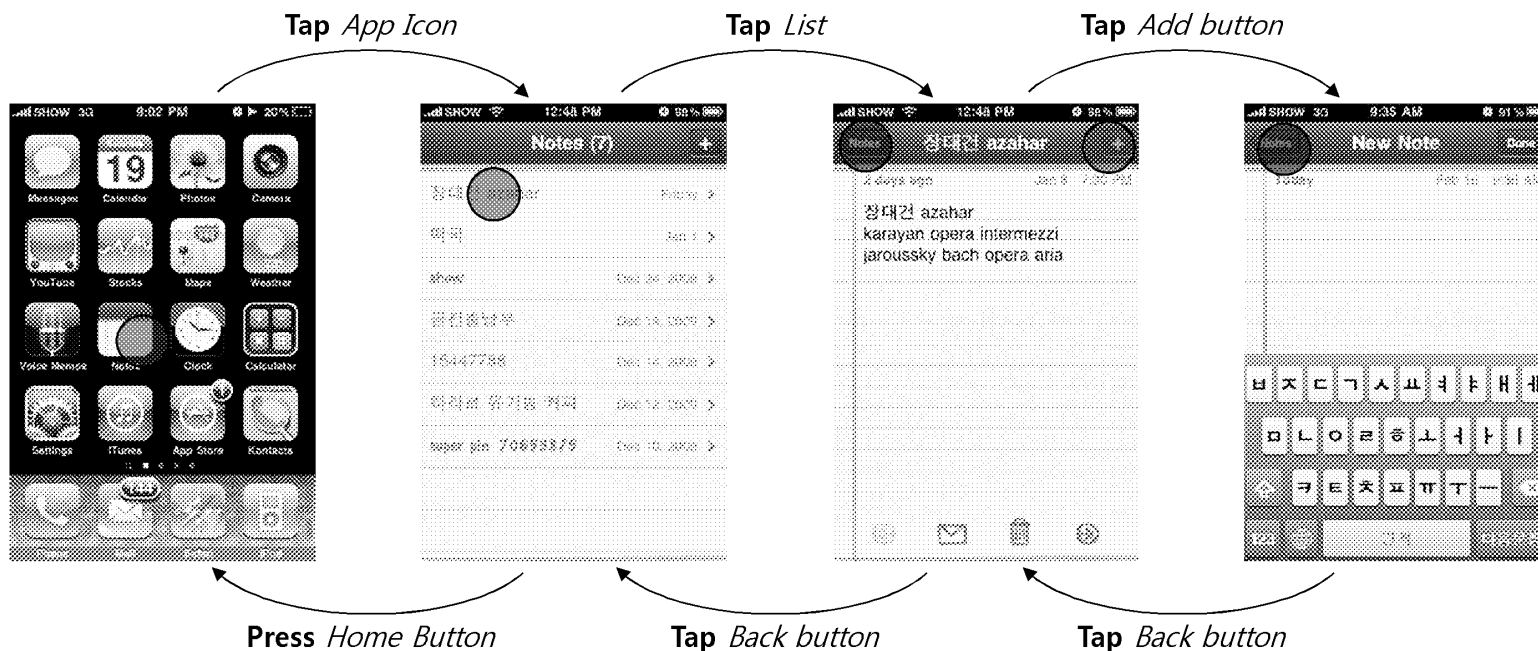
Easy and simple Usability

- ✓ 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

iPhone UX Philosophy and Characteristics Example (1/6)

Easy and simple Usability

- ✓ Simple home structure and simple navigation rule



iPhone UX Philosophy and Characteristics Example (1/6)

Easy and simple Usability

- ✓ Simple function and layout



A

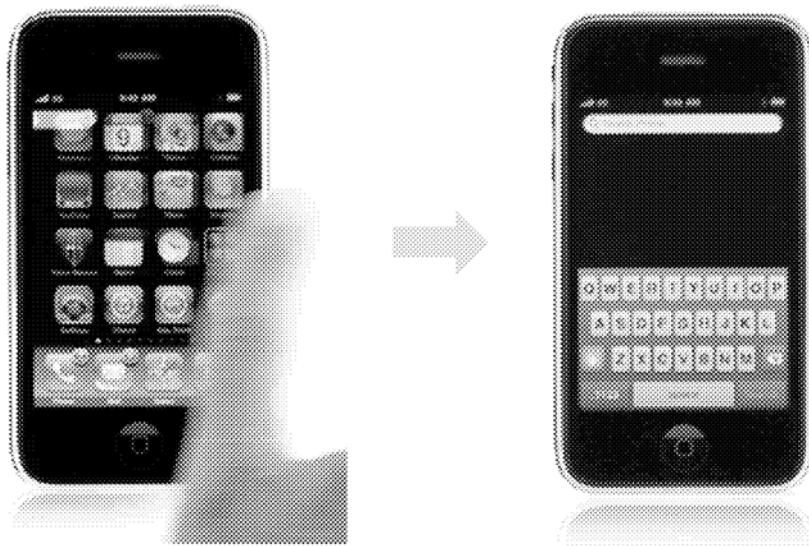
B

Camera viewfinder

iPhone UX Philosophy and Characteristics Example (1/6)

Easy and simple Usability

- ✓ Hidden power feature



Search Across Phone

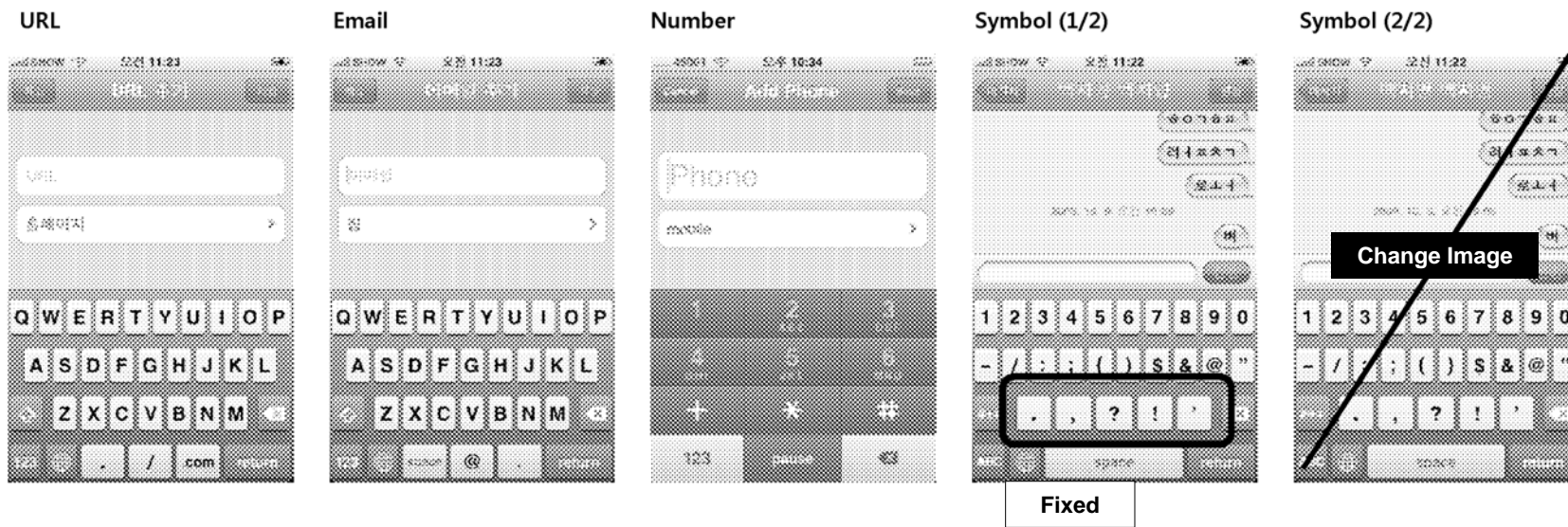
Flick to the left of the main Home screen to open Spotlight search screen.

Spotlight Screen

iPhone UX Philosophy and Characteristics Example (1/6)

Easy and simple Usability

- ✓ Contextual keypad



iPhone UX Philosophy and Characteristics Example (1/6)

Easy and simple Usability

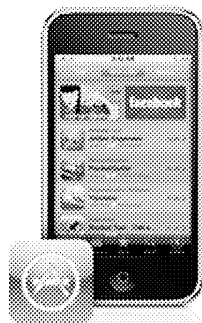
- ✓ Contextual keypad

iPhone UX Philosophy and Characteristics Example (2/6)

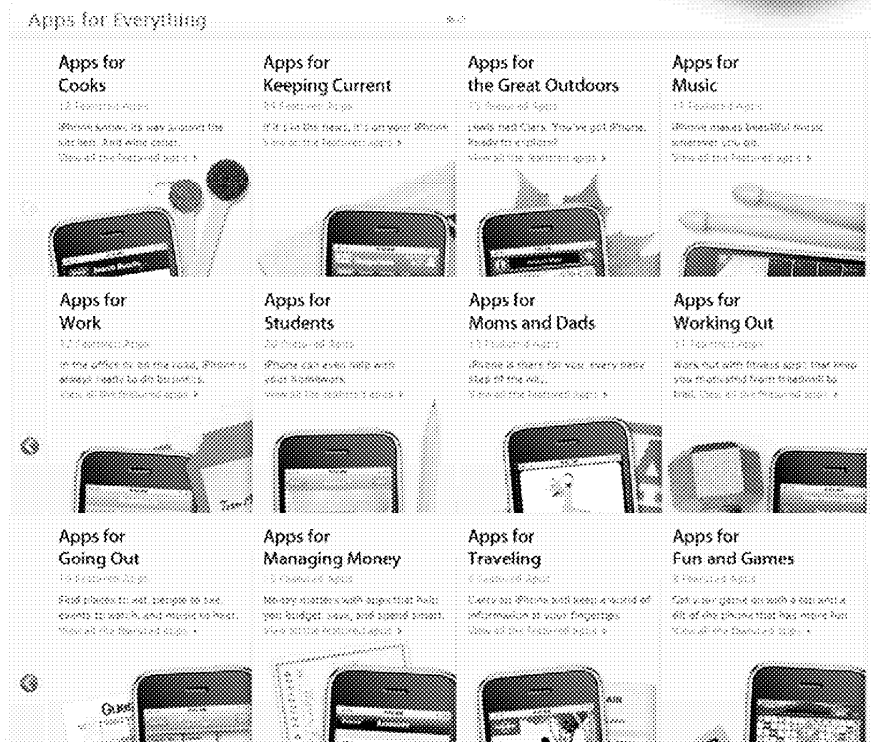
Potential and diversity of Applications



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



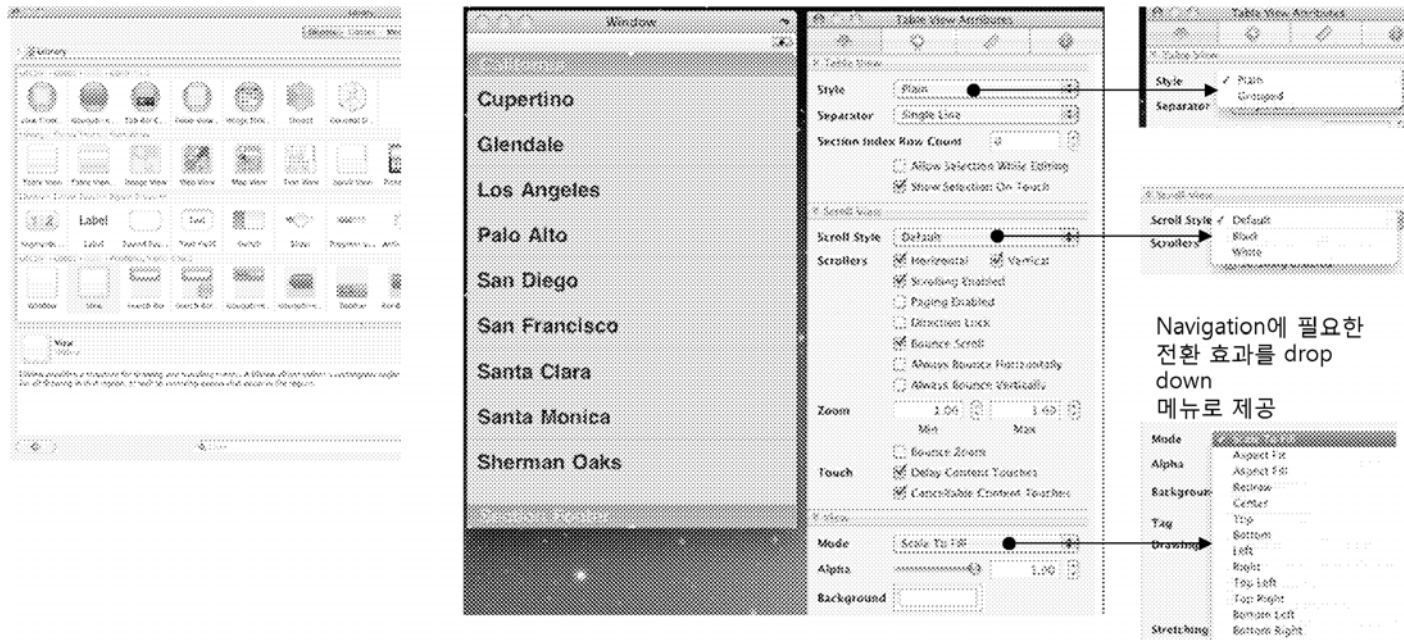
Shop the App Store.
Browse the App Store in categories from games to business, education to entertainment, finance to fitness. New applications from world-class developers arrive every day.



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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iPhone UX Philosophy and Characteristics Example (6/6)

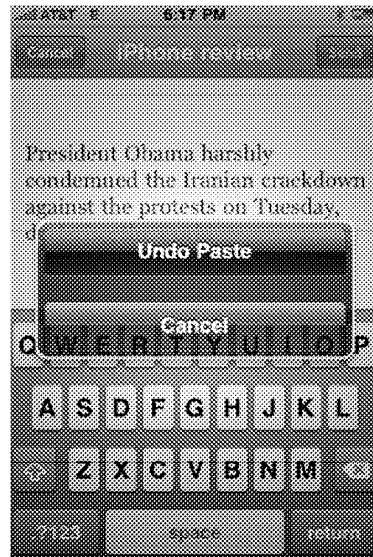
Emotional and joyful Experiencing

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

iPhone UX Philosophy and Characteristics Example (6/6)

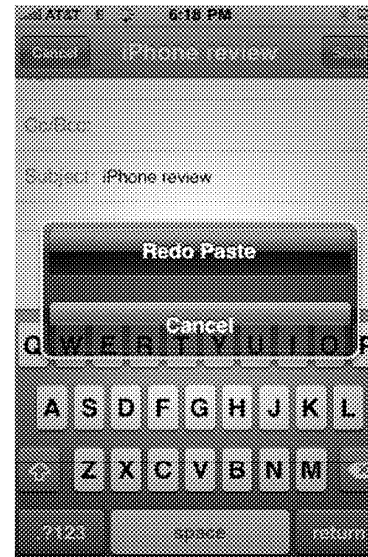
Emotional and joyful Experiencing

- ✓ 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.

iPhone UX Philosophy and Characteristics Example (6/6) Emotional and joyful Experiencing

- ✓ Componential Transitions



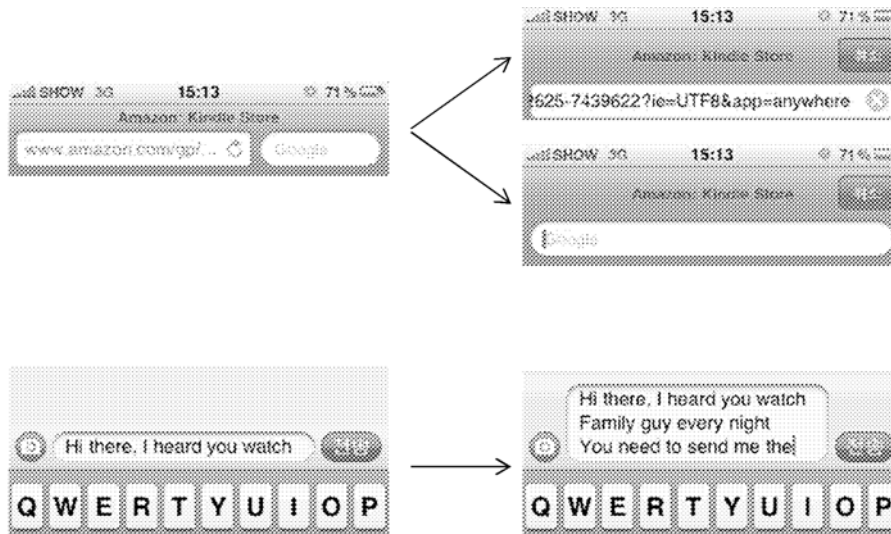
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iPhone UX Philosophy and Characteristics Example (6/6)

Emotional and joyful Experiencing

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iPhone UX Philosophy and Characteristics Example (6/6)

Emotional and joyful Experiencing

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iPhone UX Philosophy and Characteristics Example (6/6)

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iPhone UX Philosophy and Characteristics Example (6/6)

Emotional and joyful Experiencing

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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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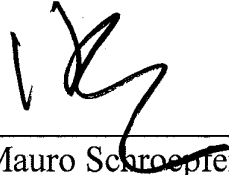
Peter Mauro Schroepfer
6397 Thornhill Dr.
Oakland, CA 94611

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 Schroepfer

iPhone과 TouchWiz의 경쟁력 분석을 통한

차기 UX 추진 방향

2010. 04. 02

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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

iPhone UX의 철학과 특징 사례 (1/6)

Easy and simple Usability

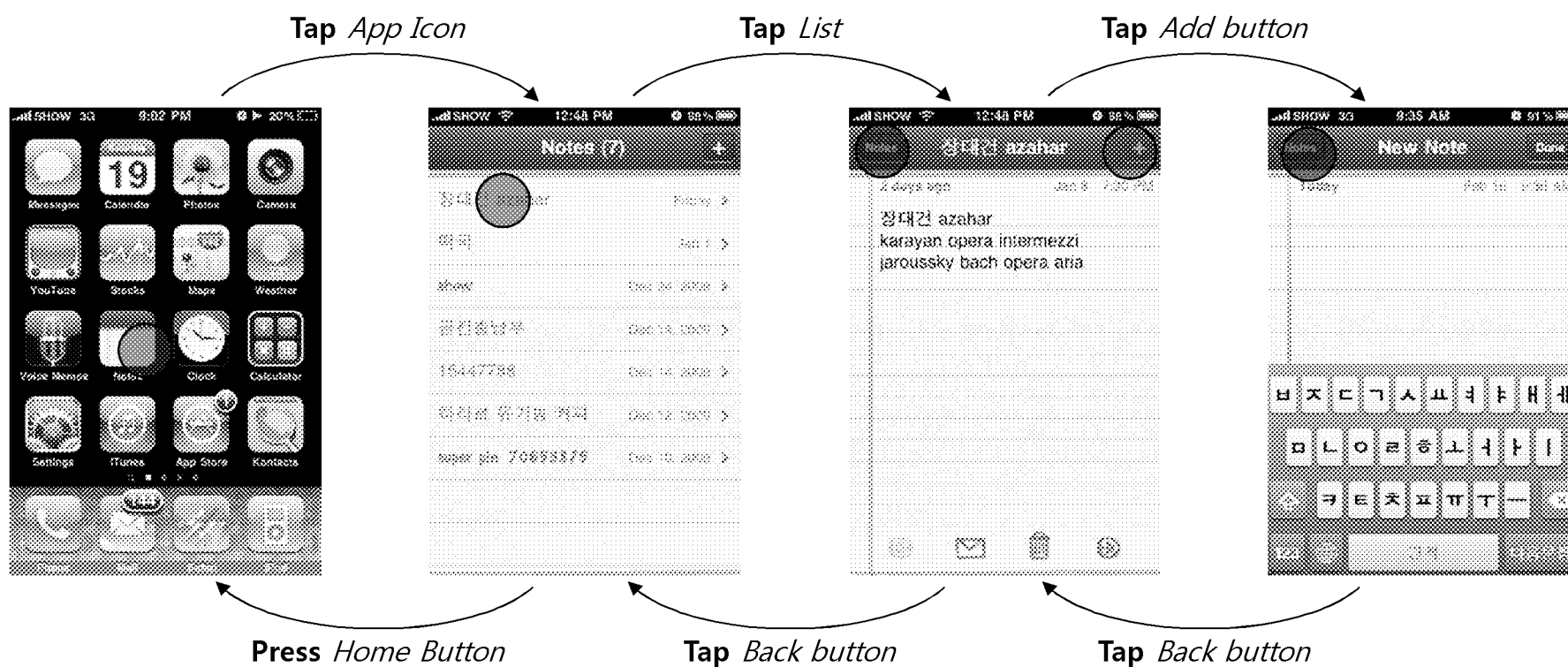
- ✓ Simple home structure and simple navigation rule
- ✓ Simple function and layout
- ✓ Hidden power feature
- ✓ Contextual keypad

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iPhone UX의 철학과 특징 사례 (1/6)

Easy and simple Usability

- ✓ Simple home structure and simple navigation rule



iPhone UX의 철학과 특징 사례 (1/6)

Easy and simple Usability

- ✓ Simple function and layout



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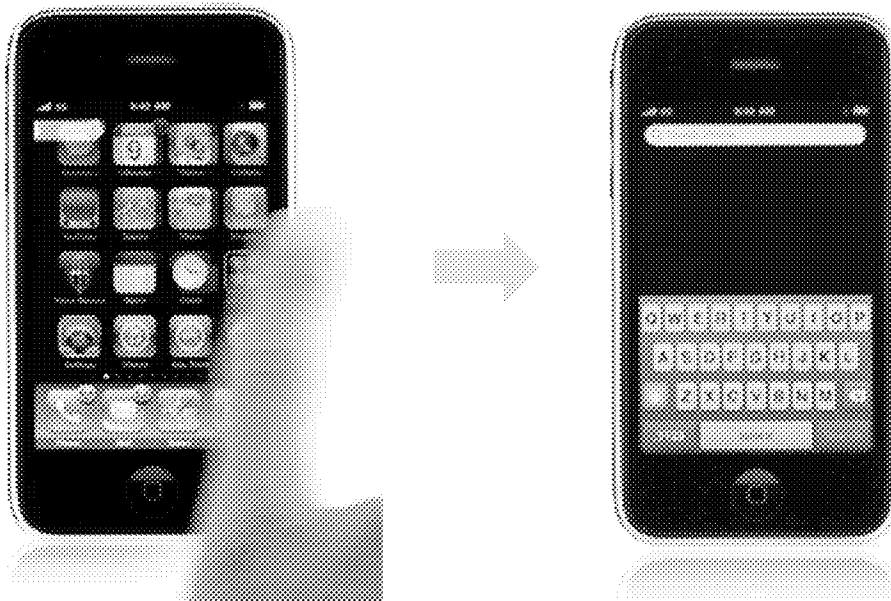
B

Camera viewfinder

iPhone UX의 철학과 특징 사례 (1/6)

Easy and simple Usability

- ✓ Hidden power feature



Search Across Phone

Flick to the left of the main Home screen to open Spotlight search screen.

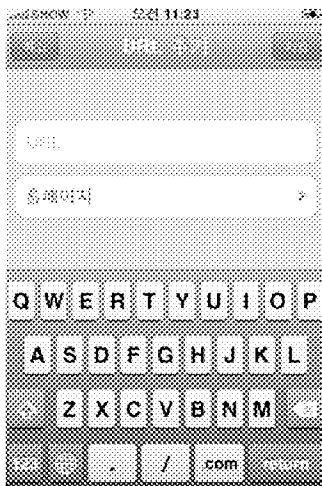
Spotlight Screen

iPhone UX의 철학과 특징 사례 (1/6)

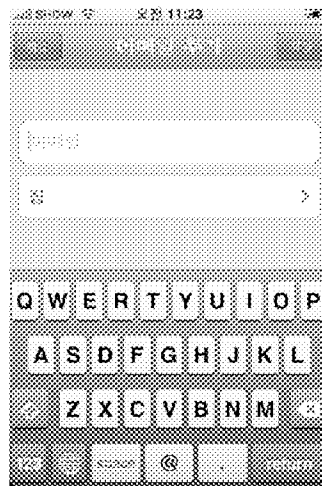
Easy and simple Usability

✓ Contextual keypad

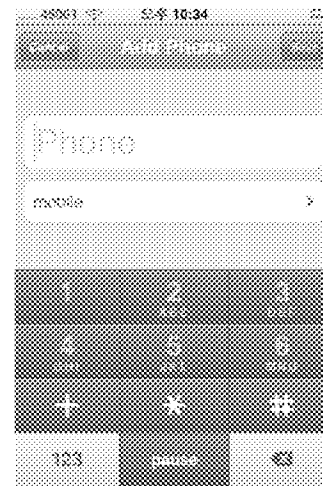
URL



Email



Number



Symbol (1/2)



고정

Symbol (2/2)



이미지교체

iPhone UX의 철학과 특징 사례 (1/6)

Easy and simple Usability

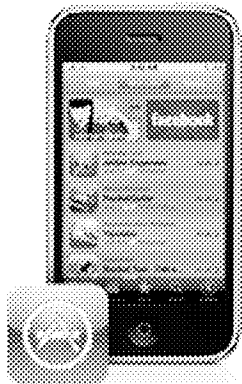
- ✓ Contextual keypad



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


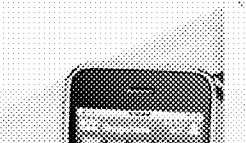


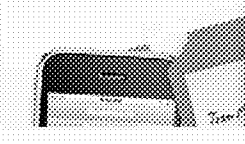
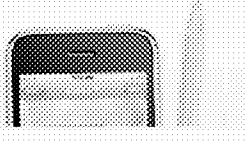
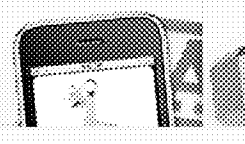
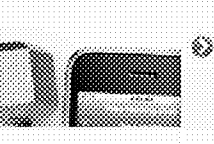

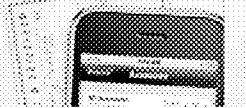




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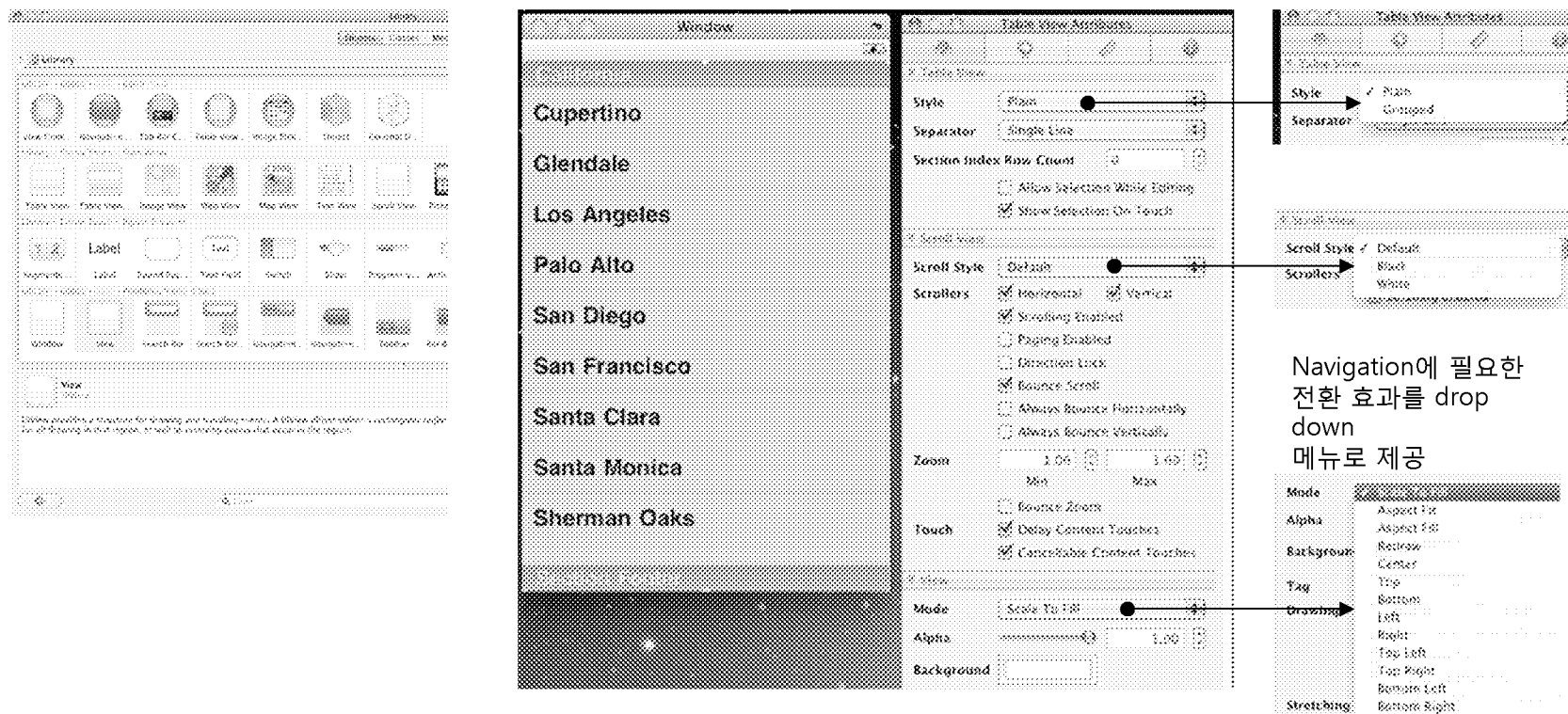
Apps for Everything

<p>Apps for Cooks 12 Featured Apps</p> <p>iPhone makes it so easy to access the internet. And more often. View all the featured apps ></p> 	<p>Apps for Keeping Current 24 Featured Apps</p> <p>It's so easy to keep up on the news. View all the featured apps ></p> 	<p>Apps for the Great Outdoors 15 Featured Apps</p> <p>Love the outdoors? You've got iPhone. Ready for exploration? View all the featured apps ></p> 	<p>Apps for Music 15 Featured Apps</p> <p>iPhone makes beautiful music wherever you go. View all the featured apps ></p> 
<p>Apps for Work 12 Featured Apps</p> <p>In the office or on the road, iPhones are always ready to do business. View all the featured apps ></p> 	<p>Apps for Students 20 Featured Apps</p> <p>iPhone can even help with your homework. View all the featured apps ></p> 	<p>Apps for Moms and Dads 15 Featured Apps</p> <p>iPhone is there for you every step of the way. View all the featured apps ></p> 	<p>Apps for Working Out 11 Featured Apps</p> <p>Work out with iPhone apps that keep you motivated. View all the featured apps ></p> 
<p>Apps for Going Out 12 Featured Apps</p> <p>Find places to eat, things to see, events to watch, and more. View all the featured apps ></p> 	<p>Apps for Managing Money 12 Featured Apps</p> <p>Money matters with apps that help you budget, save, and spend smart. View all the featured apps ></p> 	<p>Apps for Traveling 8 Featured Apps</p> <p>Use your iPhone and keep a world of information at your fingertips. View all the featured apps ></p> 	<p>Apps for Fun and Games 8 Featured Apps</p> <p>Can your game do with a bit more? All of the iPhone that has more fun. View all the featured apps ></p> 

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.



iPhone UX의 철학과 특징 사례 (1/6)

Speedy and sensitive Touch feelings

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iPhone UX의 철학과 특징 사례 (5/6)

Modern and minimal Look & style

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iPhone UX의 철학과 특징 사례 (6/6)

Emotional and joyful Experiencing

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

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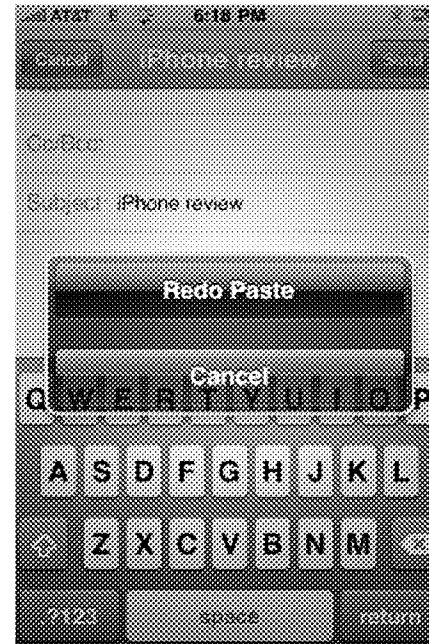
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iPhone UX의 철학과 특징 사례 (6/6)

Emotional and joyful Experiencing

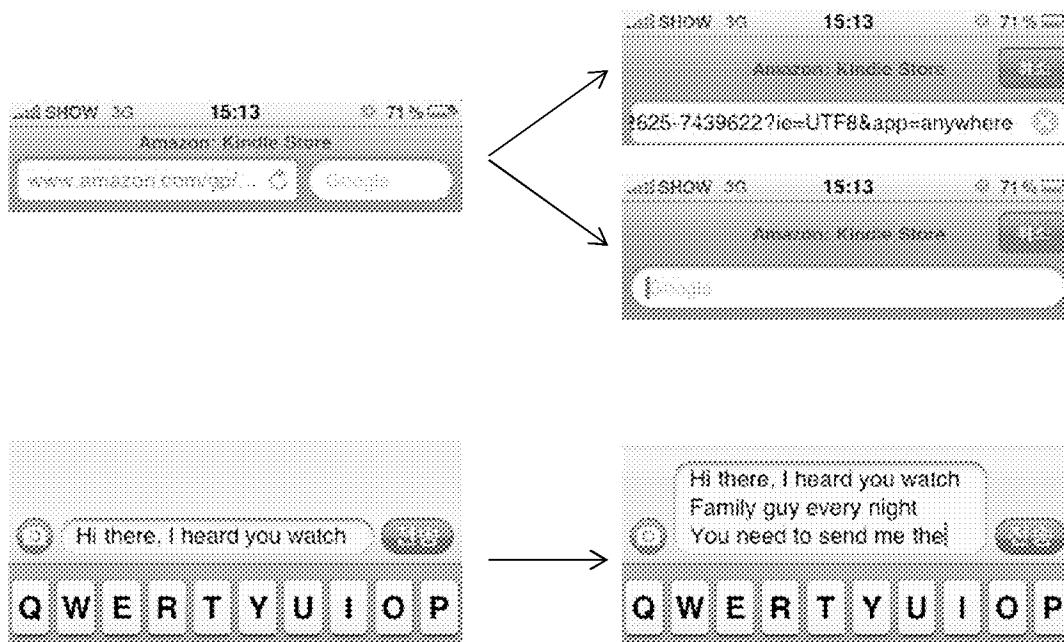
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iPhone UX의 철학과 특징 사례 (6/6)

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TouchWiz 3.0 UX 현황

ex. iPhone을 벤치마킹하다보니 짜집기식 개선되어
일관된 철학 부재