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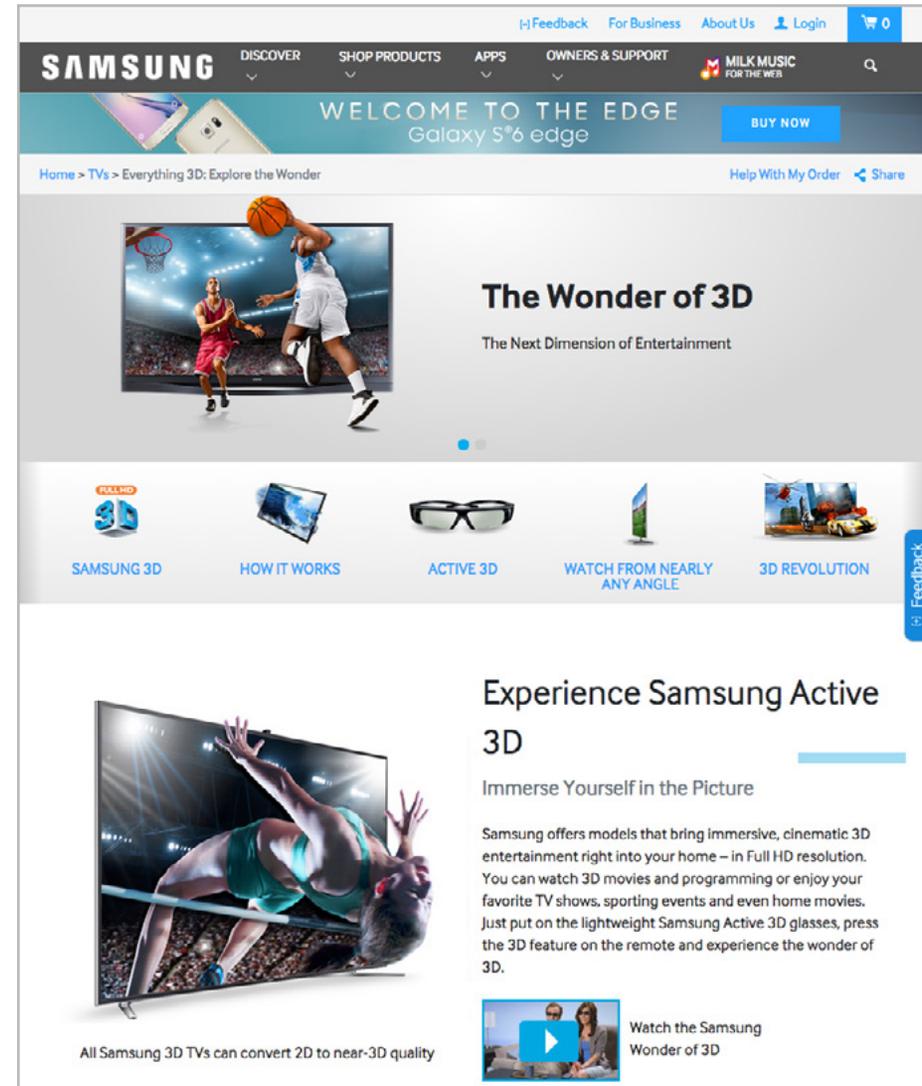
Purpose of Redesign

Purpose of Redesign

Samsung's current website for 3D LCD TVs gives consumers a basic overview of the new 3D technology — how it works, what it's all about, and how this new technology will revolutionize the way they experience entertainment.

The new site redesign aims to gather the best points from the site's current features, but will take it a step further: how to make it easier for consumers to choose which specific Samsung TV models are best for their needs. An overview about the technology is very helpful, but a more in-depth explanation of the available choices is more practical for interested consumers.

This new website will not only be a valuable resource for consumers to shop for new TVs, but will also give them the basic lowdown on the technology and how to bring the new 3D experience into their homes.



Goals

Goals

Short Term

- ◆ Create hype for new releases under the Samsung 3D TV brand by giving consumers a new web experience that reflects the novelty of having a 3D TV
- ◆ Increase the number of users on the website with easy user experience and clear content

Long Term

- ◆ Be a resource for learning more about the 3D technology, given that Samsung is an industry and world leader in the production of LCDs.
- ◆ Sustain the website with new and relevant content through the mobile-ready features
- ◆ Make it easier for consumers to purchase TVs through their mobile devices through good UI/UX, purchasing flows, and concise descriptions of the products

Visual Goals

Perception of Current Site

The current Samsung 3D TV does not draw the user in as much as it should. Right now, there is nothing about the current site that makes it stand out from its competitors. Although it has many images that simulate 3D TV they are wanting. It would be more exciting if a sharper perspective was used to make the user immediately notice. The site is a long scrolling page, but it has navigation above the fold so that the user can go straight to their desired section. The simplicity and whitespace used in the page makes the design aesthetically pleasing and the visual flow of the page is very succinct.

Visual Goals/Planned Updates in Redesign

- ◆ Add more exciting graphics and 'hero' images so that the user is immediately intrigued by the page
- ◆ Exhibit the innovative and reliable technology of Samsung
- ◆ Provide helpful information that is easy to understand and served in a pleasing and organized way
- ◆ Create interest for people whom might not otherwise be interested in a 3D TV; provide the pros and the convenience

Visual Goals

Intention/Message to Audience in Redesign

Samsung has been a business for over 70 years and has created and contributed to some of the most diverse businesses that reach not only the technology world but also medicine, fashion, finance and much more. This site redesign should showcase the reliability and innovation of the company, so that customers aren't only choosing a place to purchase their new 3D TV, but creating a relationship with Samsung Electronics.

Strategy/Measurements/Stages of Development for Success

Design United will be able to reach our visual goals through wireframe iterations and User Testing. We want to create the ideal site and optimize all of the information and content that Samsung 3D TV has to offer its customers.



Summary

Samsung Electronics, a subsidiary of multinational company Samsung, is the world's largest information technology company. Headquartered in Seoul, Korea, the company is a leader in everything from consumer electronics — televisions, mobile smartphones, tablets, etc — to batteries, hard drives, computer chips, and the like. It has also been the world's largest manufacturer of televisions and LCD panels since 2002.

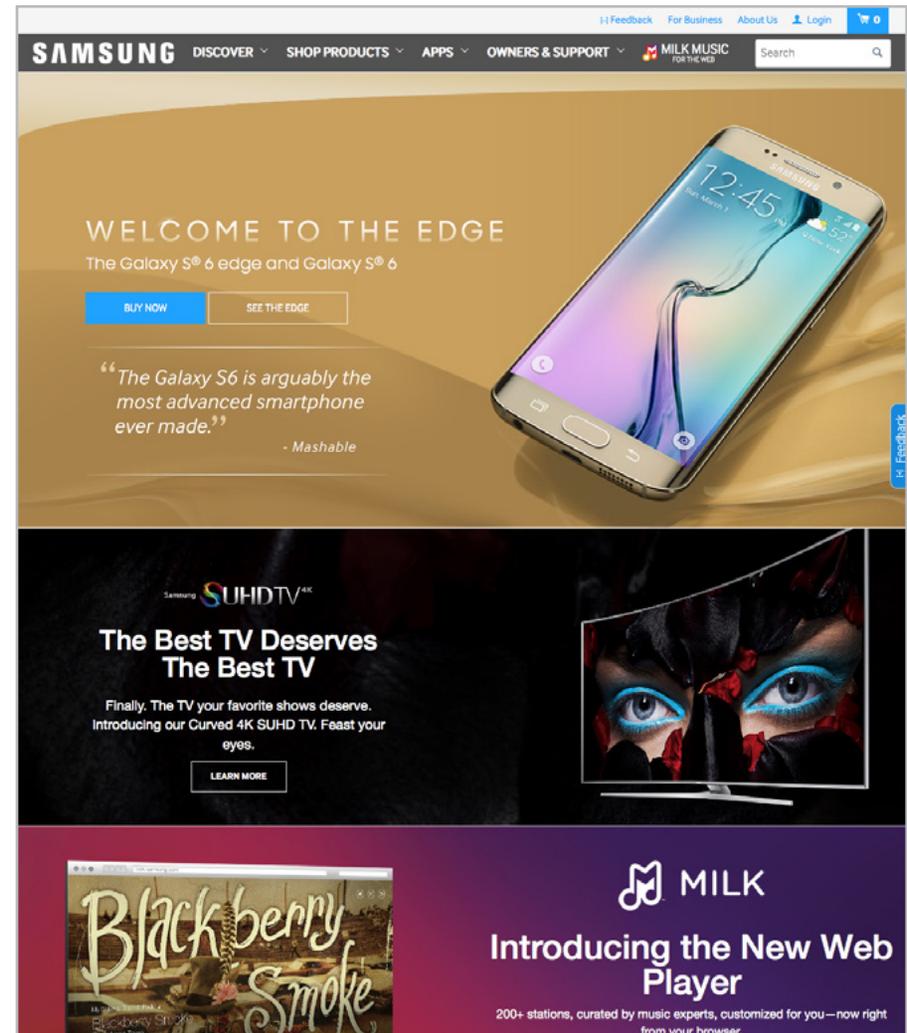
Samsung's position as a leader in the advancement of LCD technology and the production of electronics ensures consumers that Samsung products are the best in the market and in the world.

Evaluation of Current Site

Evaluation

Successful Elements of Current Site

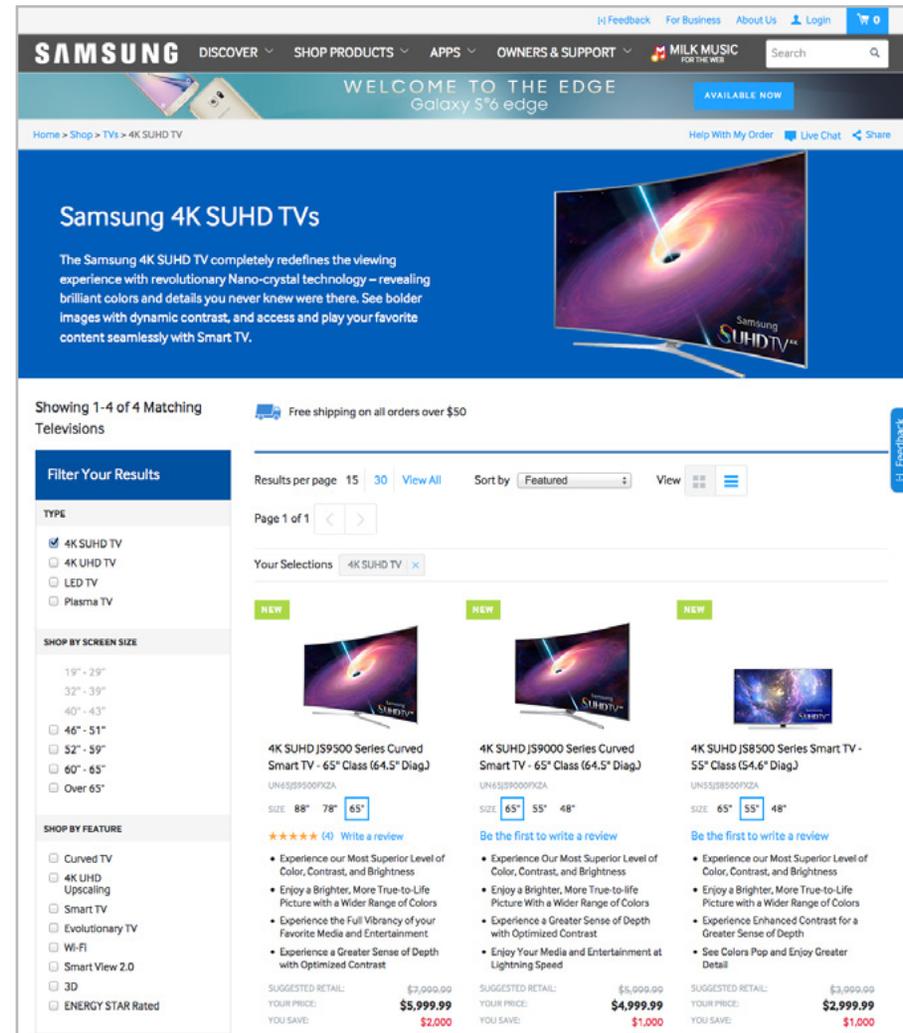
The current site has nice graphics, it uses flat design, and it is minimal. The white background makes the images stand out and it is coupled by short descriptive paragraphs. The information is limited, but it is enough for the user to find what they're looking for and not be overwhelmed with details about the product.



Evaluation

Weaknesses of Current Site

The navigation is unclear and the icons that are used to signify the different sections seem dated and non-representative. They are unnecessary and can be replaced with either text or simple icons that don't take away from the graphics. There is a slider at the top, but it only has 2 image slides on it. It would be better utilized if it had a larger selection of images.



Evaluation

Unique Elements of Current Site

The flat and minimal design does a great job of showcasing the product and it lets the user explore and research without being overwhelmed by features and long paragraphs of information. It provides the user with just the right amount of content.

The screenshot shows the Samsung website's product page for a 4K SUHD TV. The page features a clean, flat design with a prominent product image of a curved Samsung SUHDTV 4K. The navigation bar includes links for 'DISCOVER', 'SHOP PRODUCTS', 'APPS', and 'OWNERS & SUPPORT'. A search bar is located in the top right corner. The main content area displays the product name, a 4-star rating, and a list of key features. The price is shown as \$5,999.99, with a \$2,000 discount from the suggested retail price of \$7,999.99. A green 'ADD TO CART' button is prominently displayed. Below the main image, there are smaller thumbnail images and a section titled 'ABOUT THIS PRODUCT' which describes the TV's Nano-crystal technology. A sidebar on the right contains an 'Ownership' section with links for 'Product Support', 'Register this Product', 'Owner's Manual', and 'Answers'.

SAMSUNG DISCOVER SHOP PRODUCTS APPS OWNERS & SUPPORT MILK MUSIC FOR THE WEB Search

WELCOME TO THE EDGE Galaxy S6 edge AVAILABLE NOW

Home > Shop > TVs > 4K SUHD TV > UN65J59500FXZA Help With My Order Print This Page Live Chat Share

NEW 4K SUHD J59500 Series Curved Smart TV - 65" Class (64.5" Diag.) UN65J59500FXZA

★★★★ (4) Write a review

SIZE: 88" 78" 65"

- Experience our Most Superior Level of Color, Contrast, and Brightness
- Enjoy a Brighter, More True-to-Life Picture with a Wider Range of Colors
- Experience the Full Vibrancy of your Favorite Media and Entertainment
- Experience a Greater Sense of Depth with Optimized Contrast

SUGGESTED RETAIL: \$7,999.99
YOUR PRICE: **\$5,999.99**
YOU SAVE: **\$2,000**

Free shipping on all orders over \$50
Ships in 1 to 3 business days

ADD TO CART
Find Online or Locally

ABOUT THIS PRODUCT

The Samsung 4K SUHD TV completely redefines the viewing experience with revolutionary Nano-crystal technology – revealing brilliant colors and details you never knew were there. Enjoy expanded brightness levels with Multi-Zone Full Array Backlighting, and watch and play your way with Smart TV.

4K SUHD

Introducing a new category of TVs. With 4K SUHD TVs, now you can experience stunning colors, deep contrast, incredible brightness, and 4K resolution that redefines your TV viewing experience.

Nano Crystal Color
Bring your entertainment to vivid life. Reveal a

Ownership

Product Support

Register this Product
Exclusive owner benefits.

Owner's Manual
Download the PDF
Find out what's covered.

Answers
Get the most out of every feature.

Troubleshooting
Help with any issues, big or small.

SWOT Analysis

Strengths

- ◆ Nice graphic flat and minimalist design
- ◆ Professional information architecture.
- ◆ Strong information hierarchy
- ◆ Consistency throughout the site
- ◆ Great job of showcasing the product

Weaknesses

- ◆ Lack of the visibility of system status
- ◆ Navigation is unclear
- ◆ Icons don't match between system and the real world

Opportunities

- ◆ Increasing flexibility and efficiency of use
- ◆ Focus on easy user experience
- ◆ Bring the new 3D experience into user's homes
- ◆ Sustain the website with new, clear and relevant content

Threats

- ◆ The same kinds of Web Design competitors
- ◆ Build relationship with suppliers and users
- ◆ New technology changes

Competitive Analysis

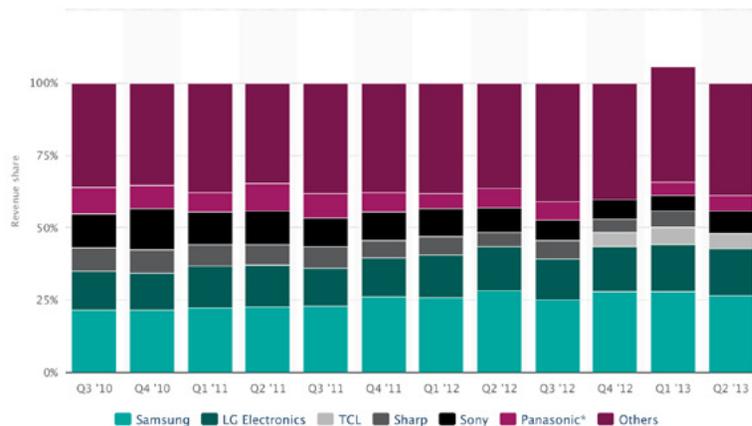
Competitive Analysis

Industry and Company Statistics

For the last 70 years, Samsung has had a reputation for being an imaginative, technologically advanced and community oriented company. Since 2006, Samsung has been the world's largest television manufacturer and is currently the world's leading producer of LCD panels. The company's global television sales amount to roughly 50 million annually.

Samsung currently competes with LG Electronics, TCL, Sharp, Sony and Panasonic, among others in the development, manufacturing and sales of flat panel televisions. Annual sales of these units averages about 34.4 million in 2014 and are expected to decline slightly in 2015, which shows a real need for new marketing and a better, stronger presentation of Samsung's contributions to this market. Smart TVs, Samsung's OLED UHD TV (which is flexible and bends back and forth), and other technologically advanced TVs are among the new wave of successful televisions to move us into the future.

GLOBAL MARKET SHARE HELD BY LEADING FLAT PANEL TV BRANDS FROM 3RD QUARTER 2010 TO 2ND QUARTER 2013



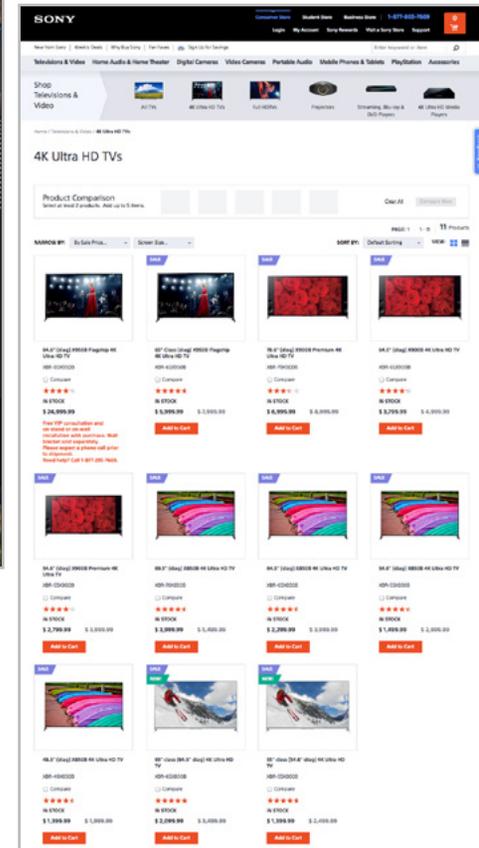
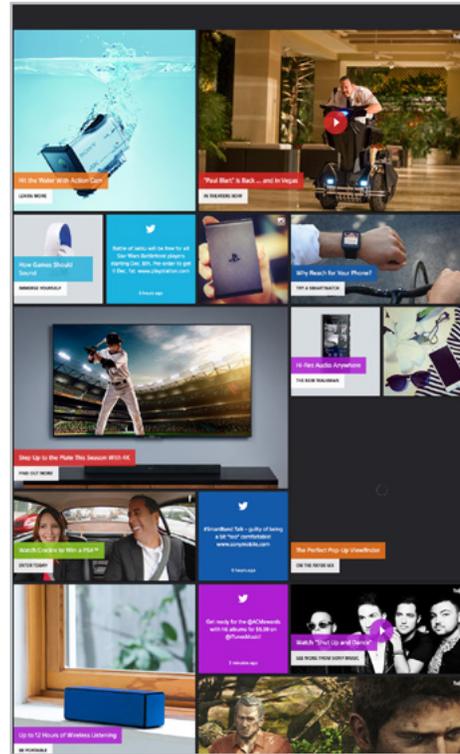
<http://www.statista.com/statistics/271807/global-market-share-held-by-leading-flat-panel-tv-brands/>

Key Competitor One

SONY

STRENGTH IN VISUAL DESIGN AND FUNCTIONALITY

Beautiful, creative responsive design for homepage. Navigation dropdowns are highly visual with both images of products and text descriptions. Helpful details include a prominent search, breadcrumbs, etc. TV category pages have a clear sub-navigation and the ability to compare 2-5 items of the user's choosing. Other pluses include filters by screen size, price, resolution and extras. The site highlights advances in technology. Text, colors and fonts are clean, modern and minimal, allowing the products to be the focus.

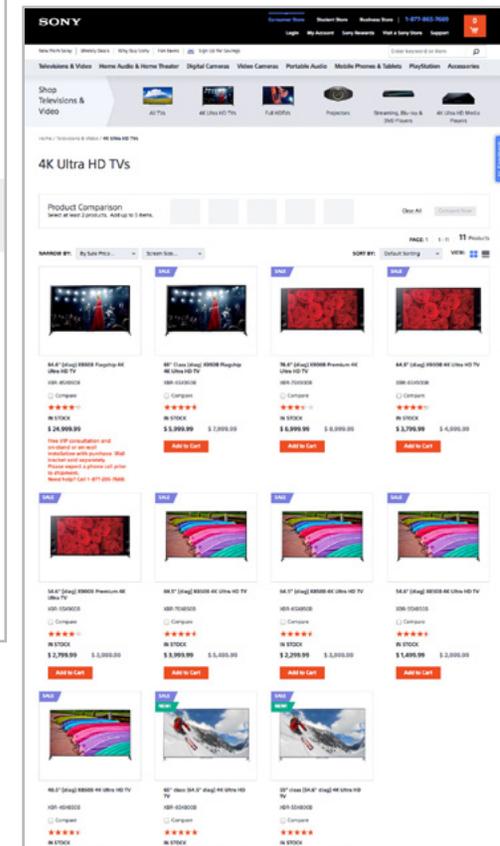
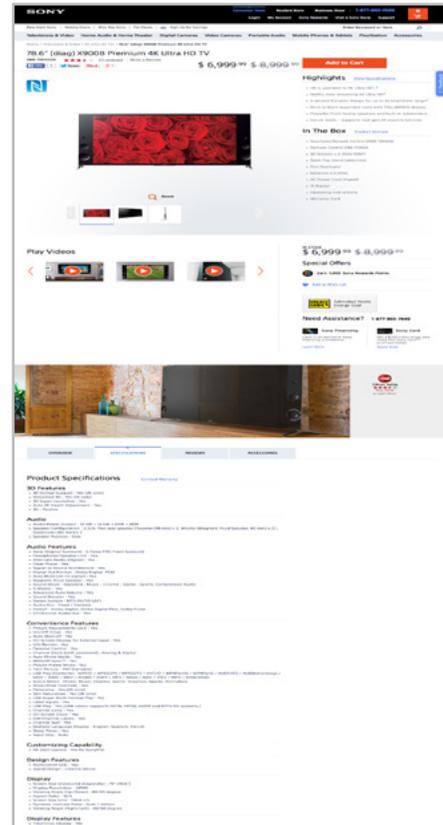


Key Competitor One

SONY, con't

WEAKNESSES IN VISUAL DESIGN AND FUNCTIONALITY

The largest problem is that the product page layout does not use the available space on the page well. Four important parts of each product (overview, specification, review and accessories) are hidden at the bottom of the page and should be more prominently displayed. The top navigation does not highlight to show an active state when you are on a category page and the only available filters on sub-category pages are screen size and price, rather than all those available to the user prior. The hover state for a listed item fails to reveal more info and required that the user click on the product page to learn about the product in depth. There is a disconnect for the user after visiting the responsive homepage, then exploring non-responsive category pages.



Key Competitor One

SONY, con't

KEY FEATURES

- ◆ Responsive homepage
- ◆ Clear and subtle navigation with text and images
- ◆ UI/UX utilizes color to aid user in navigating page and accomplishing a task
- ◆ Product comparison feature with clearly organized data
- ◆ Clear breadcrumbs, familiar star rating system
- ◆ Leading technology featured on category page

Key Competitor One

SONY, con't

SWOT ANALYSIS

Strengths

- ◆ Creative responsive design
- ◆ Clear and strong navigation
- ◆ Strong corporate brand identity
- ◆ Good flexibility and efficiency of use

Weaknesses

- ◆ Lack of the information hierarchy
- ◆ Lack of consistency throughout the site
- ◆ Lack of clearly organized of content
- ◆ Unclear breadcrumbs

Opportunities

- ◆ Increasing flexibility and efficiency of use
- ◆ Focus on UI/UX design
- ◆ Growth in simple and clean layout design

Threats

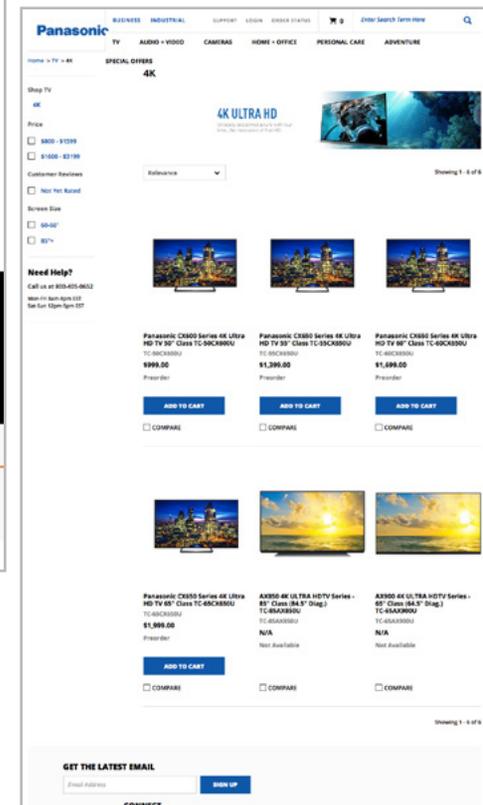
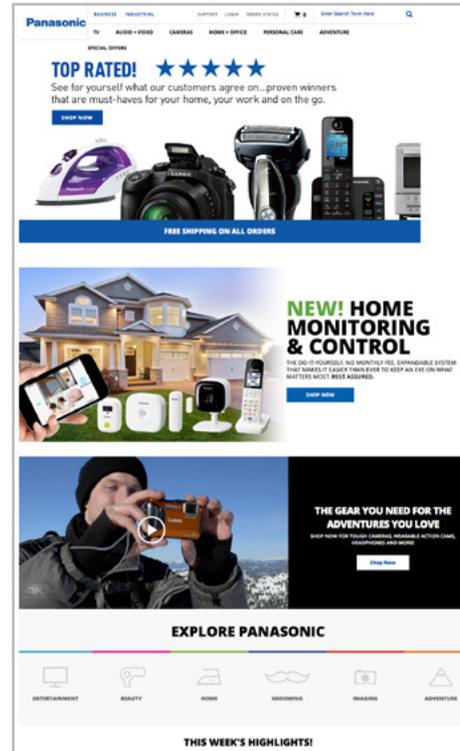
- ◆ Strong competition

Key Competitor Two

Panasonic

STRENGTH IN VISUAL DESIGN AND FUNCTIONALITY

Category pages include the option to select and compare TVs that the user selects. Product pages are well-designed to translate the maximum amount of information to the user, including reviews (star system), key features, photos, support for pricing, etc. Due to the high level of information and the vertical scroll, the company has chosen to include a navigation with shortcuts that moves with the user, allowing him/her to always access the information needed. Text and fonts are clear and legible, allowing the products to shine.

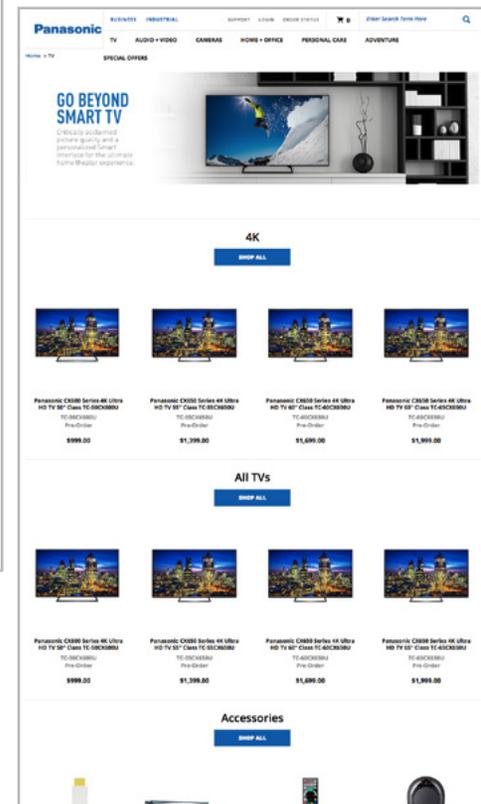
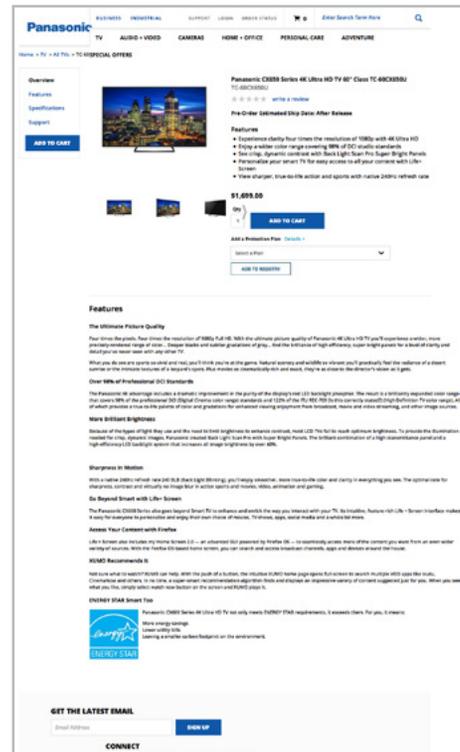


Key Competitor Two

Panasonic, con't

WEAKNESSES IN VISUAL DESIGN AND FUNCTIONALITY

The site itself is not responsive, thus limiting its customers to those who are shopping for a television from their desktop, rather than those on tablets and smart phones. Unless the user actually clicks on a product page, it is difficult to understand many of the details about the product. Drop-down navigation on TV category page feels empty with only 3 items. These items are listed as merely images of the product and lack descriptive text identifying what the categories are. Text on the drop down overlaps, rendering some text illegible. The comparison feature, although comprehensive, does not organize data into sections, so the user has to review a randomly organized list.



Key Competitor Two

Panasonic, con't

KEY FEATURES

- ◆ Prominent product features
- ◆ Shortcut navigation menu on product pages
- ◆ Comprehensive comparison tool
- ◆ Clear and highly minimal UI/UX
- ◆ Filters by price, screen size, category, reviews

Key Competitor Two

Panasonic, con't

SWOT ANALYSIS

Strengths

- ◆ Nice product page design
- ◆ Clear information architecture
- ◆ Good flexibility and efficiency of use

Weaknesses

- ◆ Lack of prominent product features
- ◆ Lack of clearly product content and information
- ◆ Unclear shortcut navigation menu

Opportunities

- ◆ Comprehensive comparison tool
- ◆ Focus on clear shortcut design
- ◆ More useful minimal UI/UX design

Threats

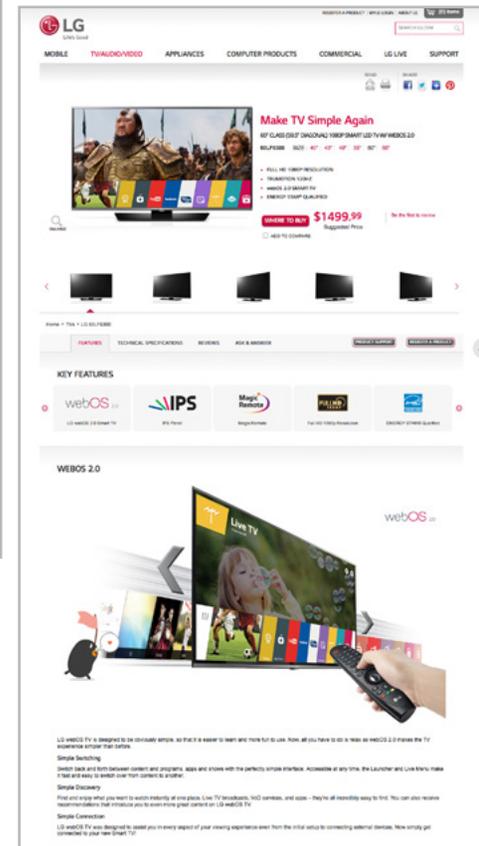
- ◆ Strong competition

Key Competitor Three

LG Electronics

STRENGTH IN VISUAL DESIGN AND FUNCTIONALITY

The main navigation on this site offers the most shortcuts, exposing the user to images, categories and subcategories all at once. LG has the most options to filter one's search in an attempt to streamline access to the ideal product for the user. There is a well thought out and clearly defined visual hierarchy on the compare page, which allows the user to make the most informed decision on which product to purchase. On the category and subcategory pages, the user is able to view key product features via "At a glance", without needing to click through to the product page. Features, technical specifications, reviews and FAQs are immediately available on the product page.

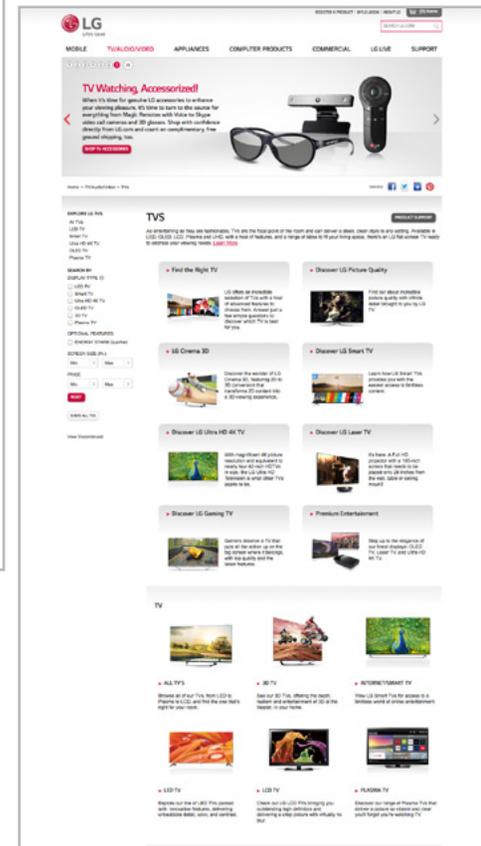
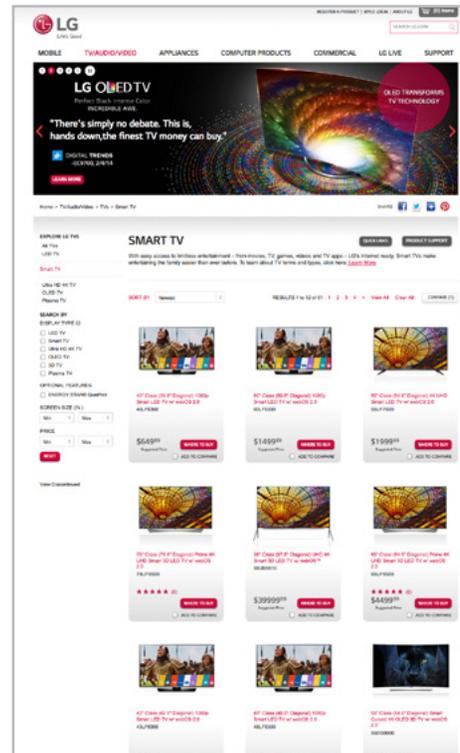


Key Competitor Three

LG Electronics

WEAKNESSES IN VISUAL DESIGN AND FUNCTIONALITY

Site design feels outdated, unexciting and predictable, implementing design elements such as heavily rounded corners, horizontal tile slideshows, drop shadows and color fades. The site is not responsive, thus limiting access for those on tablets or mobile devices. Fonts in the drop-down for the main navigation are a really small font size and are hard to read. Multiple navigation menus to the same place overcrowd the page and distract the user. The layout and page structure remains the same as the user moves from the home page to the category page, resulting in the same stale design experience throughout the site. Since LG does not allow the user to purchase directly from them, the user must use an intermediary to purchase a TV online. As a result, the user is required to complete more steps when purchasing.



Key Competitor Three

LG Electronics, con't

KEY FEATURES

- ◆ Responsive homepage
- ◆ Clear and subtle navigation with text and images
- ◆ UI/UX utilizes color to aid user in navigating page and accomplishing a task
- ◆ Product comparison feature with clearly organized data
- ◆ Clear breadcrumbs, familiar star rating system
- ◆ Leading technology featured on category page

Key Competitor Three

LG Electronics, con't

SWOT ANALYSIS

Strengths

- ◆ Clear shortcuts
- ◆ Clearly defined visual hierarchy
- ◆ Great job of showcasing the product
- ◆ Useful help options available

Weaknesses

- ◆ Lack of exciting and predictable, implementing design
- ◆ Lack of responsive website design
- ◆ Hard to purchase

Opportunities

- ◆ Moving into more interactive
- ◆ Focus on attractive visual design
- ◆ More useful minimal UI/UX design
- ◆ Provide more clear and readable content

Threats

- ◆ Strong competition

Competitive Matrix

Competitive Matrix

	Samsung (Redesign)	Sony	Panasonic	LG Electronics
Visual	◆	◆	◆	
Responsive	◆			
Clear Navigation	◆			◆
Legibility	◆	◆	◆	
Product Features	◆	◆	◆	◆
Hierarchy	◆			◆

Target Audience

Samsung's target market for these new 3D TVs are 25-50 year olds interested in both new technology (own the newest smartphones, are constantly connected and updated with the new gadgets in the market) and those who take their entertainment seriously, whether this be video games, movies, TV shows, music, and the like. They have strong purchasing power and are most likely the ones to decide on purchases for their household.

Task Flow

User Scenario One

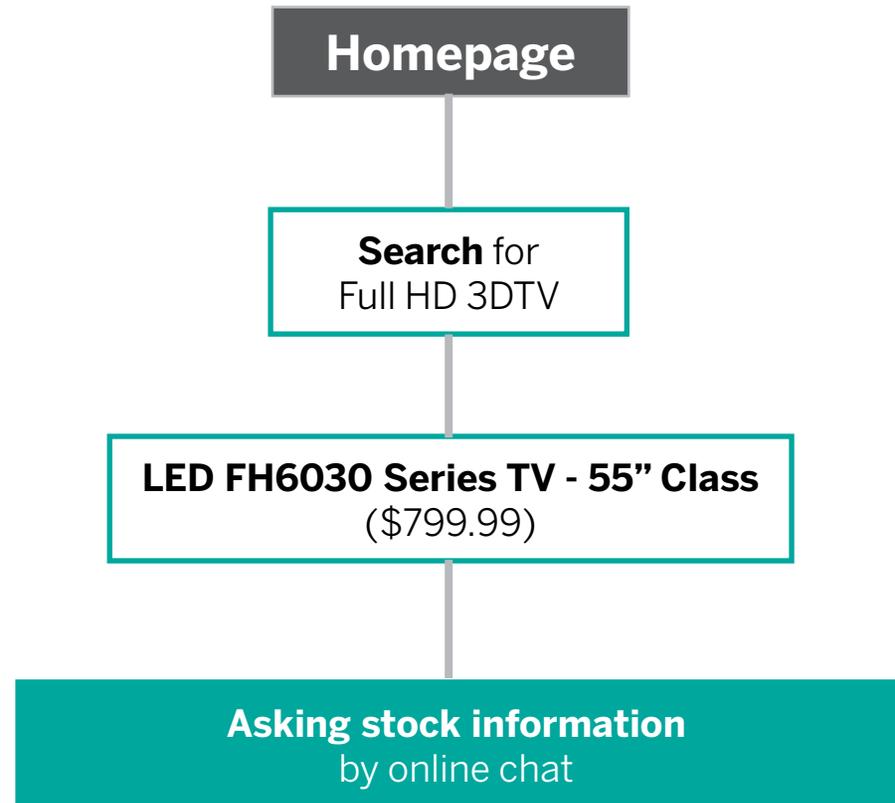
Chinese Newcomer

Task Flow 1

He is a newcomer to the Bay area from China and is looking for a new TV, but does not want to pay over \$1,000.

His purpose is to buy an affordably priced 55" 3DTV

Looking for affordable 3DTV



User Scenario Two

Newly Married Couple

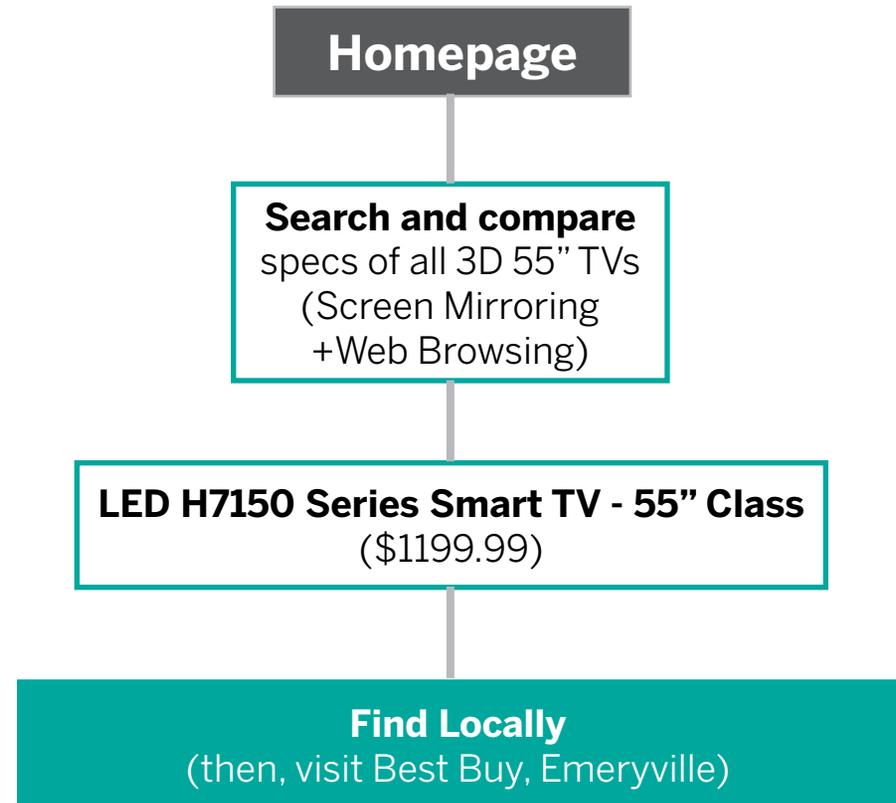
Task Flow 2

A newly married couple wants to buy a SAMSUNG Full HD digital TV.

The husband is tech savvy and also a video game fanatic. He is looking for a 'screen mirroring' function to play a tablet game on a big screen.

His wife really wants to see the screen in person. They decide to visit a local shop through the 'Find Locally' function.

Finding local shop to buy TV



User Scenario Three

High Income Digital Content Fan

Task Flow 3

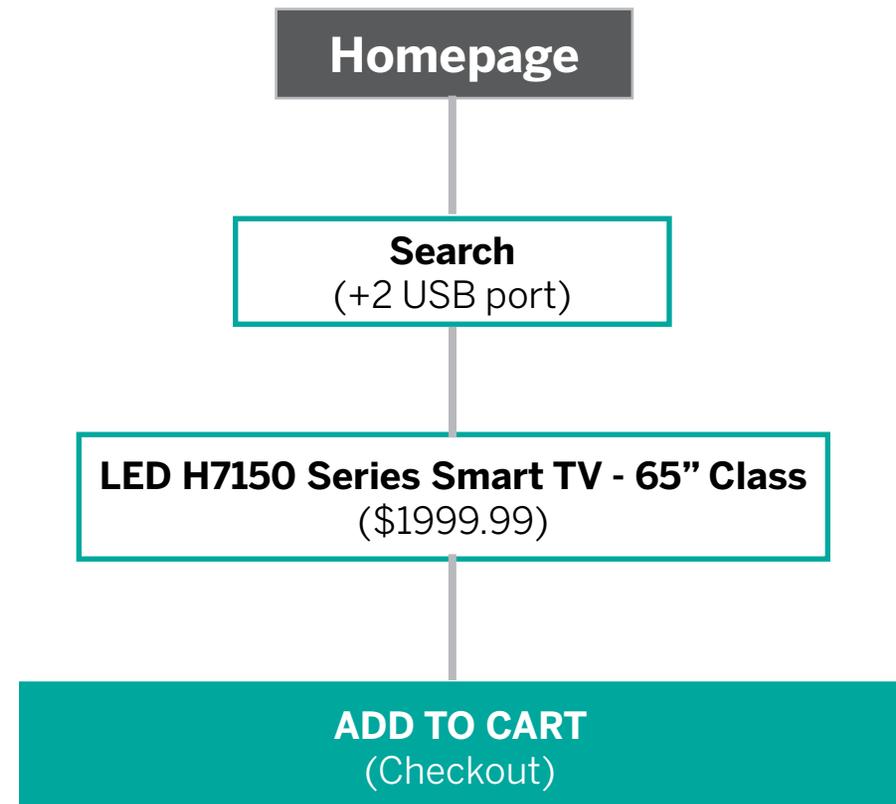
Buying personal 3DTV

A forty-year-old, high income, digital content fan looks for his personal TV. He plans to hook up his TV in his room.

He has a 5TB personal movie archive, including 3D movies and high definition documentaries.

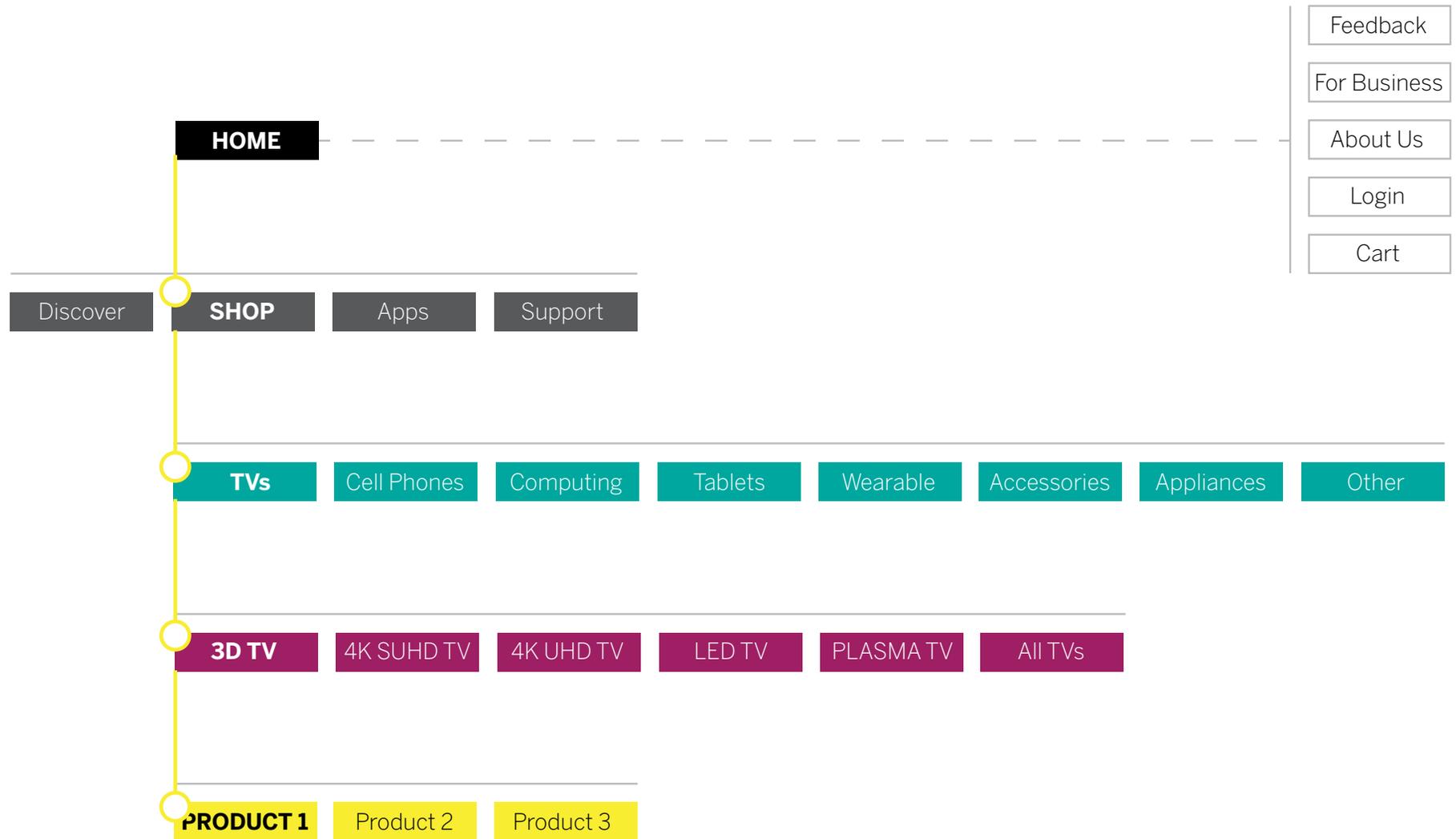
He already knows the detailed specs of the TV he wants because there is one at work installed in a conference room that he uses. He is looking for a H7150 Series Smart TV.

He will add his TV to the cart to checkout.



Sitemap

Sitemap



Wireframes

Wireframes

Homepage

Desktop

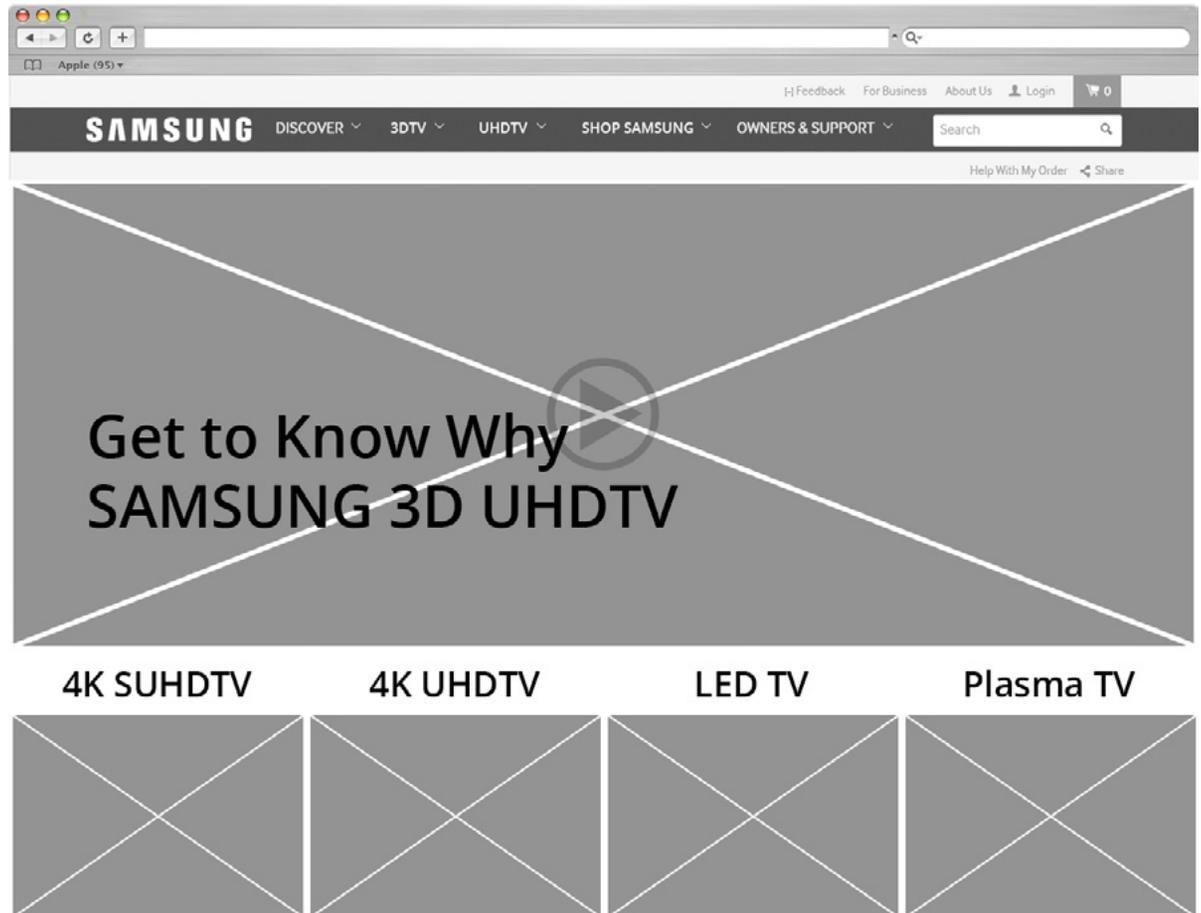
Above the fold

In working with the current brand of Samsung, we felt it necessary to keep a consistency with the main website as we build the 3DTV website. Our focus will be on high-end digital TV.

The main homepage graphic shows a full-width image which links to a promotional video.

Four sub-categories are located just below the main graphic.

Minimal text and more image-based design gives the target audience intuitive access to their options (or choices).



Wireframes

Homepage

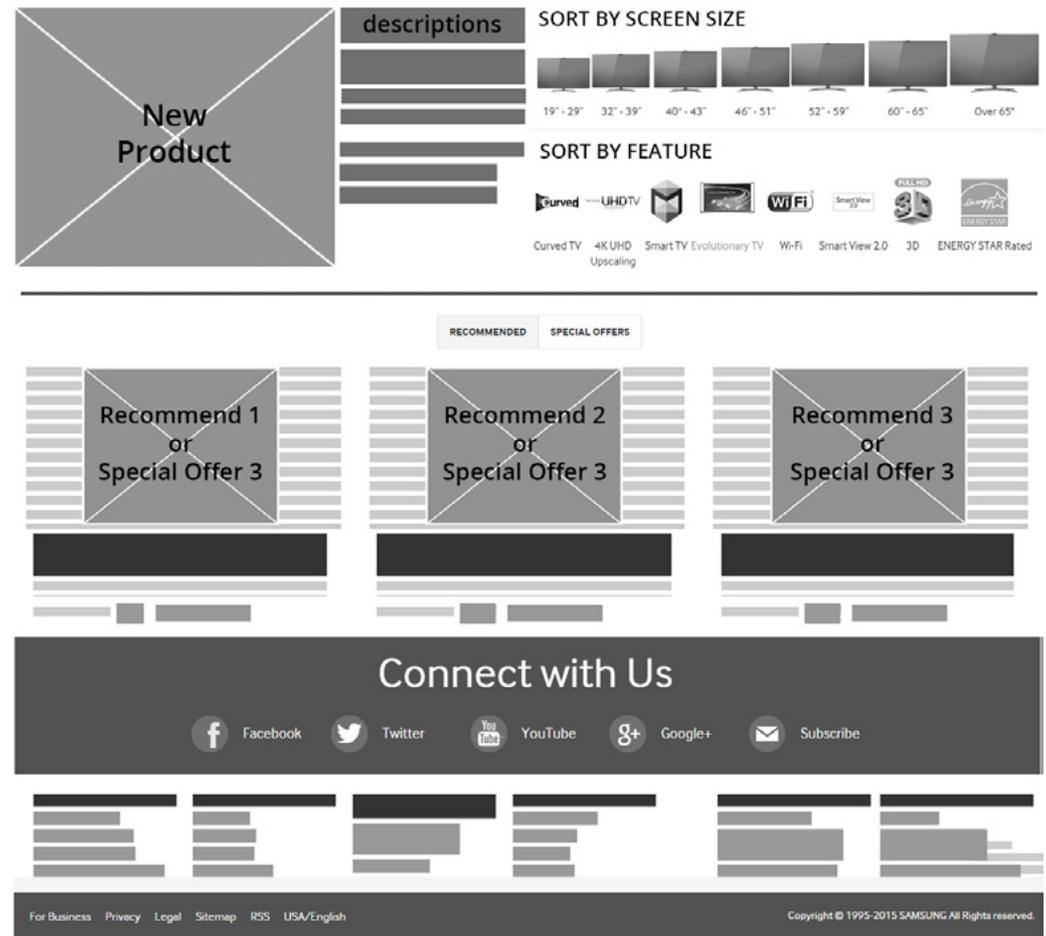
Desktop

Below the fold

The top left portion (below the fold) will be the New Product section. This will attract people interested in digital TV cutting-edge technology.

To the right of the New Product section, we will have an area where the user can select products based on various options (screen size, feature, etc.). They will be able to easily navigate to view what options best fit their needs.

The section below this, is for Samsung's sale promotions and/or recommendations.



Wireframes

Product page

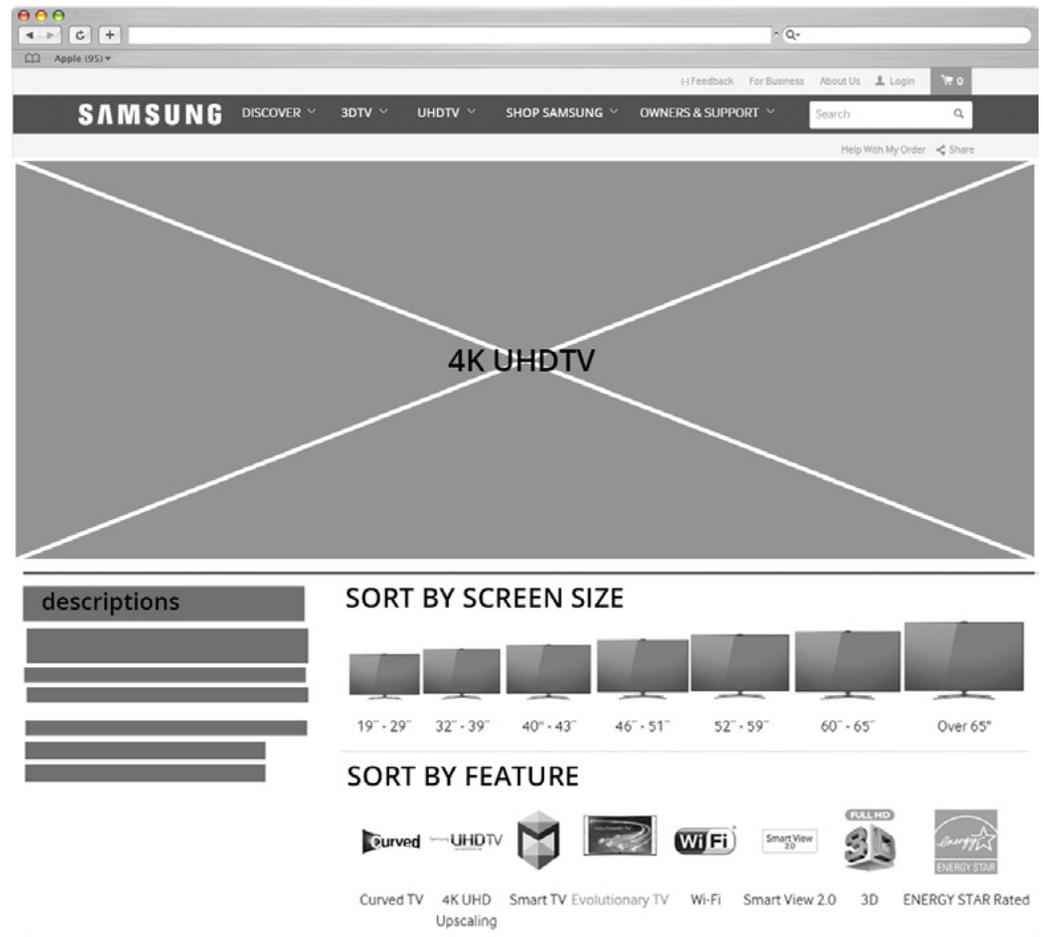
Desktop

Above the fold

Main concept of product page is the same as the redesigned homepage.

When a user selects the 4K UHD TV sub-category on the Homepage, they will be taken to a page that looks like the wireframe shown here.

Specified information appears on the bottom left.



Wireframes

Detailed page

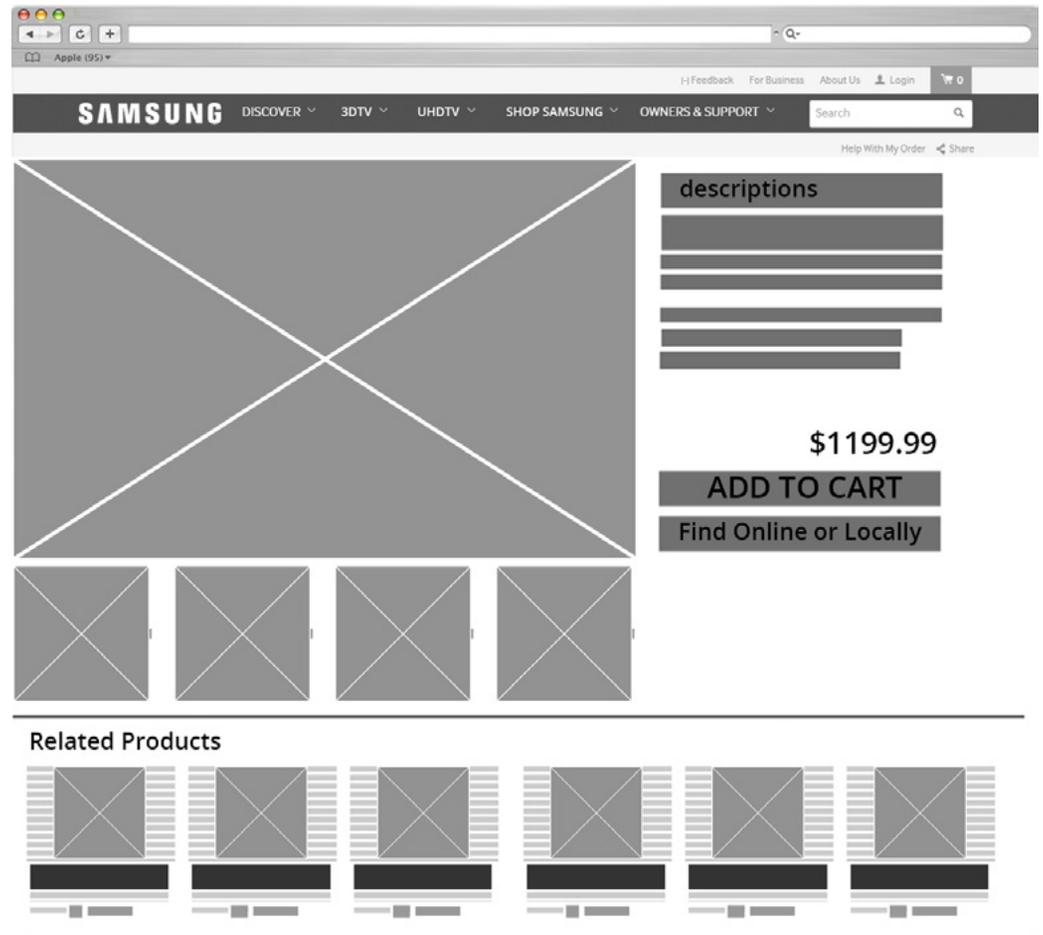
Desktop

Above the fold

This page shows what the user will use for final checkout or for finding specific shop locations.

The top left is filled with an image of the product as well as various images showing the angles of the product.

A product list related to the user's selection will appear at the bottom.



Wireframes

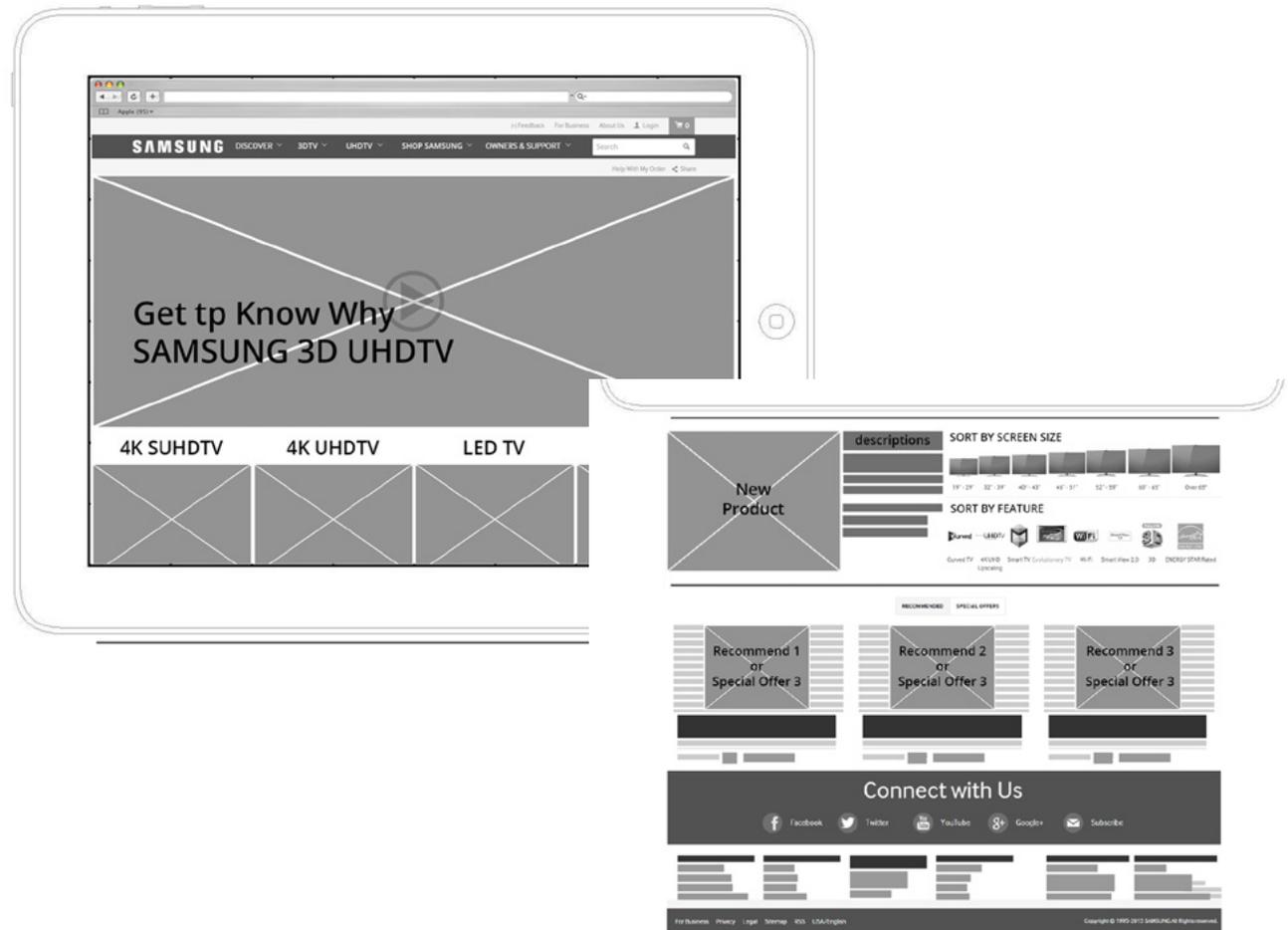
Homepage

Tablet

Horizontal

Responsive web design is a necessity and a function we feel cannot be ignored.

A horizontal tablet wireframe functions similar to the desktop version as show here.



Wireframes

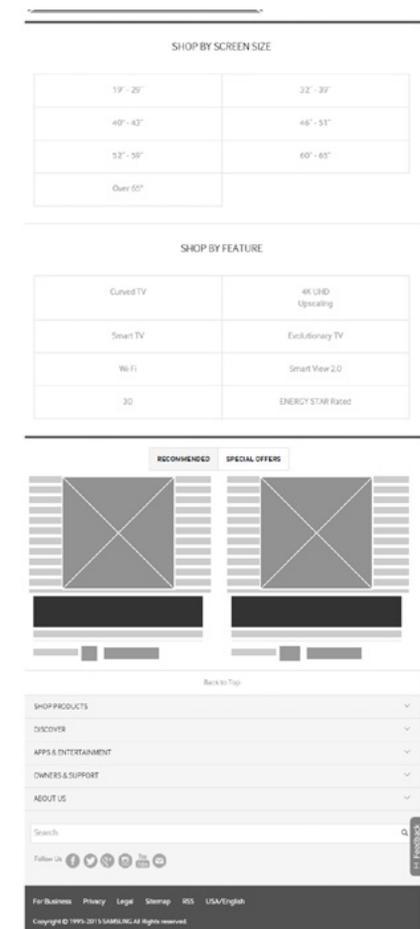
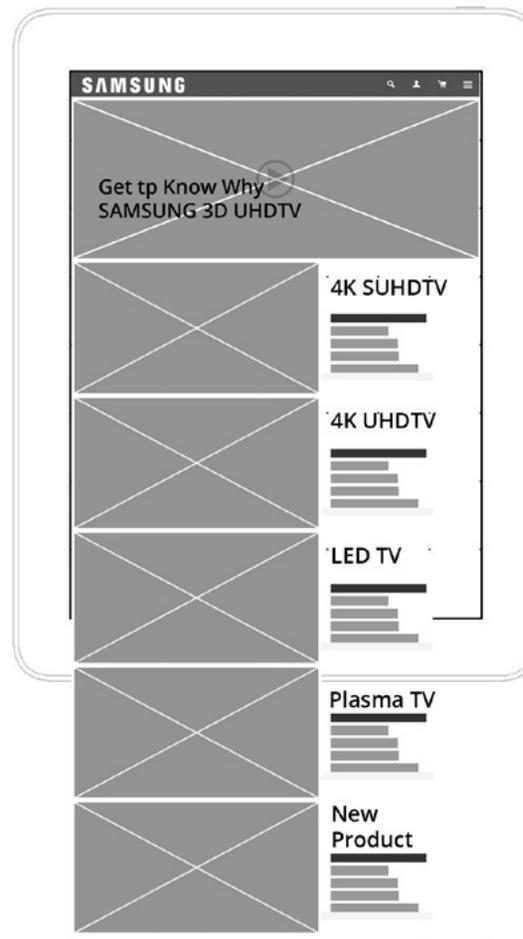
Homepage

Tablet

Vertical

As the horizontal resolution becomes smaller (960 pixels), each sub-category are vertically stacked. The selection function is substituted to a text versions for users to touch.

Our recommendation is that the Special Offer section is also changed to the two column design.



Wireframes

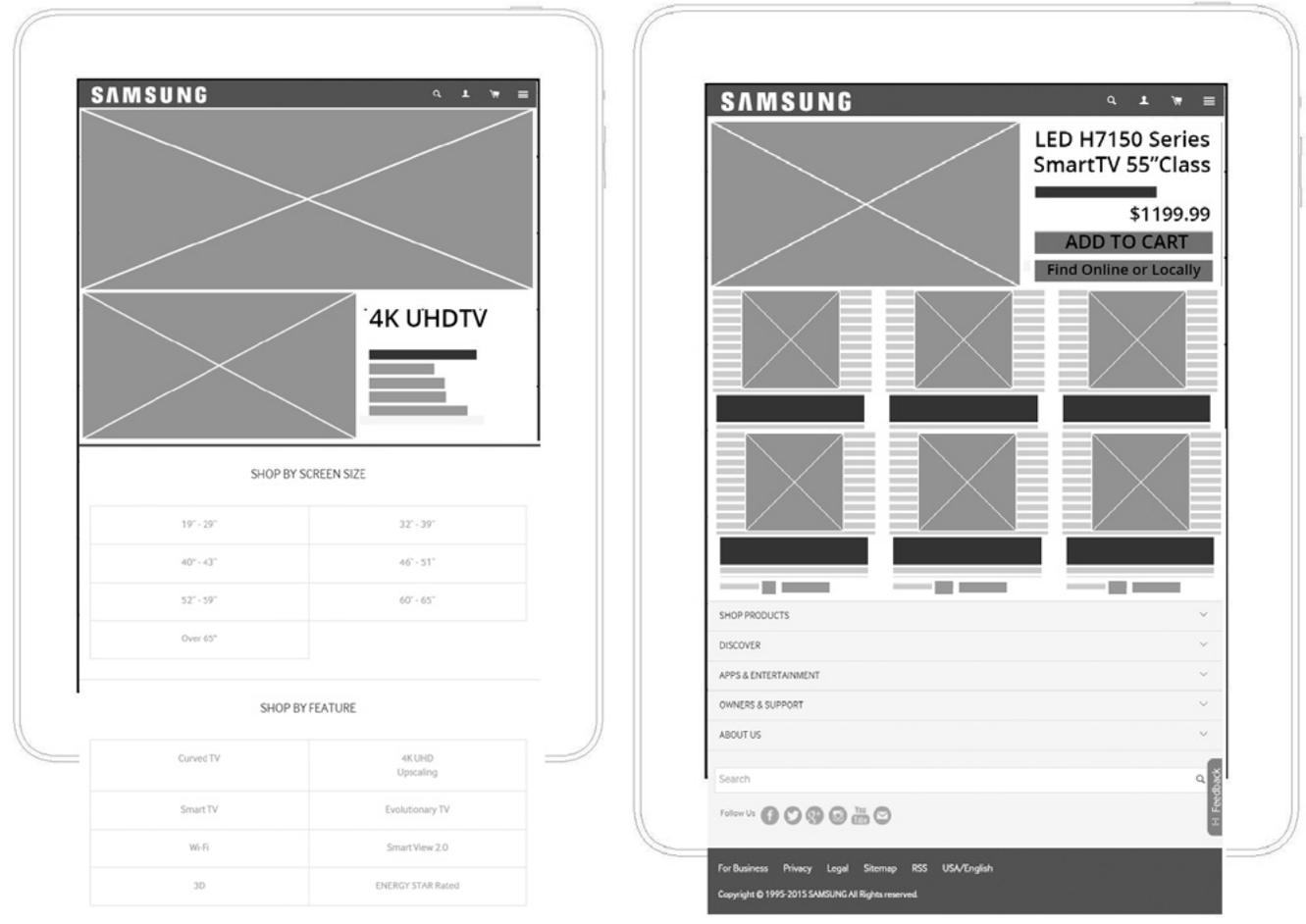
Product page + Detailed page

Tablet

Vertical

The wireframe on the left is for the Product page and the one to the right is for Checkout.

As the user gets closer to their purchase, unnecessary information is eliminated. This is based on know what is primary content that the user needs on a tablet, versus a desktop website.



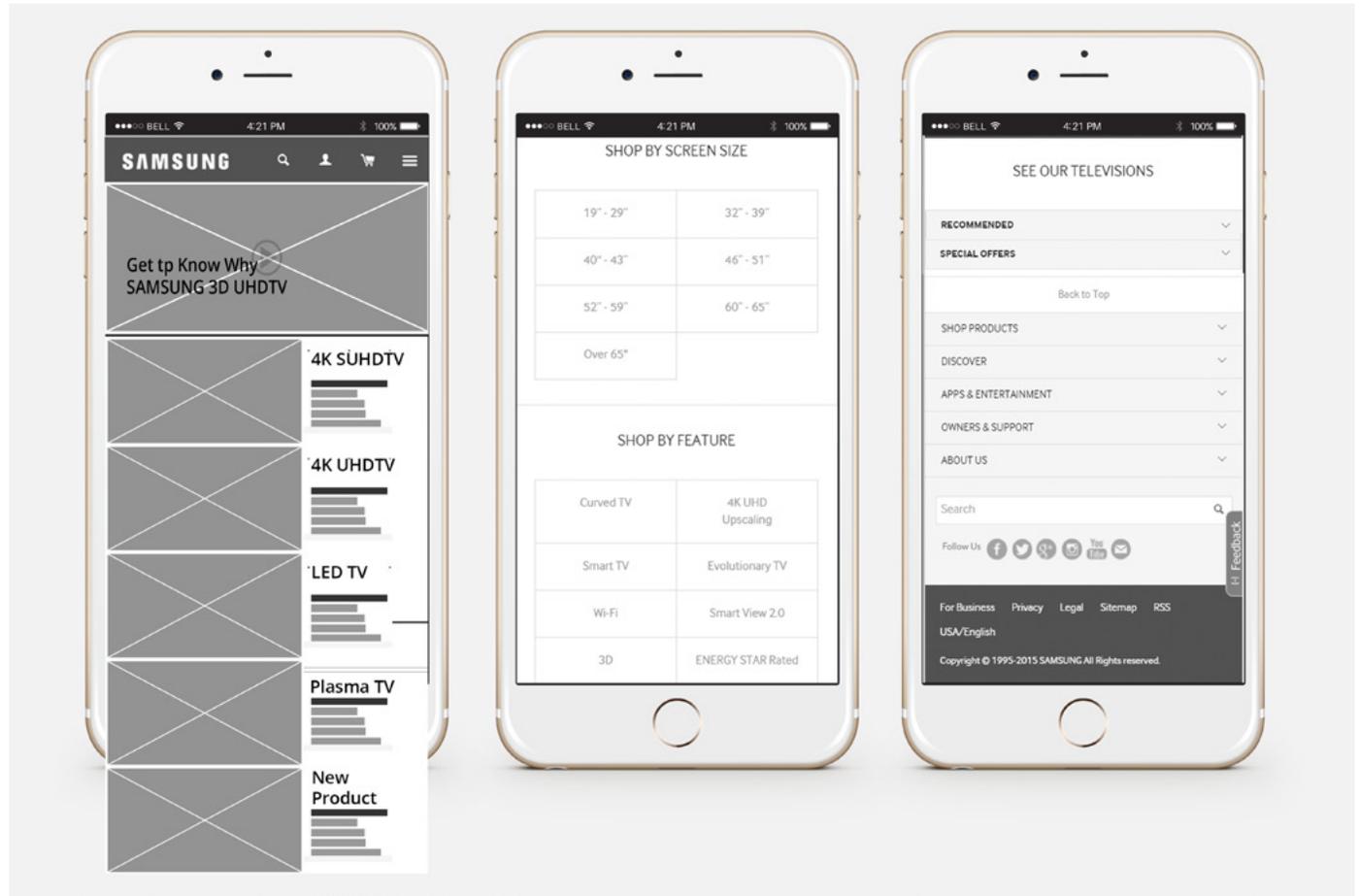
Wireframes

Homepage

Smartphone

Vertical

The Smartphone/mobile version will be similar to what was done for the vertical tablet version.



Visual Design

Visual Design

Homepage

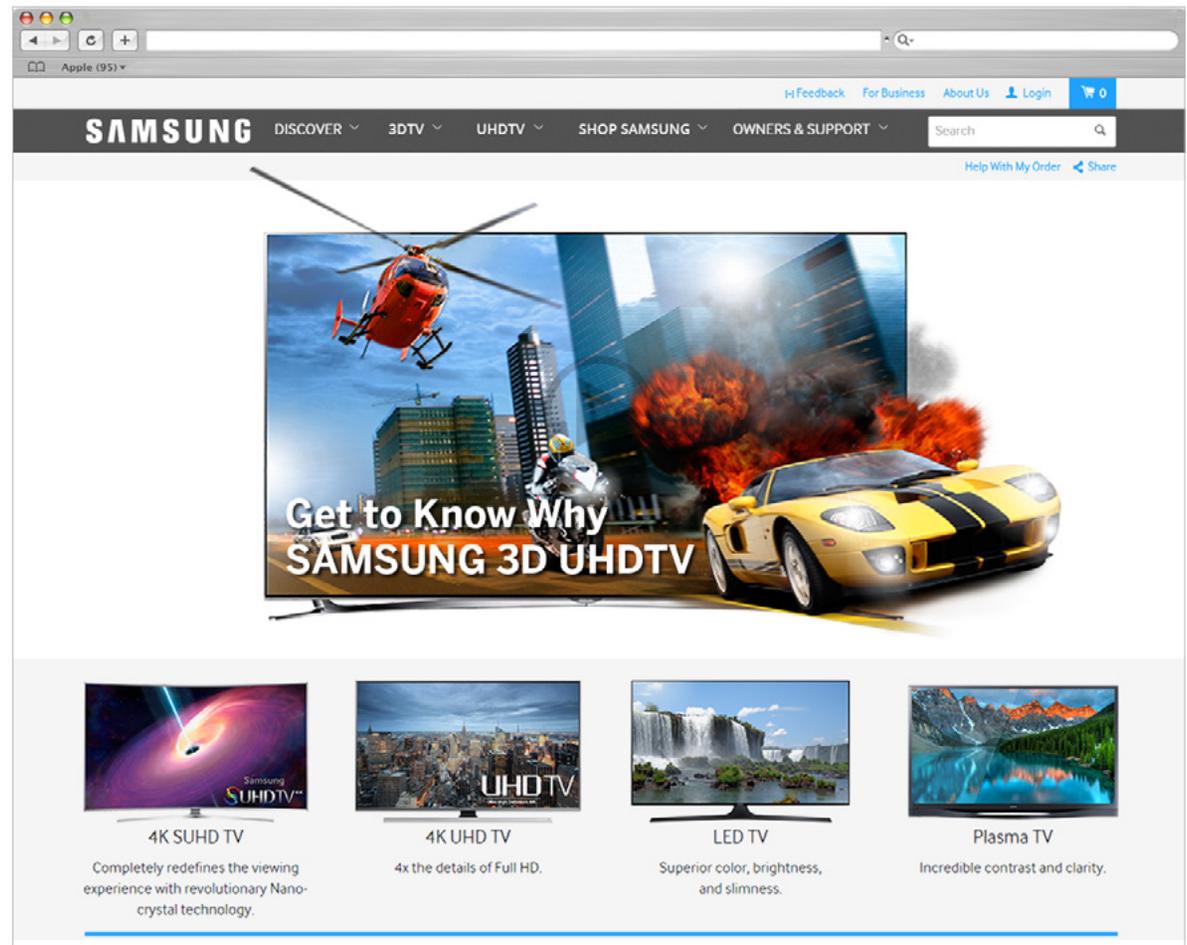
Desktop

Above the Fold

The color palate is kept consistent with SAMSUNG's current website, but visuals focus on high-end digital television.

Displayed above the fold on the homepage is a hero image which links to a promotional video. Four sub-categories are located just below. The taxonomy of the main navigation bar was rearranged to emphasize 3D UHDTV products. The 3D conceptual image was intentionally put on top to deliver a 3D feel for the user(s).

Minimized text and image-based design provides the audience intuitive access to achieve their goals, while utilizing white space presents a comfortable atmosphere to navigate within.



Visual Design

Homepage

Desktop

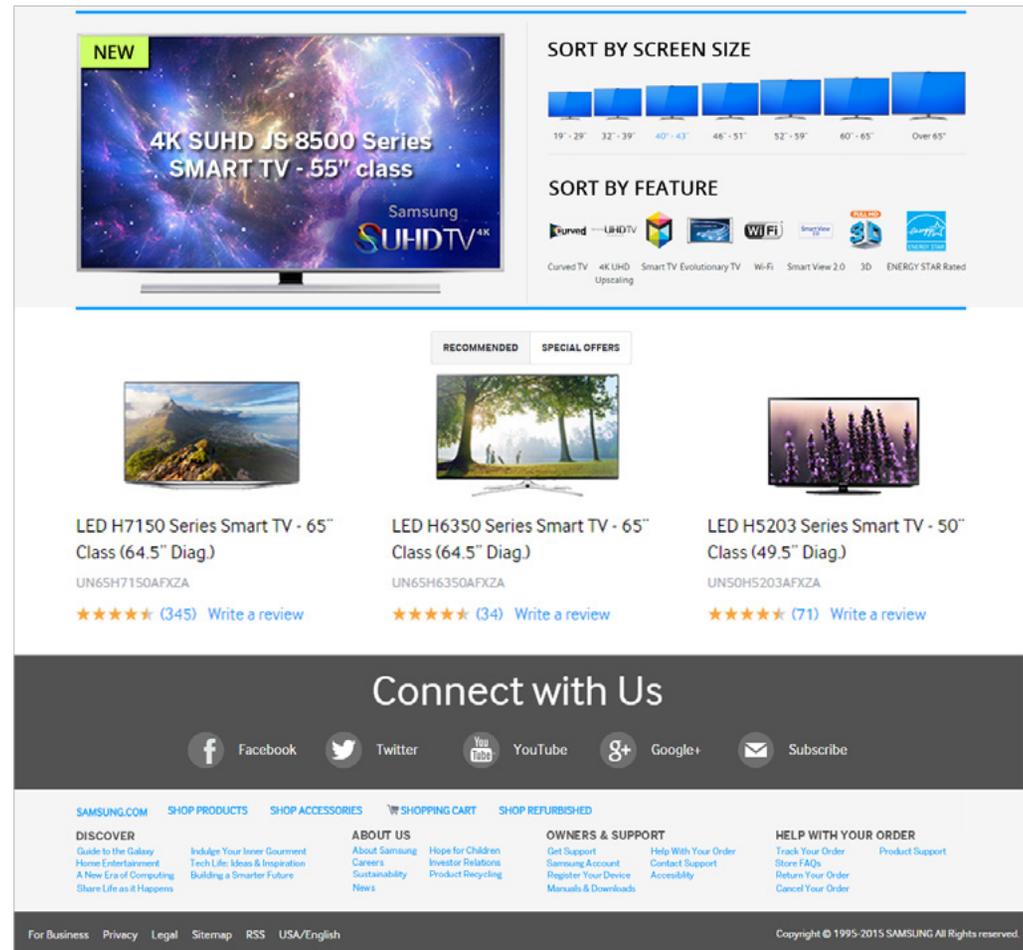
Below the Fold

The updated homepage design for below the fold is similar to having a homepage focused on usability. F-shaped eye tracking pattern was modeled and considered when developing this design.

In the top-left, is a new product section, which attracts people interested in cutting-edge technology of digital TV.

To the right of it, we placed a highly functional graphic, which allows the user to select products. Audiences can easily and quickly navigate based on screen size and/or feature.

The bottom section is for SAMSUNG's recommendations and special sale promotions. The footer is also designed to be simpler than the current website.

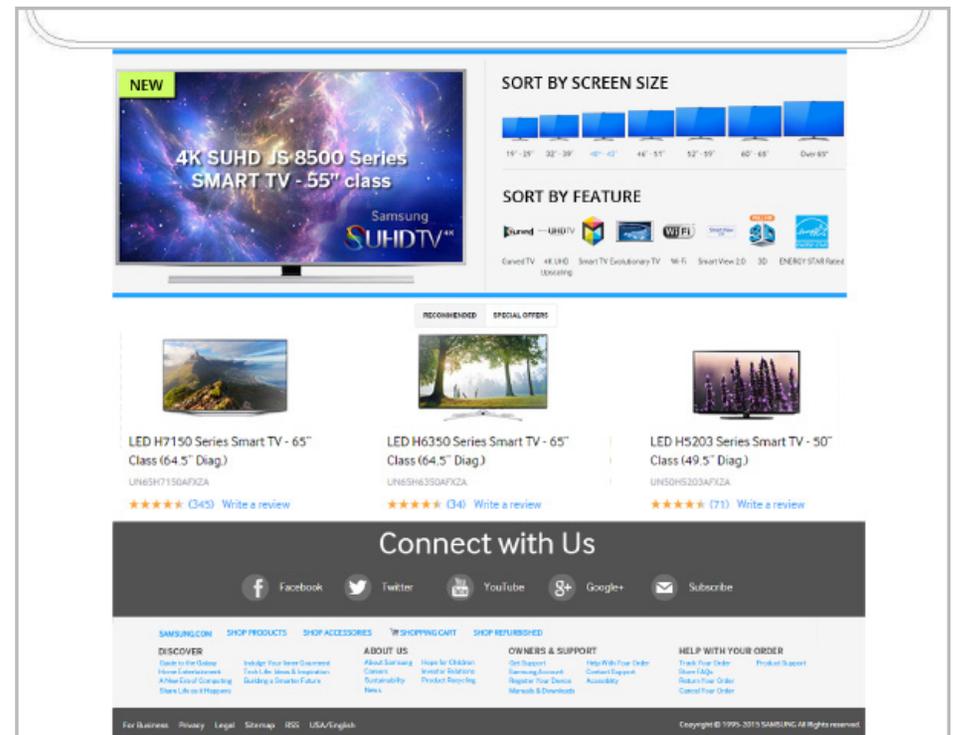
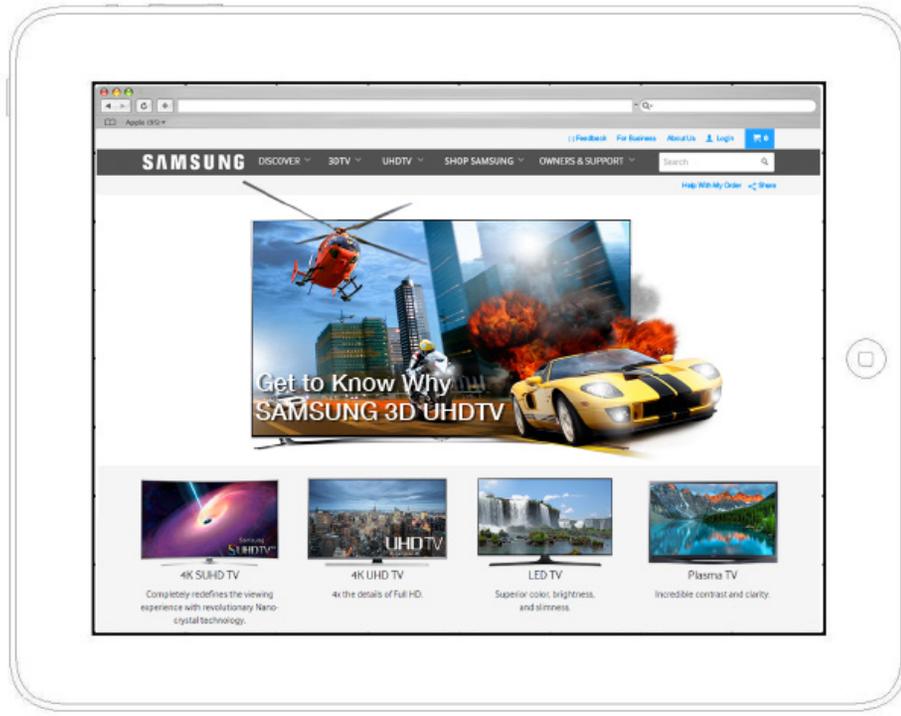


Visual Design

Homepage

Tablet

Horizontal

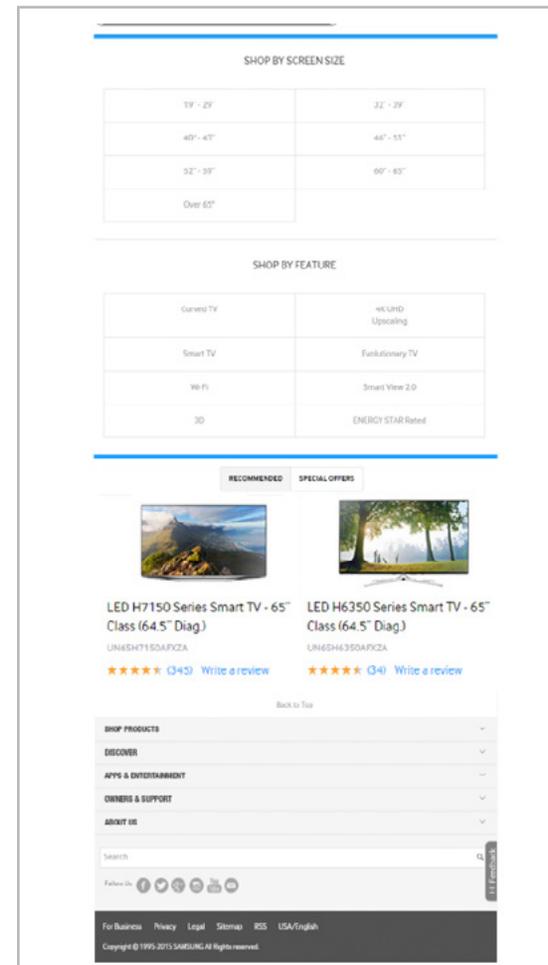
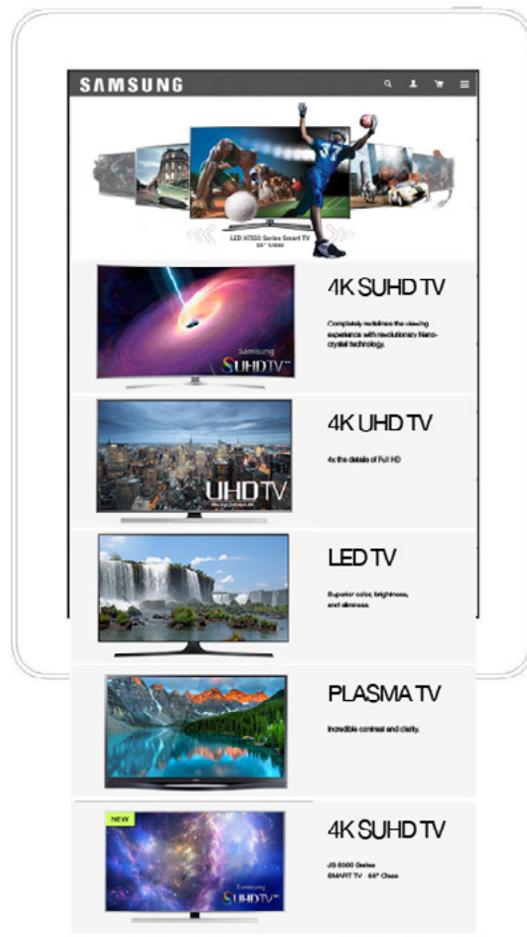


Visual Design

Homepage

Tablet

Vertical

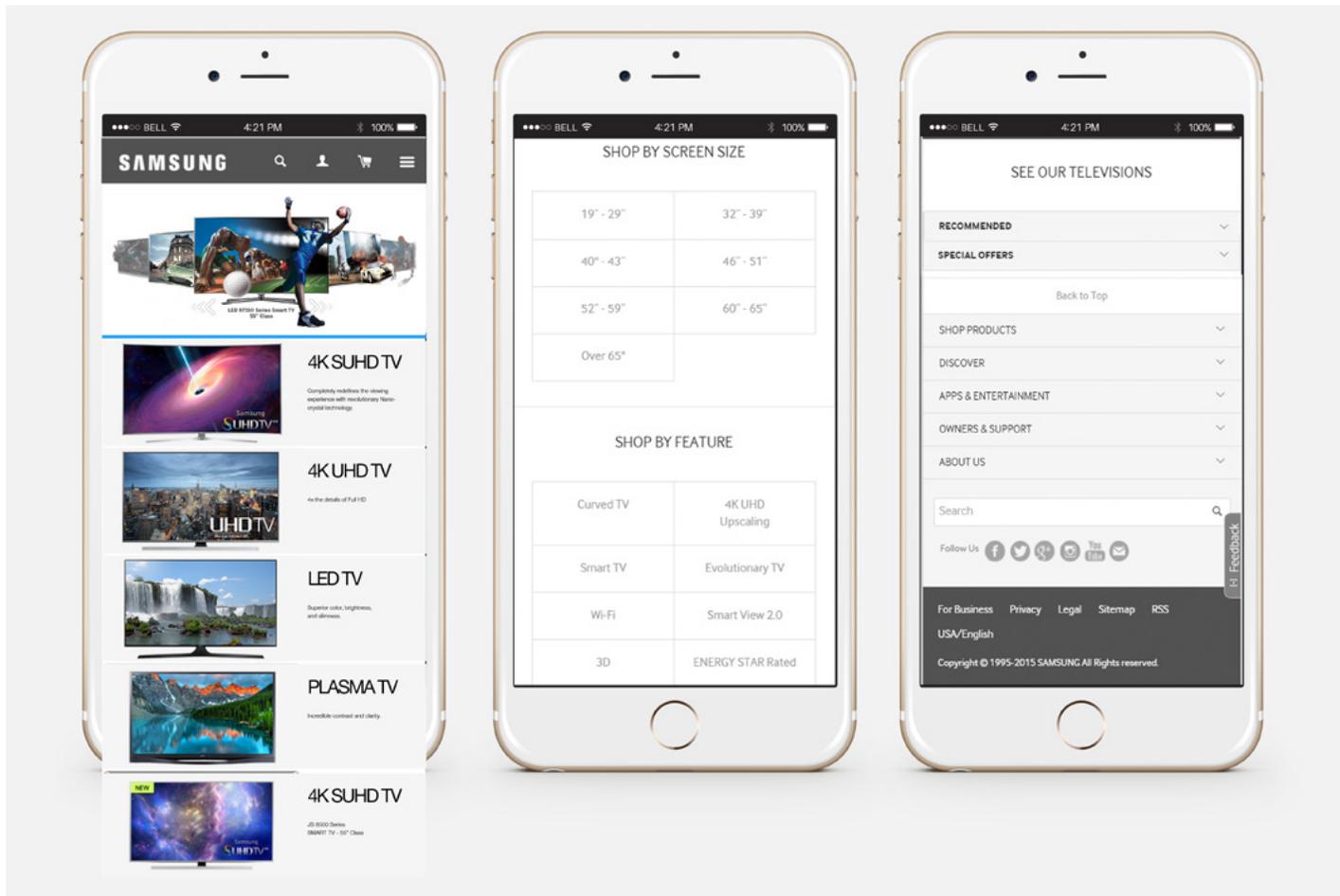


Visual Design

Homepage

Smartphone

Vertical



Visual Design

Product Page

Desktop

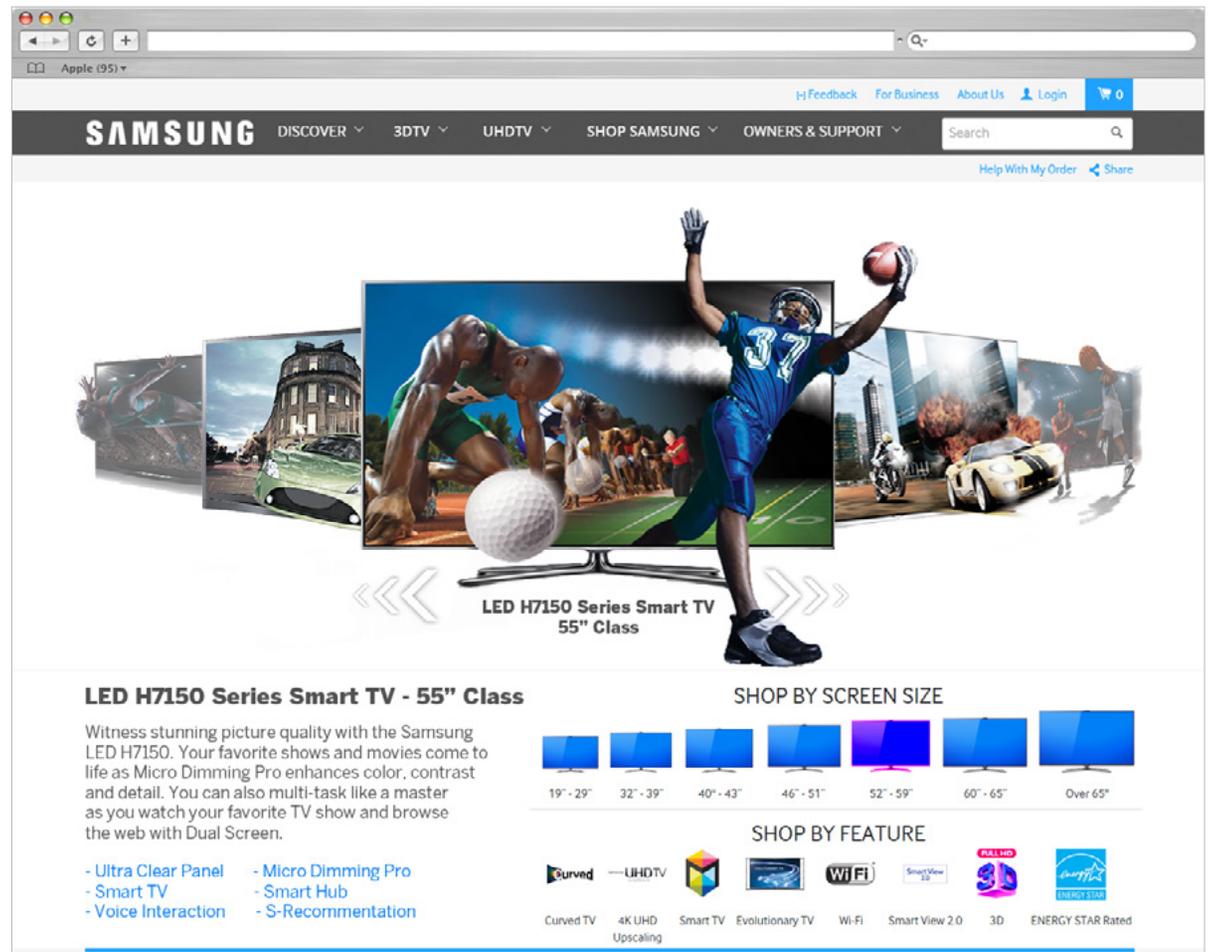
Above the Fold

The product page concept is the similar to the redesigned homepage.

When a user clicks the 4K UHD TV sub-category on the homepage, they will be directed to this page.

A full-width carousel slider on the top will be the feature on this page. The user can click to explore a product. Specified information automatically populates in the bottom left of the page.

Not only is the design responsive, but it is users more enticed with their experience.



Visual Design

Detailed Page

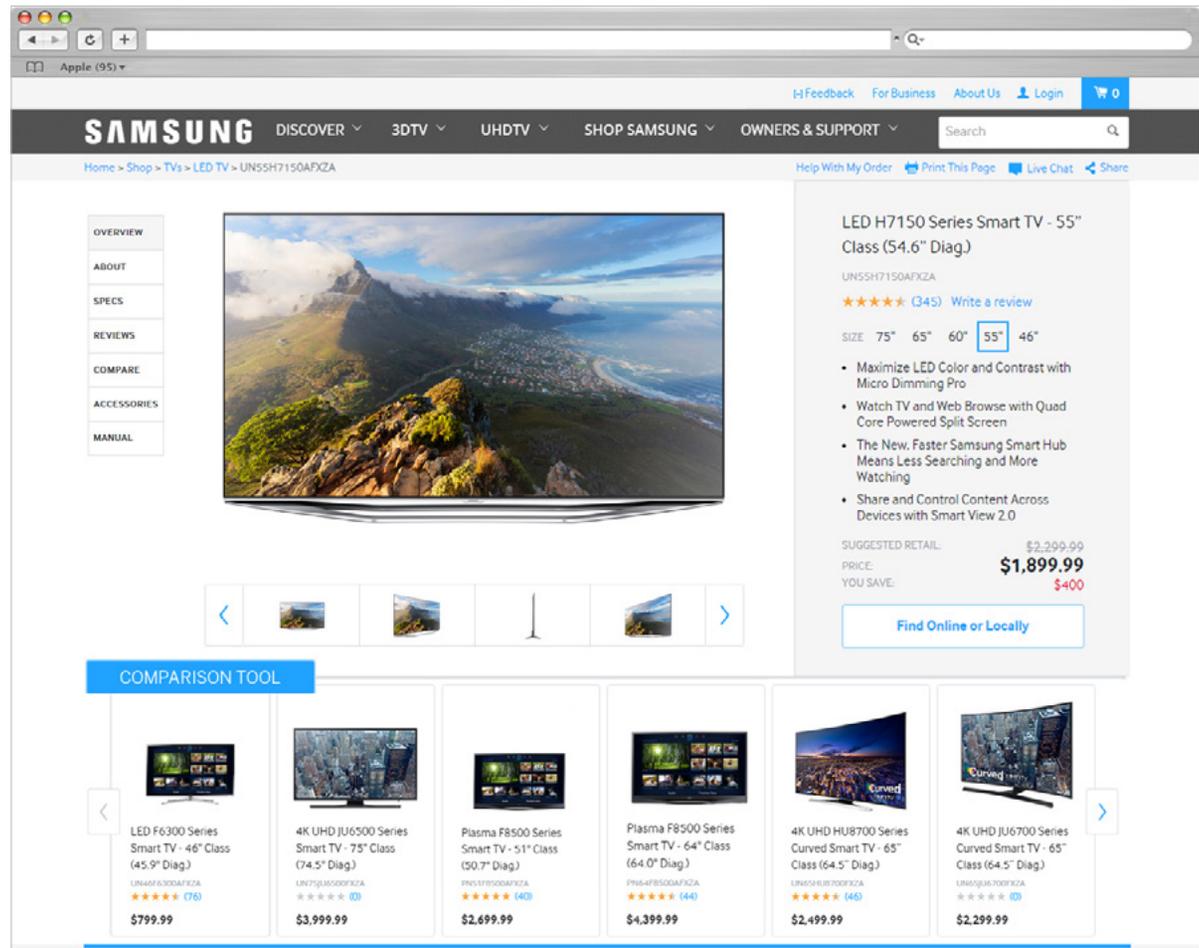
Desktop

Above the Fold

This is the final stage for checkout or for locating stores.

The top-left is filled with a hero image of the product and various angle shots are provided to help portray the appearance of SAMSUNG's 3DTV.

A product list related to the user's selection is positioned at the bottom. This is another updated function of the newly designed website.

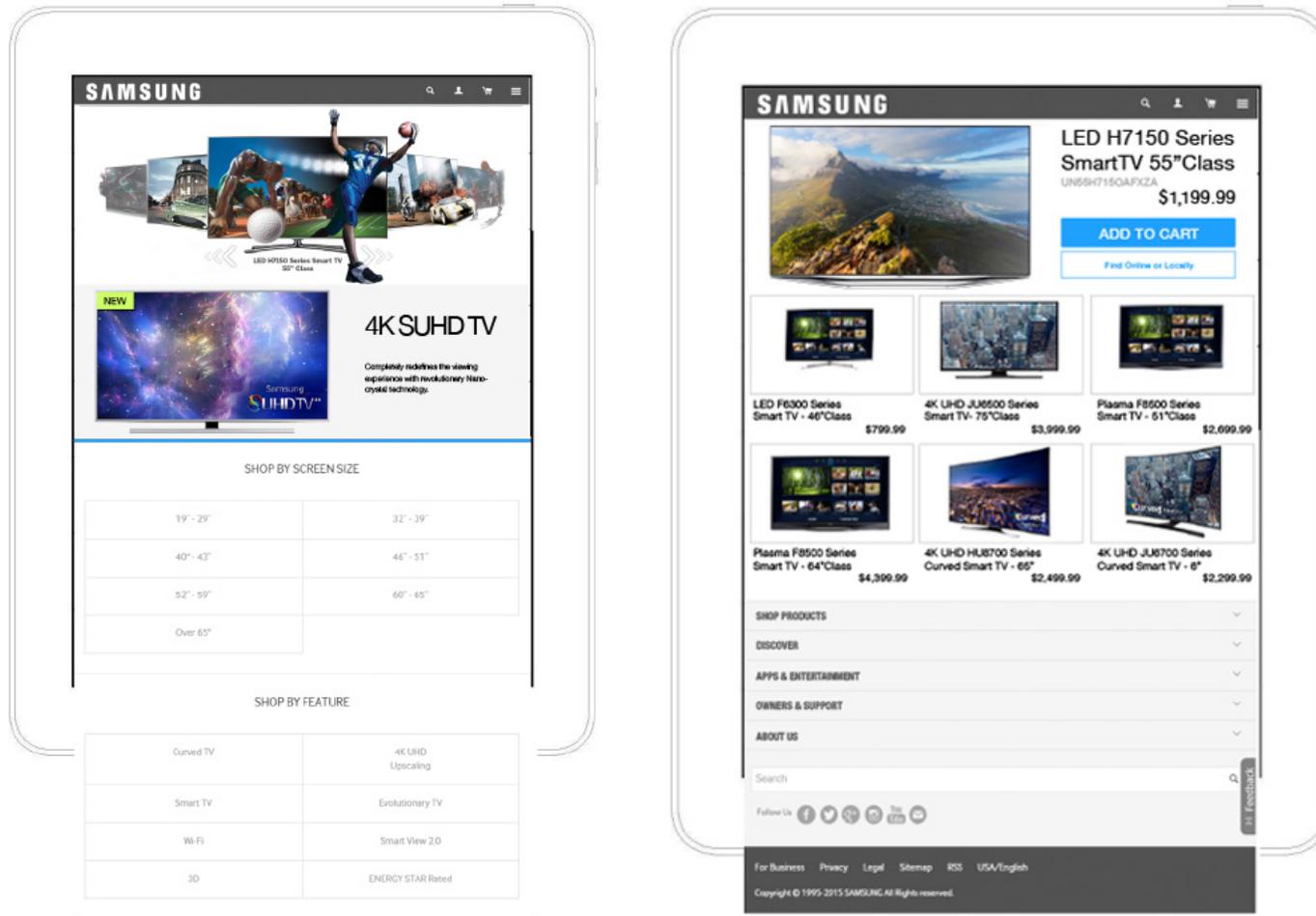


Visual Design

Product page + Detailed page

Tablet

Vertical



Usability Plan

User Testing

Printed Questionnaire

Phase 1-2-3

Pre-Test Questions for Users 1/2

Demographic Data

- ◆ Name:
- ◆ Age:
- ◆ Civil status:
- ◆ City/Country of Residence:
- ◆ Occupation:
- ◆ Annual income:

Technical Survey

- ◆ How many of the following tech gadgets do you own?
(Check all that apply)
 - ◇ TV (specify type: flat screen, 3D, etc.)
 - ◇ Laptop Computer
 - ◇ Video game console
 - ◇ Desktop computer
 - ◇ Tablet
 - ◇ Radio
 - ◇ Smart phone
 - ◇ Smart Watch
 - ◇ Smart Home device
 - ◇ Digital Camera
 - ◇ Other (please specify)

- ◆ In the past year, what new devices did you acquire?
(Check all that apply)
 - ◇ TV (specify type: flat screen, 3D, etc.)
 - ◇ Laptop Computer
 - ◇ Video game console
 - ◇ Desktop computer
 - ◇ Tablet
 - ◇ Radio
 - ◇ Smart phone
 - ◇ Smart Watch
 - ◇ Smart Home device
 - ◇ Digital Camera
 - ◇ Other (please specify)

- ◆ What was your reason for buying these new tech devices?
(Check all that apply)
 - ◇ Curiosity
 - ◇ Brand loyalty
 - ◇ Use for work
 - ◇ Entertainment/Leisure
 - ◇ Security
 - ◇ Gift
 - ◇ Recommendation from a friend
 - ◇ Other (please specify)

User Testing

Printed Questionnaire

Phase 1-2-3

Pre-Test Questions for Users 2/2

Shopping Habits Survey

- ◆ On the average, how much do you spend on tech gadgets each year?

- ◇ Less than \$500
- ◇ \$500-\$1000
- ◇ \$1000-\$2000
- ◇ \$2000 and up

- ◆ Where do you go to find out more about a new tech product?

- ◇ Official Website
- ◇ Other websites that sell it (Amazon, Best Buy, etc.)
- ◇ Tech review blogs
- ◇ Personal blogs
- ◇ Go to the store and ask salesmen
- ◇ Ask friends who already own it
- ◇ Other (please specify)

- ◆ Where do you go to purchase new tech gadgets?

- ◇ Official Website
- ◇ Other sales websites (Amazon, Best Buy, eBay, etc)
- ◇ In store
- ◇ Other (please specify)

User Testing One

Chinese Newcomer

Phase 1

Price + Feature Filters 1/3

Participant Profiles

This audience segment to be tested consists of individuals under Samsung's target market, ages 25-50. In this particular audience segment, we are looking at those who are very interested in new technology, but are under a strict budget. These people will have different methods for finding the best prices for the gadgets they're looking to buy, whether online or offline (in store).

Sample Size

The sample size for this test will be 200 different users, (100 male, 100 female), ages 25-50, who have purchasing power for their household.

User Goal

With this test, we are primarily focusing on the general UI and navigation of the site to see if the users are able to find what they are looking for. The next step will be to test the filter features for them to find products within their budget, and the cost comparison feature, which will help them figure out the best value for their money, given product price and features.

Tasks

After introducing our company, the website to be tested, and those facilitating the test, users will be asked a few introductory questions to get an overall view of their tech knowledge and shopping habits.

Then, users will be given access to the website, starting with the main homepage, with the task of buying a new Samsung 3D TV within their budget. They will be requested to navigate the website while thinking aloud on each click. Researchers will ask the follow up questions once any confusion or error is detected, but will mostly allow the user to navigate the site on their own, taking note of pain points and insights.

The user will then be allowed to pretend to go through the checkout process and finish "buying" their new gadget. They will then be asked about their overall experience on the Samsung website, along with more specific questions about their user flow.

User Testing One

Chinese Newcomer

Phase 1

Price + Feature Filters 2/3

Questions for Researchers

- ◆ How quickly and easily did users find what they were looking for?
- ◆ How clear was the information presented and organized?
- ◆ Did the user understand it immediately?
- ◆ Does the new website provide users with the chance to effectively make buying decisions?
- ◆ What parts of the new website confused or misled users, if any?
- ◆ Did users express interest in exploring the site beyond their intended goal, or did they go straight for the goal?

Methods

User research and testing will employ the following methods in each session:

- ◆ **Interviews** - each user will be given a set of pre-test and follow up questions along the user test.
- ◆ **Concurrent Think Aloud** - users will be requested to “think aloud” as they are navigating the website given their task. They will guide the testers through each step, each button, and each page they land on. Testers are requested to let users navigate the site on their own, taking note of pain points and confusion along the way.
- ◆ **Task Analysis** - Given the user’s ultimate goals for the using the website, testers will analyze their every move and reactions to the different pages of the redesigned website.

User Testing One

Chinese Newcomer

Phase 1

Price + Feature Filters 3/3

Metrics of Success

- ◆ **Time to complete task**
 - ◆ **Success** - It took the user less than 10 minutes to complete the task.
 - ◆ **Moderate Success** - It took the user more than 10 minutes but less than 20 minutes to complete the task.
 - ◆ **Failure** - It took the user more than 20 minutes to complete the task.

Completion of Task

- ◆ **Success** - User was able to navigate the site to order their intended product without guidance from the tester.
- ◆ **Moderate Success** - User was able to navigate the site and order the intended product with some guidance from the tester.
- ◆ **Failure** - User was unable to navigate the site and order the intended product

Post-test Questions for Users

- ◆ Were you able to find the Samsung product that best fit your budget?
- ◆ What was the easiest part of navigating the Samsung website?
- ◆ What was the hardest part of navigating the Samsung website?
- ◆ Would you purchase a product on this website? Why or why not?

User Testing Two

Newly Married Couple

Phase 2

Product Comparison Features 1/3

Participant Profiles

This audience segment to be tested consists of individuals under Samsung's target market, ages 25-50. In this particular audience segment, we are looking at those already interested in buying new technology, but have a specific list of features they want in their new TV. They are willing to shop around a bit; to compare different features to decide on which will fit their lifestyle the best.

Sample Size

The sample size for this test will be 200 different users, (100 male, 100 female), ages 25-50, who have purchasing power for their household.

User Goal

With this test, we are primarily focusing on the general UI and navigation of the site to see if the users are able to find what they are looking for. The next step will be to test the website's ability to highlight certain product features through a product comparison filter based on the user's priorities. These will help them figure out the best value for their money, given product price and features.

Tasks

After introducing our company, the website to be tested, and those facilitating the test, users will be asked a few introductory questions to get an overall view of their tech knowledge and shopping habits.

Then, users will be given access to the website, starting with the main homepage, with the task of deciding on the Samsung TV of their choice, given their priorities in features. They will be requested to navigate the website while thinking aloud on each click. Researchers will ask the follow up questions once any confusion or error is detected, but will mostly allow the user to navigate the site on their own, taking note of pain points and insights.

The user will then be allowed to pretend to go through the product comparison process, through each of the product pages, feature filters, smart product suggestions and product comparison tools. They will choose 3-4 Samsung products to compare side by side. They will then decide on a final Samsung TV that fits their personal criteria. They will then be asked about their overall experience on the Samsung website, along with more specific questions about their user flow.

User Testing Two

Newly Married Couple

Phase 2

Product Comparison Features 2/3

Questions for Researchers

- ◆ How quickly and easily did users find what they were looking for?
- ◆ How clear was the information presented and organized?
- ◆ Did the user understand it immediately?
- ◆ Does the new website provide users with the chance to effectively make buying decisions?
- ◆ What parts of the new website confused or misled users, if any?
- ◆ Did users express interest in exploring the site beyond their intended goal, or did they go straight for the goal?

Methods

User research and testing will employ the following methods in each session:

- ◆ **Interviews** - each user will be given a set of pre-test and follow up questions along the user test.
- ◆ **Concurrent Think Aloud** - users will be requested to “think aloud” as they are navigating the website given their task. They will guide the testers through each step, each button, and each page they land on. Testers are requested to let users navigate the site on their own, taking note of pain points and confusion along the way.
- ◆ **Task Analysis** - Given the user’s ultimate goals for the using the website, testers will analyze their every move and reactions to the different pages of the redesigned website.

User Testing Two

Newly Married Couple

Phase 2

Product Comparison Features 3/3

Metrics of Success

- ◆ **Time to complete task**
 - ◆ **Success** - It took the user less than 15 minutes to complete the task.
 - ◆ **Moderate Success** - It took the user more than 15 minutes but less than 30 minutes to complete the task.
 - ◆ **Failure** - It took the user more than 30 minutes to complete the task.

Completion of task

- ◆ **Success** - User was able to navigate the site to learn more about the products, enough to make an informed decision, without guidance from the tester.
- ◆ **Moderate Success** - User was able to navigate the site to learn more about the products, enough to make an informed decision, with guidance from the tester.
- ◆ **Failure** - User was unable to navigate the site and order the intended product except for more payment available notice.

Completion of task

- ◆ **Success** - The user was able to quickly navigate and understand the side by side comparison of products.
- ◆ **Moderate Success** - The user needed the tester's guidance in navigating and understanding the side by side comparison of products.
- ◆ **Failure** - The user was unable to navigate and understand the side by side comparison of products.

Post-test Questions for Users

- ◆ Were you able to find the Samsung product that best fit your budget?
- ◆ What was the easiest part of navigating the Samsung website?
- ◆ What was the hardest part of navigating the Samsung website?
- ◆ Would you purchase a product on this website? Why or why not?

User Testing Three

High Income Digital Content Fan

Phase 3

Feature Filters + Checkout 1/3

Participant Profiles

This audience segment to be tested consists of individuals under Samsung's target market, ages 25-50. In this particular audience segment, we are looking at those who has already known Samsung's innovative flat screen HDTV, but need some specific features for personal purpose. These people are ready to buy new one just after simple navigating to look for what they want to have. If they can find more attractive features which they has never known before, they may pay a little more than their budget.

Sample Size

The sample size for this test will be 200 different users, (100 male, 100 female), ages 25-50, who have purchasing power for their household.

User Goal

With this test, we are basically focusing on the general UI and navigation of the site to see if the users are able to find what they are looking for. But, the primary purpose of this test phase is for user to choose a product and to pay for it by online, and new website's smooth working in the bottom of a task flow. Moreover, if potentially high loyalty customers can be paid more than their budget by effective usability of new website, it will give satisfaction to both customers and Samsung's stakeholders.

Tasks

After introducing our company, the website to be tested, and those facilitating the test, users will be asked a few introductory questions to get an overall view of their tech knowledge and shopping habits.

Then, users will be given access to the website, starting with the main homepage, with the task of deciding and buying a new Samsung 3D TV according to their interest related to given features. They will be requested to navigate the website while thinking aloud on each click. Researchers will ask the follow up questions once any confusion or error is detected, but will mostly allow the user to navigate the site on their own, taking note of pain points and insights.

The user will then be allowed to spend 10~20% more money in the last stage for checking out. After that, they may change their first choice or not. In the long run, they will finish "buying" their new gadget. They will then be asked about their overall experience on the Samsung website, along with more specific questions about their user flow.

User Testing Three

High Income Digital Content Fan

Phase 3

Feature Filters + Checkout 2/3

Questions for Researchers

- ◆ How quickly and easily did users find what they were looking for?
- ◆ How clear was the information presented and organized?
- ◆ Did the user understand it immediately?
- ◆ Does the new website provide users with the chance to effectively make buying decisions?
- ◆ What parts of the new website confused or misled users, if any?
- ◆ Did users express interest in exploring the site beyond their intended goal, or did they go straight for the goal?
- ◆ Did users conveniently find out alternative ways to decide other products in unexpected task notice?

Methods

User research and testing will employ the following methods in each session:

- ◆ **Interviews** - each user will be given a set of pre-test and follow up questions along the user test.
- ◆ **Concurrent Think Aloud** - users will be requested to “think aloud” as they are navigating the website given their task. They will guide the testers through each step, each button, and each page they land on. Testers are requested to let users navigate the site on their own, taking note of pain points and confusion along the way.
- ◆ **Task Analysis** - Given the user’s ultimate goals for the using the website, testers will analyze their every move and reactions to the different pages of the redesigned website.

User Testing Three

High Income Digital Content Fan

Phase 3

Product Comparison Features 3/3

Metrics of Success

- ◆ **Time to complete task**
 - ◆ **Success** - It took the user less than 10 minutes to complete the task.
 - ◆ **Moderate Success** - It took the user more than 10 minutes but less than 20 minutes to complete the task.
 - ◆ **Failure** - It took the user more than 20 minutes to complete the task.

Completion of task

- ◆ **Success** - User was able to navigate the site to order their intended product without guidance from the tester except for more payment available notice.
- ◆ **Moderate Success** - User was able to navigate the site and order the intended product with some guidance from the tester except for more payment available notice.
- ◆ **Failure** - User was unable to navigate the site and order the intended product except for more payment available notice.

Flexibility of task

- ◆ **Success** - User was able to immediately decide to spend more money and finish whole checkout process without guidance from the tester.
- ◆ **Moderate Success** - User was able to decide to spend more money and finish whole checkout process with some guidance from the tester.
- ◆ **Failure** - User was unable to immediately decide to spend more money or finish whole checkout process.

Post-test Questions for Users

- ◆ Were you able to find the Samsung product that best fit the features you were looking for?
- ◆ What was the easiest part of navigating the Samsung website?
- ◆ What was the hardest part of navigating the Samsung website?
- ◆ Was it convenient to find alternative one or other accessories with your extra money?
- ◆ Would you purchase a product on this website? Why or why not?
- ◆ Are you satisfied with your purchase? Why? Why not?

Marketing Strategy

Marketing Strategy

Design United's proposed marketing strategy aligns with Samsung's current initiative to "Inspire the World, Create the Future." We will implement thoughtful, cutting-edge promotional approaches catered toward Samsung's current and future customers. After interacting with our ads, customers will leave with a strong understanding of Samsung's superior products, core values and philosophies, knowing that they themselves are part of a technological revolution that is guiding people towards living better lives on a global scale.

Core Marketing Concepts

- ◆ Technological innovation/Samsung as a digital leader
- ◆ Global society/community focus/helping individuals be the best they can be
- ◆ Environmental sustainability and awareness/social conscience
- ◆ Creative solutions/thoughtful design choices/ease-of-use
- ◆ Lifestyle awareness/social status connected with product ownership

Marketing Strategy

Defining Samsung's Positioning

We want to highlight the quality of Samsung when compared with competitors' products. The focus will be on why Samsung's 3D TVs are so great with a focus on technological details, such as processing power, resolution, optics, chips, cameras, etc. We will express to future customers how thoughtfully designed the products are and will promote a brand awareness regarding the improved functionality and ease-of-use on the website.

Relevance to Target Market

Since we have determined that older customers are less likely to purchase more technologically advanced products, we will be re-targeting Samsung's prior customers who fit into this category with clear displays of added functionality, accessories and upgrades that will enhance their experience with the product. We plan to implement a "Happy Birthday" campaign for those with current Samsung 3D TVs, which will allow us to offer suggestions for accompanying products based on past purchases, as well as discounts to incentivize new purchases or trade-ins. These campaigns will be very personalized experiences, that fall on the product's birthday; essentially the date that the customer purchased the product.

Marketing Strategy

Marketing Tactics

Since we are catering to a highly technical audience, social and digital media will be instrumental to the success of our marketing campaign. We plan to implement paid ads, retargeting, television, Twitter, Facebook, YouTube etc. with a focus on both technical aspects of the product, as well as the more human/social element that sets Samsung apart from its competitors. These types of media will allow us to connect with highly qualified leads and allow us to establish a meaningful and relevant connection with future customers. We feel confident that direct testimonials and lifestyle-driven campaigns will allow us to educate future customers to the globally responsible community that Samsung is a leader in, while reinforcing ownership of the product as a status symbol for its customers.

Environmental Sustainability and Awareness

Our marketing strategy will also stress the responsible and environmentally sustainable approaches that Samsung implements on a day-to-day basis. We want future customers to feel confident that purchasing a Samsung product is synonymous with ethical operations, eco-consciousness, energy-efficiency, reduced carbon emissions, LED technology with reduced energy consumption, minimized waste, and electronics recycling.

Project Timeline

Project Timeline

Phase 1

Deliverables

APRIL – MAY

- ◆ Target Audience
- ◆ Personas (3)
- ◆ User Flows (3)
- ◆ Design & Product Goals Defined
- ◆ Competitive Analysis (3 competitors)
- ◆ Current Site Analysis
- ◆ Wireframes
 - ◆ 9 total: 3 desktop, 3 tablet, 3 mobile
 - ◆ 3 pages total (done for desktop, tablet and mobile):
 - ◆ 1 homepage, 1 product page and 1 product detail page

Phase 2

Deliverables

MAY – MID JUNE

- ◆ Refined deliverables from Phase 1
This will be based off discussions had with the client during Phase 1. If there is a need to refine or adjust any of those items, they will be handled first and approved by the client before moving on to the next set of deliverables.
 - ◆ Target Audience
 - ◆ Personas
 - ◆ User Flows*
 - ◆ Design & Product Goals Defined
 - ◆ Competitive Analysis*
 - ◆ Current Site Analysis*
 - ◆ Wireframes*
- ◆ Design mockups: 2-3 styles
- ◆ Focus group (1)
- ◆ User testing (2 sessions)

Phase 3

Deliverables

MID JUNE – SEPTEMBER

- ◆ Refined deliverables from Phase 2 and/or Phase 1
This will be based off discussions had with the client during Phase 2. If there is a need to refine or adjust any of those items, they will be handled first and approved by the client before moving on to the next set of deliverables.
 - ◆ Design mockups: 1-2 style(s)*
 - ◆ Anything from Phase 1*
- ◆ Final design
- ◆ Focus group (1)
- ◆ User testing (2)
- ◆ Coding (HTML, CSS/Stylesheets)

*ADDITIONAL COSTS MAY APPLY

14.1 FINAL PRESENTATION

Budget

Budget

Project Management: \$41,472 – \$69,305

Creative Direction: \$27,648 – \$49,537

Design: \$36,864 – \$52,715

UI/UX: \$34,000 – \$58,620

Marketing: \$28,569 – \$50,853

Copywriting: \$18,432 – \$26,276

Programming: \$46,080 – \$75,894

Focus Groups: \$60,000 – \$85,800

Administrative/Edits/Miscellaneous: \$56,935 – \$81,000

Total Fee: \$350,000-\$550,000

Deposit: \$100,000 needed upon agreement of services

The above calculations are based on a projected range of what the entire project would entail. Since there are a number of areas where the client (Samsung) can flex up or down on options, we estimated a low-end and high-end range to account for budgetary options.

The above costs are contingent on rounds of revisions as well as additional services needed and/or requested by the client. Before any additional services or costs are incurred, the agency (Design United) will put together a project plan/description to explain the services and what should be expected upon completion or during the various phases of the project. Further breakdown of the budget can be given per the request of the client.

Sign off will be required from the client before any work will be started by Design United.

Additional Services

Design United is a full-service agency and we're happy to provide services in a wide range of design-related areas. Just ask us how we can help you with any of the following services:

Analytics, Branding, Campaign Implementation, Coding, Content Strategy and Management, Design and Development, Apps, Digital, Multimedia, Print, Responsive Web Design, Video, Web, Focus Group Marketing/Testing, Marketing, Strategy, Photography, Social Media Strategy and Management, Usability Testing

Conclusion

Conclusion

The entire team at Design United wants to wholeheartedly thank you for your time. We are pleased to have had the opportunity to present Samsung with such a comprehensive concept for the redesign of the 3D televisions on the website and look forward to providing a fresh user experience to old and new customers alike.

We look forward to having an instrumental role in helping Samsung move from its position as the world's largest manufacturer of televisions and LCD panels to a customer favorite within the minds of all television purchasers across the globe. We want to help make the high quality products that are already available to your clientele known to an even broader audience. Our plan to translate all the best features of the site's current set-up into an easier, more accessible and streamlined customer experience will result in the ability to solidify Samsung's role as the market leader for 3D televisions around the world. Our revised purchasing flows, improved UI/UX, more accessible content and focus on the mobile experience will undoubtedly revolutionize the way that Samsung customers experience entertainment and it will reinforce the reputation that the company has with future customers. Our proposed work with the company is integral to making this transition from a bold, innovative company to one that is better able to convey its position as the most powerful leader within the flat screen television industry.

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*Fonda Carranza, Stephanie Rasmussen, Christine Herrin,
Aron Gelineau, Adelaide Bell, Seong-Jik KIM, Bingxi Li*