## Next Phase UX Direction

through iPhone and TouchWiz Competitiveness Analysis

2010. 04. 02 UX INNOVATION T/F

Highly Confidential - Attorneys' Eyes Only

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

#### **SLP UX TEAM**

2/20

Highly Confidential - Attorneys' Eyes Only

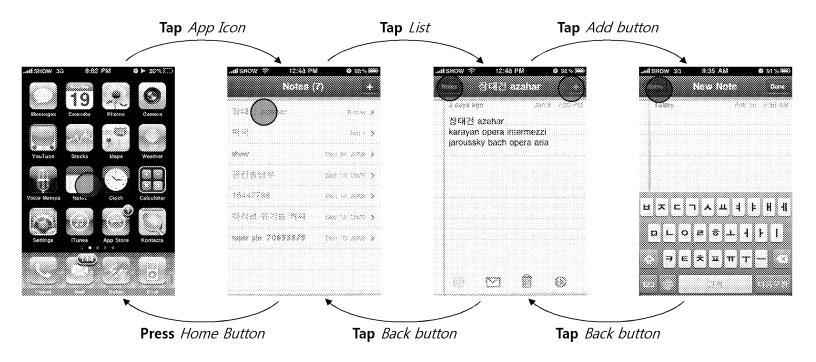
- $\checkmark$  Simple home structure and simple navigation rule
- $\checkmark$  Simple function and layout
- ✓ Hidden power feature
- ✓ Contextual keypad
- $\checkmark$  Navigation & function is max 3 in one screen
- ✓ Recognizable color coding
- $\checkmark$  Do not ask or give feedback pop up

#### **SLP UX TEAM**

3/20

Highly Confidential - Attorneys' Eyes Only

✓ Simple home structure and simple navigation rule

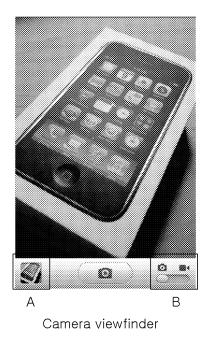


**SLP UX TEAM** 

4/20

Highly Confidential - Attorneys' Eyes Only

✓ Simple function and layout

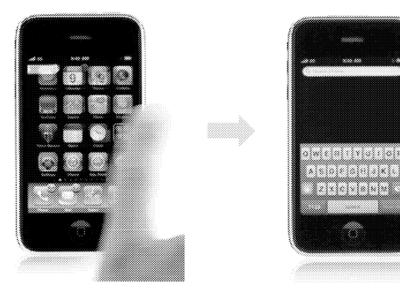


**SLP UX TEAM** 

5/20

Highly Confidential - Attorneys' Eyes Only

#### Hidden power feature $\checkmark$



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

**Spotlight Screen** 

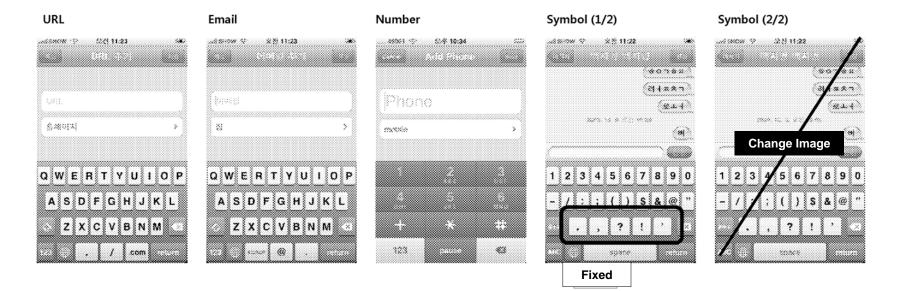
x | x | 0 | 1 | 0 | 0 | 0 | X | 0 xicivisinim

#### **SLP UX TEAM**

6/20

Highly Confidential - Attorneys' Eyes Only

### ✓ Contextual keypad



SLP UX TEAM 7/20

Highly Confidential - Attorneys' Eyes Only

✓ Contextual keypad

**SLP UX TEAM** 

8/20

Highly Confidential - Attorneys' Eyes Only

### 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.

Apps for Apps for Work Students 1214000002000 ha hata ad hara in the other of the top year. Shows a Warne and some more week entreph reeffy to div busine is. ches homenes 1999, 2010, 2010, 2010 a and a second ował to water tests

Apps for Everything

site tiers. And wine const

Manual the featured path

White the set of the start and the

Apps for

Cooks



Apps for Going Out

Sind places to wat, periode to size. Mexicone second second according to deevents to week hugh decisions have. you budget your, and spend smart.

Apps for

Keeping Current

s en active Realizaet: Apple A

9.8 sile tes news, it's an year Worke

Managing Money





Apps for

Receivantes en señeses

Apps for

step of the col...

Moms and Dads

Sector to corrector uno searce orien

the Great Outdoors

vikovski tise festistet atom i



Apps for

Apps for Working Out

when our with found near that years you manistrid karn tradient to 19460, Chemical Constraints and Second a



Apps for Traveling

#### Fun and Games Codi u povri statniki dovi poslob a kost avfot k dit of the phone that has requeried

vanak metaanises ing



Aops for

9/20

#### **SLP UX TEAM**

Highly Confidential - Attorneys' Eyes Only

## 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.

2 kurun	Window	* * · · · · · · · · · · · · · · · · · ·	A Construction Annual Construction of the Cons
Are Torm   Area torm	Cupertino Glendale Los Angeles Palo Alto San Diego San Francisco Santa Clara Santa Monica	Style State Separator Single Line () Section index Row Clours () Allow Selection While Uniting Stored Store Selection While Uniting Stored Store Scroll Style Default Scroll Scroll Scroll Style Default Scroll Scroll Scroll Scroll Scroll Adways Scroll Scroll Scroll Scroll Adways Scroll Scroll Scroll Scroll Scroll Scroll Scroll Scro	Style Separate Screil Style / Default Scuelers Navigation에 필요한 전환 효과를 drop down 메뉴로 제공
	Sherman Oaks	Contract 2001 Contra	Mode Algoha Augoot Fit Augoot Fit Ratkgroue Center Tag Tip Grawing Grawing Stroth Lift Syster Tag Soften Stretching Stretching Stretching Stretching Stretching Stretching

**SLP UX TEAM** 

10/20

Highly Confidential - Attorneys' Eyes Only

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

**SLP UX TEAM** 

11/20

Highly Confidential - Attorneys' Eyes Only

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

**SLP UX TEAM** 

12/20

Highly Confidential - Attorneys' Eyes Only

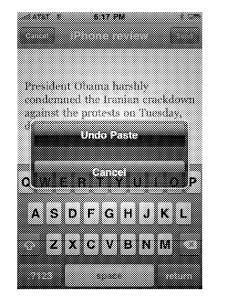
- ✓ Quickly and easily shake and undo paste.
- ✓ Componential Transitions
- ✓ Dynamic Input Field

#### **SLP UX TEAM**

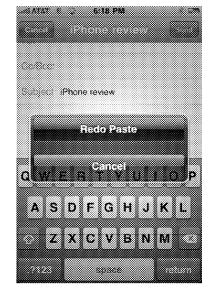
13/20

Highly Confidential - Attorneys' Eyes Only

Quickly and easily shake and undo paste.



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



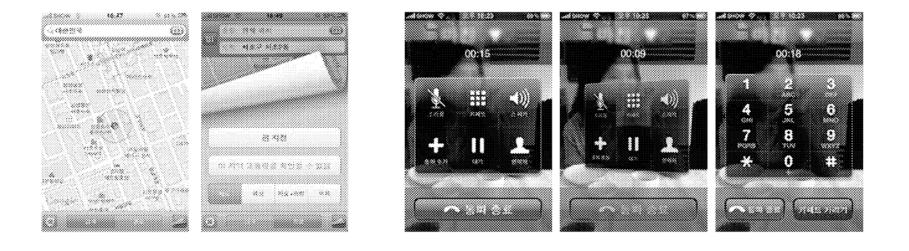
#### **Redo Paste** A second Shake and Tap will now give you the additional option to redo the last Paste.

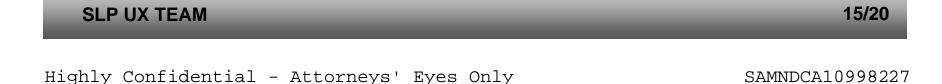
#### **SLP UX TEAM**

14/20

Highly Confidential - Attorneys' Eyes Only

✓ Componential Transitions





✓ Quickly and easily shake and undo paste.

Amazon Kirolis Sours	Amazan: kindle Store
www.amazori.com/gpf	Annexas Kinger Singer Annexas Kinger Singer (200)
Hi there, I heard you watch	Hi there, I heard you watch Family guy every night You need to send me the

SLP UX TEAM16/20Highly Confidential - Attorneys' Eyes OnlySAMNDCA10998228

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

**SLP UX TEAM** 

17/20

Highly Confidential - Attorneys' Eyes Only

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

**SLP UX TEAM** 

18/20

Highly Confidential - Attorneys' Eyes Only

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

**SLP UX TEAM** 

19/20

Highly Confidential - Attorneys' Eyes Only

## **TouchWiz 3.0 UX Status**

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

**SLP UX TEAM** 

20/20

Highly Confidential - Attorneys' Eyes Only

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 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

SLP UX TEAM

2/20

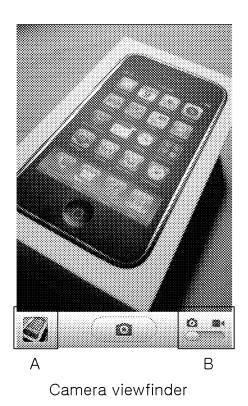
- ✓ Simple home structure and simple navigation rule
- ✓ Simple function and layout
- ✓ Hidden power feature
- ✓ Contextual keypad
- ✓ Navigation & function is max 3 in one screen
- ✓ Recognizable color coding
- ✓ Do not ask or give feedback pop up



### ✓ Simple home structure and simple navigation rule

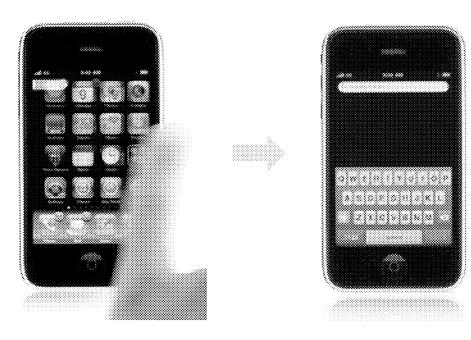


### ✓ Simple function and layout





### ✓ Hidden power feature

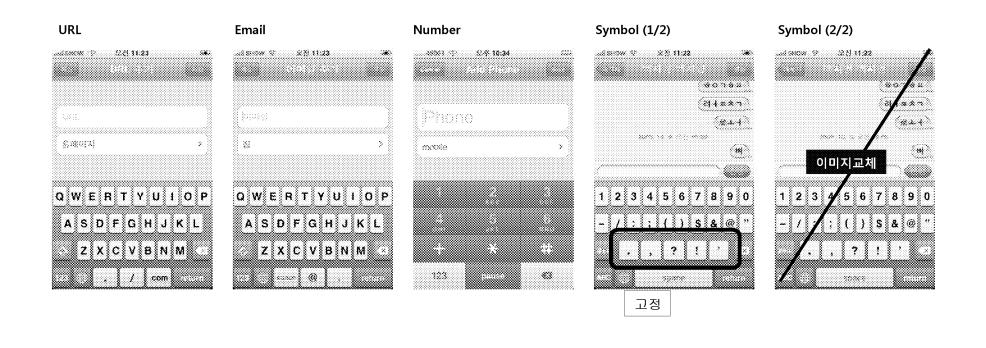


**Search Across Phone** Flick to the left of the main Home screen to open Spotlight search screen.

**Spotlight Screen** 

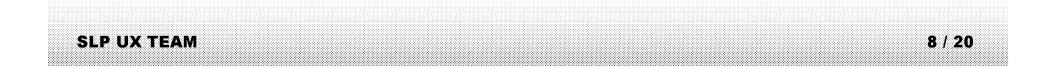


### ✓ Contextual keypad





✓ Contextual keypad



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



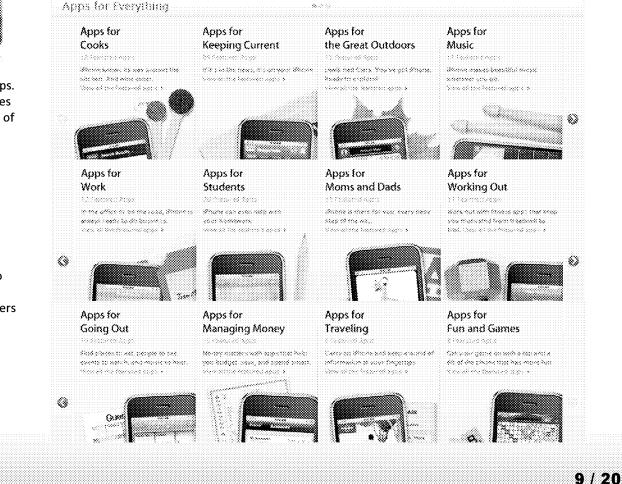


**iPhone comes with great apps.** Desktop-class email. GPS-powered Google Maps. Text and multimedia messaging.<u>\*</u> iPhone comes with an amazing suite of applications right out of the box.



**SLP UX TEAM** 

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.

٩			$\langle \rangle$				
	Revelues no .	top Rock.	bide kow .	weege See .	theast	Colorador (	
eren de	estrate f	en Rotes III.					
							6
foote steel	force steels	icooge View	Neo Vorv	Mee Were	Tion York	Sorv? See	2686
846-1- I.S		(and than the					
	Labei		1991	8	<b>x</b>	2000000	Ň
ingeneration	1,20,20	Second Sec.	Not the M	(without	50-241	Dogessiy.	A455
0029 - 608	«			*****			*
Victory	see	Reaction Real	Sector Bare .	Reception .	Revealers .	10000	800
		1999-1999-1999-1999					
Nig	x-2						
Velan estati Statut	ing a strategy	erfor në nasimg u en, et nedit së n	ve hereitere n	unge, Allifie - Antonio	e diferentine Hannen	en antorgada	veder

			<i>w</i>	
Our and in a	Style	i i i i i i i i i i i i i i i i i i i		Style / Math Crossed
Cupertino	Separator	Single Line	43	Separator
Glendale	Section Inde	x Row Court	···· (2)	8
ancinable		🔆 Allow Selection While Id	iting .	
Los Angeles		Withow Selection On Teac	52	* *****
-	1 6000 600			Servil Style / Default
Palo Alto	Scroll Style	Ozłazk 🔴	*	Secollers Black
	Scrutters	A nacional - A northe	2	Worre
San Diego		Stration Enabled		
a = 1		Paging Enabled Dimension Linex		
San Francisco		A Baunce Scenti		Navigation에 필요한
Santa Clara		🔆 Abaras Baance Portront	285	전환 효과를 drop
Conta Chura		💮 Always kource Verticoli		down
Santa Monica	Loom	3.04 🕄 3.4	⊕ ()	메뉴로 제공
		Max Max		Mode
Sherman Oaks	a louch	- Econer Zoom M Delay Content Youches		Aspect Fit Aspect Fit
	,040,7	A Concestable Criedwed Vo.	nipes	Barkgroup Retiran
	1990 <b>-</b>			Centes Trip
	Muáe	Serve Yo IN 🛛 🔴 🚽	4	Bottom Lota
	Alpha		× 9	Rogist
	8ackground	1		Tap ish Tap Right
		1	888888 <b>:</b>	Beenore Left
				Stretching Barton Light

SLP UX TEAM

10 / 20

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



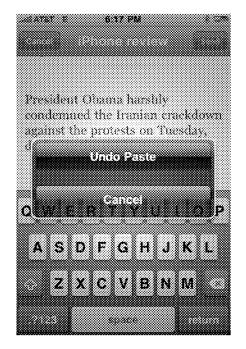
## iPhone UX의 철학과 특징 사례 (5/6) Modern and minimal Look & style



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

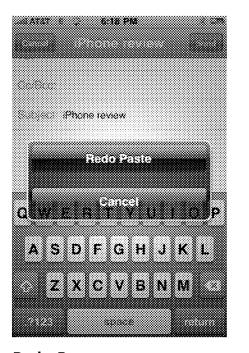


### ✓ Quickly and easily shake and undo paste.



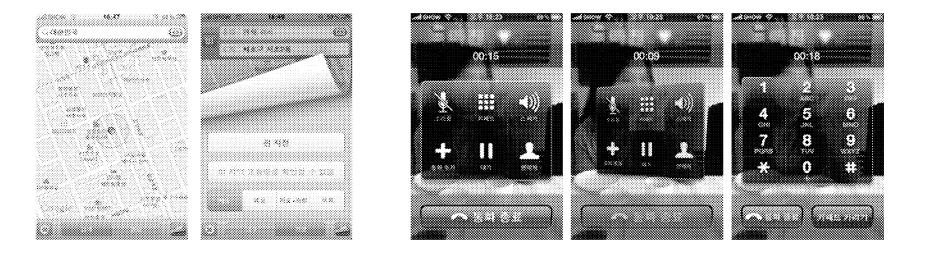
**Shake** With a Shake and Tap of your iPhone you can now Undo your last Paste.



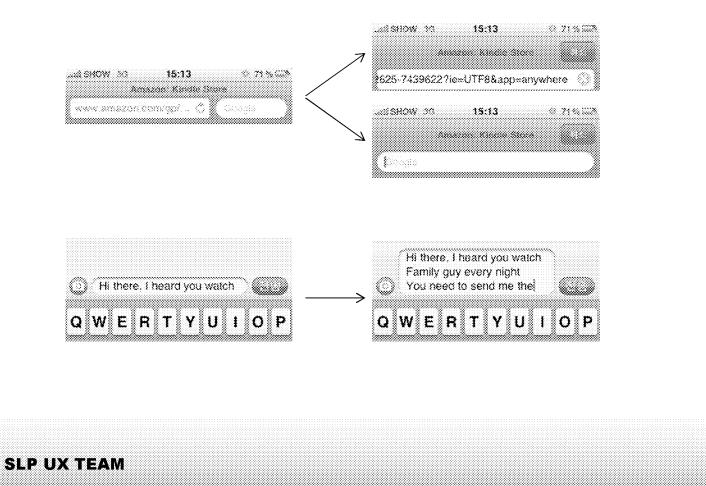


**Redo Paste** A second Shake and Tap will now give you the additional option to redo the last Paste.

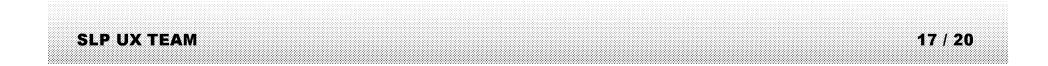
### ✓ Componential Transitions

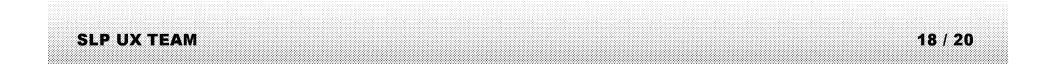


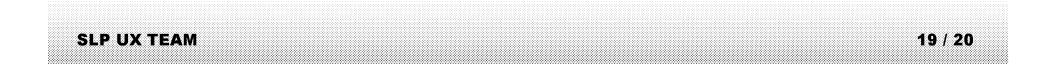












## TouchWiz 3.0 UX 현황

## ex. iPhone을 벤치마킹하다보니 짜집기식 개선되어 일관된 철학 부재



20 / 20