

Exhibit 66

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Browser Zooming Methods UX Exploration Study

Samsung Telecommunications America | User Experience

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PLAINTIFF'S EXHIBIT NO. 38

United States District Court
Northern District of California
No. 11-CV-01846-LHK (PSG)

Apple Inc. v. Samsung Elecs.

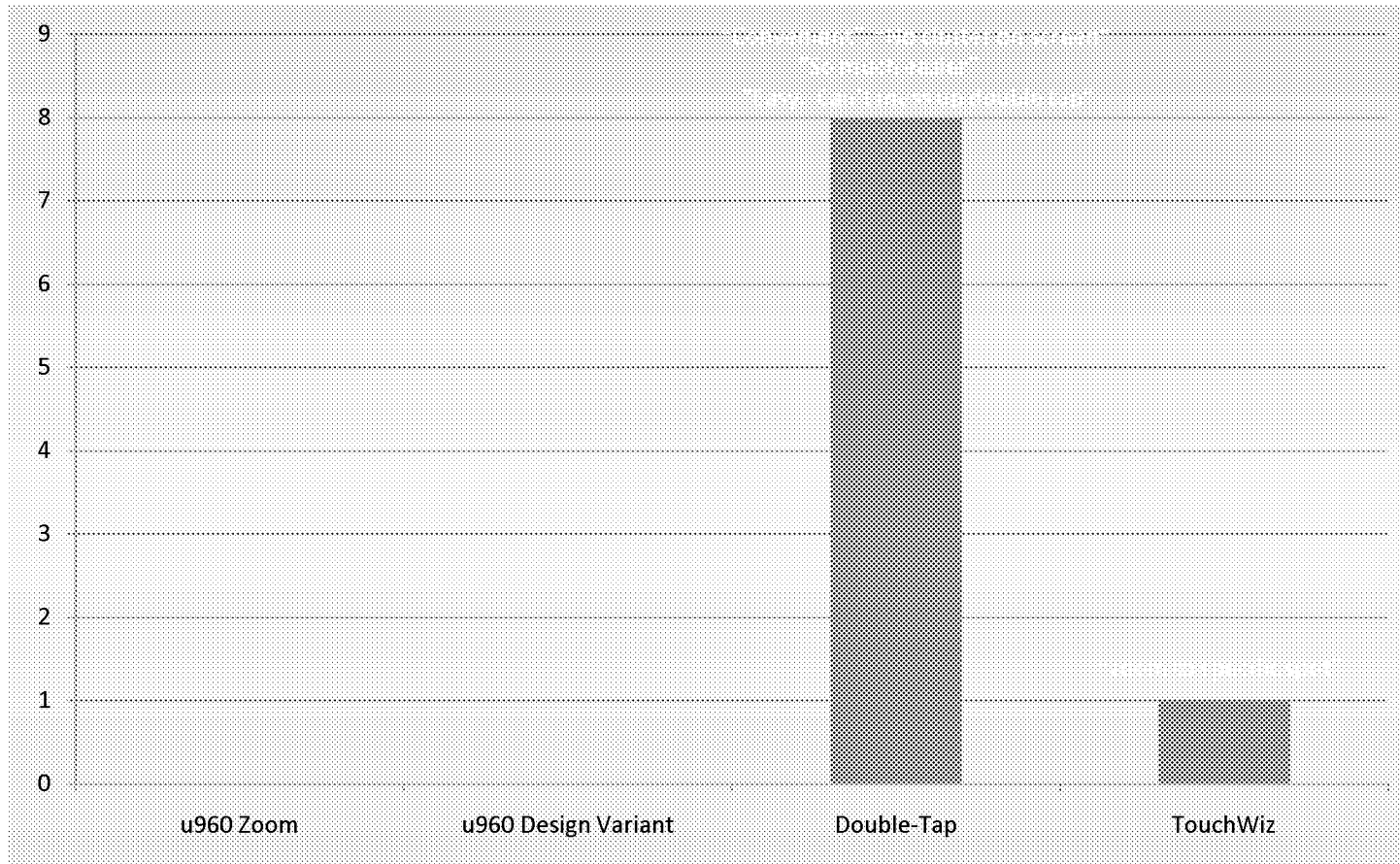
Date Admitted: _____ By: _____



Task / Most Preferred Zooming Method

The most preferred method is "Double-Tap" Zooming (8 out of 9 respondents except the iphone respondent.)

Simplicity is the primary reason of the choice.



Design & Research Recommendations / Suggestions

Adopt Double-Tap as a supplementary zooming method for up to 2 levels of zooming and back to original in mass market touch devices. The UX of iPhone can be used as a design benchmark.

Apply double-tap method consistently in other applications supporting zooming (e.g., camera zoom).

