



# DESIGN **HIVE**

PROPOSAL FOR SAMSUNG 3D TV WEBSITE REDESIGN

*Presented by*

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# TABLE OF CONTENTS

	<i>page</i>
Project Overview	4
Purpose of the New Site	6
Goals	8
Perception, Tone, Guidelines	10
Competitive Analysis	12
Competitive Matrix	22
Target Audiences	24
Task Flows	28
Information Architecture	34
Sitemap	36
Wireframes (Desktop/ Tablet/ Mobile)	38
Visual Design (Desktop/ Tablet/ Mobile)	44
Usability Plan	50
Marketing Strategy	57
Project Schedule	61
Gantt Chart	63
Billing Plan	66
Conclusion	68

# 1 PROJECT OVERVIEW



## PROJECT OVERVIEW /



At Design Hive, we know that Samsung 3D is a leader in technology and design, and we understand that a redesign of the Samsung 3D website should reflect those impeccable standards.

Consumers at every level will be coming to this site to discover and explore the Samsung 3D system. As such, our proposed website will be attractive, modern, and intuitive to use -- just like Samsung 3D products. Our website redesign will help consumers experience the satisfaction of being on the cutting edge of technology with Samsung's 3D series.

## 2 PURPOSE OF THE NEW SITE



### PURPOSE OF THE NEW SITE /



The goal of redesigning the Samsung 3D website is both to retain existing Samsung customer loyalty, and to attract new business for Samsung 3D. A customer who is well informed about the features Samsung offers and who is provided with convenient, customizable purchasing options will have no reason not to join in the excitement surrounding Samsung 3D.

For existing customers, this means reinforcing their knowledge that Samsung has the latest technology and the best design; involving them in new discoveries and innovations; and connecting them with new resources to expand how they interact with the brand. For example, expanded content and accessory purchasing options will be available, and information about upgrading to a newer system will never be far from reach.

For new customers, this means engaging them with all of the cutting-edge technology and high-end aesthetic design that they are missing -- and connecting them with how they can get it. For example, one section of the site will give new users ideas for how to work Samsung 3D systems into their homes and their entertainment routines, and how it can make their entertainment options more exciting and less expensive while delivering a hassle-free experience.

## 3 GOALS



## GOALS /

### At Design Hive, our goals are to:

- + Showcase the cutting edge technology and attractive, intuitive design of the product, so consumers are interested and impressed.
- + Break down tech and design information into “laymans” terms, so customers feel included and connected with the product.
- + “Reel in” potential customers who may not have thought about 3D TV as an option or who may be undecided with fun and interactive entertainment samples.
- + Offer expanded 3D media resources for current customers looking for more options with their 3D TV.
- + Connect consumers with authorized retailers so that they can easily and conveniently add a 3D TV to their life.

## 4 PERCEPTION, TONE, GUIDELINES



# PERCEPTION, TONE, GUIDELINES /

### + Specific Visual Goals

Samsung is a company that believes in accelerating discoveries and possibilities, and the visual design of our proposed site will reflect this modern, progressive viewpoint with an equally cutting-edge and appealing aesthetic.

The proposed visual design will:

- Feature a friendly, inviting color scheme to draw consumers in.
- Utilize high-quality, illustrative imagery to showcase the Samsung products.
- Be fully interactive for a more engaging experience.
- Maintain an effective balance of filled and negative space to give the site an open, navigable feel.
- Be completely responsive, with designs that play to the strength of each screen size.
- Use highly legible fonts to provide a good user experience to all levels of consumers.

### + Target Audiences

Because the target audiences, outlined in detail on page 11, are heavily engaged in technology and media, they have high standards for design and usability in a consumer website. By focusing on the above goals, such as using high-quality imagery and paying close attention to interactivity and usability, the proposed design will meet and exceed these expectations, further confirming the consumers' view of Samsung as a leader and a trustworthy brand.

### + Measuring the Success of the Redesigned Site

Utilizing the combined results of focus groups, tree testing and remote user testing, Design Hive will be able to determine the overall visual appeal of the site, the level of interest and attention users have to the interactivity and functionality, and how quickly and effectively users can make purchases and find information. Through thorough testing, the site will be vetted for any potential issues and the final product delivered will be both highly visually appealing and extremely user-friendly.

## 5 COMPETITIVE ANALYSIS



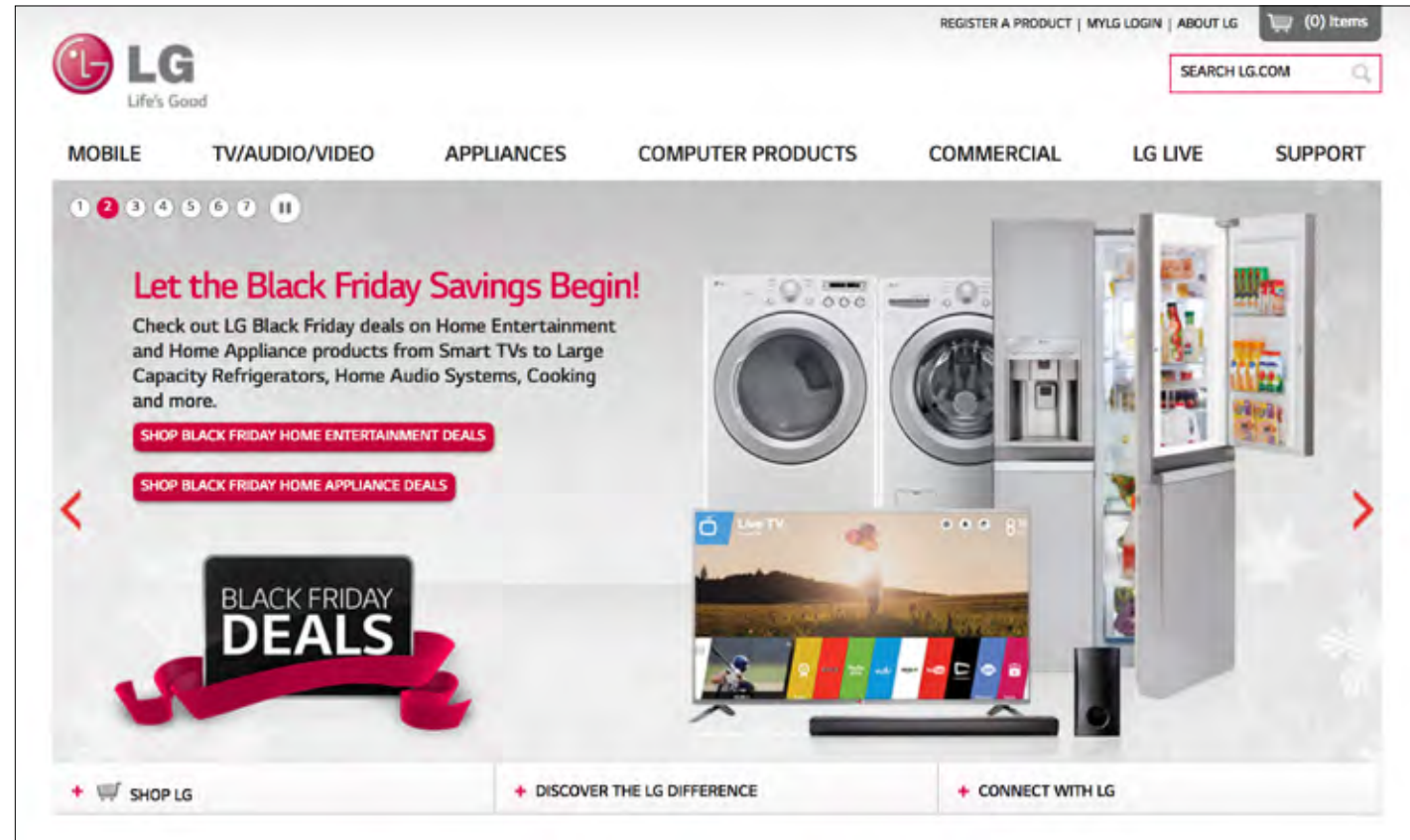
## COMPETITIVE ANALYSIS /



Other major TV brands are trailing behind Samsung when it comes to market share of 3-dimensional televisions in North America. Sony had a 15.9 percent share of the North American 3D TV market last month, which was way below the formidable 58.4 percent market share secured by Samsung. Panasonic took a 12.2 percent share of the market for this period, whilst cross-town rival LG Electronics had to be content with a 9 percent market share. Samsung further demonstrated its popularity amongst consumers in North America by taking a 47.1 percent share of the smart TV market last month.



## KEY COMPETITOR LG /



## KEY COMPETITOR LG /

### + 3D

LG has been the chief proponent of passive 3D (which is cleverly marketed as "Cinema 3D") from the outset, and the company's not about to abandon ship on its most cutting-edge HDTV. Two stylish pairs of polarized glasses are included with the OLED TV, complete with their own Alain Mikli case, as well as corresponding clip-on versions for bespectacled owners.

As is the case with all passive 3D TVs, the extra-dimensional image on the 55EA980 was bright and flicker-free, though we did feel that 3D depth and dimensionality suffered as a consequence of the halved vertical resolution. Crosstalk was non-existent, but like all 3D TVs featuring FPR (film-type patterned retarder) 3D LCD panel technology, vertical viewing angle was very limited – we started seeing double "ghost" images once we went beyond 15° off-axis vertically. Placement is crucial: make sure you sit at eye level with the screen.



- 1 3D Class recharge battery-free
- 2 Cheaper
- 3 Lighter
- 4 Multi-positions and angles

\* LG 3D TV tends to be more competitive on price, and 3D glasses technology.





## KEY COMPETITOR LG /

### + Calibration

Like Samsung's S9C curved OLED TV, the LG 55EA980W is affected by Automatic Brightness Limiter (ABL) circuitry, where full-screen white scenes will be automatically dimmed to protect the television's internal components. While it's never intrusive during real-world viewing, and not as aggressive as that implemented on plasma televisions, it does mean that windowed or APL patterns should be used for the purpose of calibration rather than full-field ones. Ironically, the internal test patterns offered on the 55EA980 is full-screen, which would lead to a wonky picture if used to calibrate the display.

For the record, the maximum light output we managed to extract from the 55EA980W on a full field 100% white pattern was 82 cd/m2, which was just over half of the 150 cd/m2 achieved by the Samsung KE55S9C. The discrepancy may be due to LG's RGBW versus Samsung's true RGB subpixel layout, a difference in ABL threshold, or a combination of both. Both OLED TVs returned similar maximum luminance on a 100% white windowed pattern (LG 345 cd/m2; Samsung 350 cd/m2).

Among the picture presets available on the LG EA980W, the most accurate are the ones endorsed

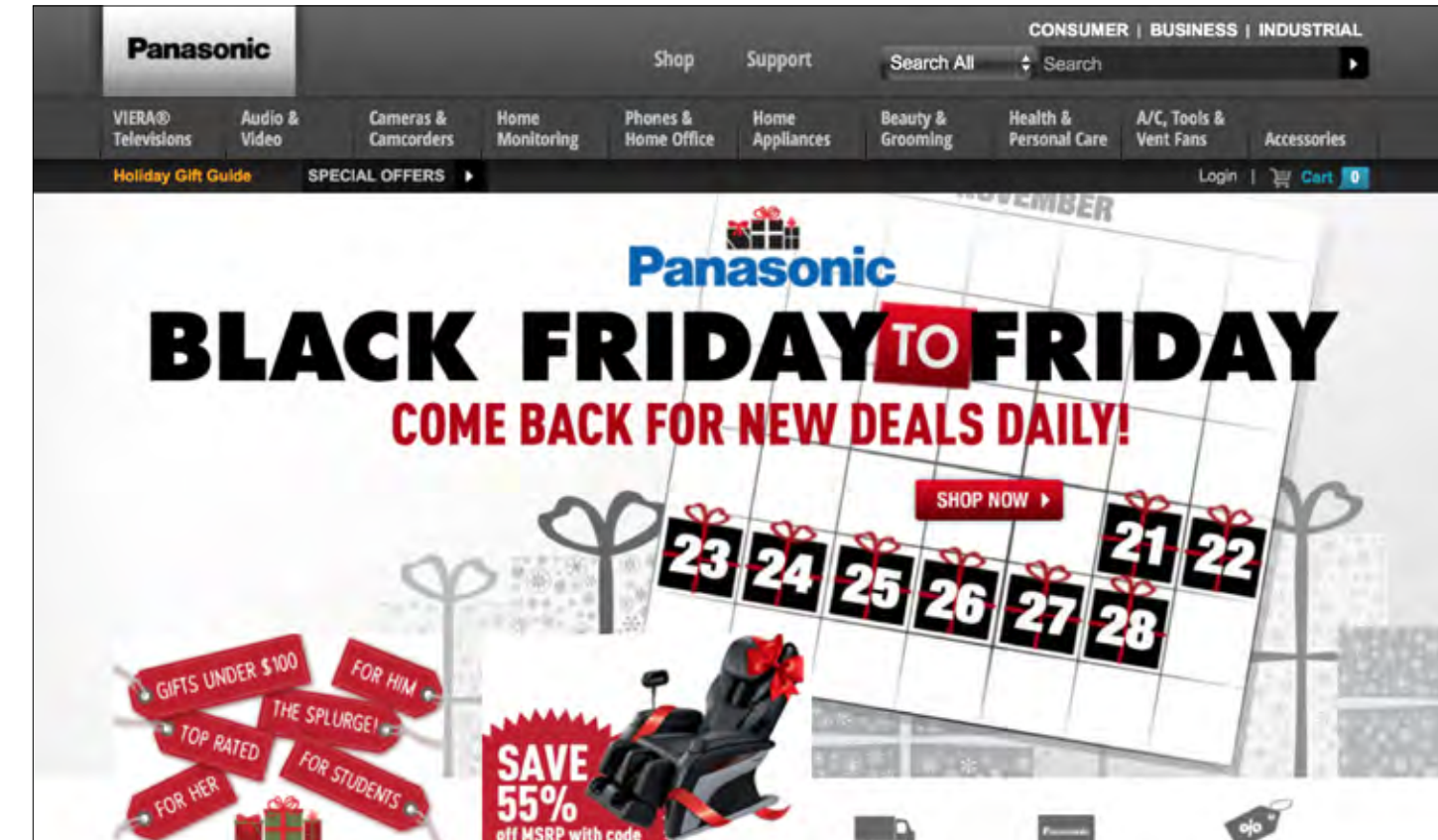
by THX or ISF (Imaging Science Foundation), namely [THX Cinema], [ISF Expert1] and [ISF Expert2]. All the settings in [THX Cinema] mode are locked out, so if you wish to make any further picture adjustments, you'd have to use one of the [ISF Expert] modes. We carried out pre-calibration measurements in [THX Cinema] mode, and then calibrated in [ISF Expert1].

### + Design

Over recent years, LG has been trying to shed its "bargain basement" brand image and move upmarket. The display ships in a black box that simply oozes quality; and unpacking the various bits and pieces gave us the same sort of premium feel you'd get from unboxing an Apple product.



## KEY COMPETITOR PANASONIC /



# Panasonic



# KEY COMPETITOR PANASONIC /

**Target Group:** Upper middle and upper class individuals

**Positioning:** The most desirable 3D TVs on the market due to their high quality at a reasonable price

## SWOT Analysis

### Strength:

1. Technological innovations and product development capabilities
2. Leading market position garnered on strong brand equity
3. Broad product portfolio encompassing a wide spectrum of consumer electronics
4. Has a strong workforce of over 300,000 people
5. It is among the top five TV producers and top 20 semi-conductor manufacturers
6. The brand has excellent top of the mind presence due to advertising and sponsorship of events
7. It is one of the largest Japanese electronics producers, alongside Sony, Toshiba and Canon

### Weakness:

1. High leverage combined with revenues and profits decline
2. The brand faces intense competition from leaders and also faces trouble from fake replicas

### Opportunity:

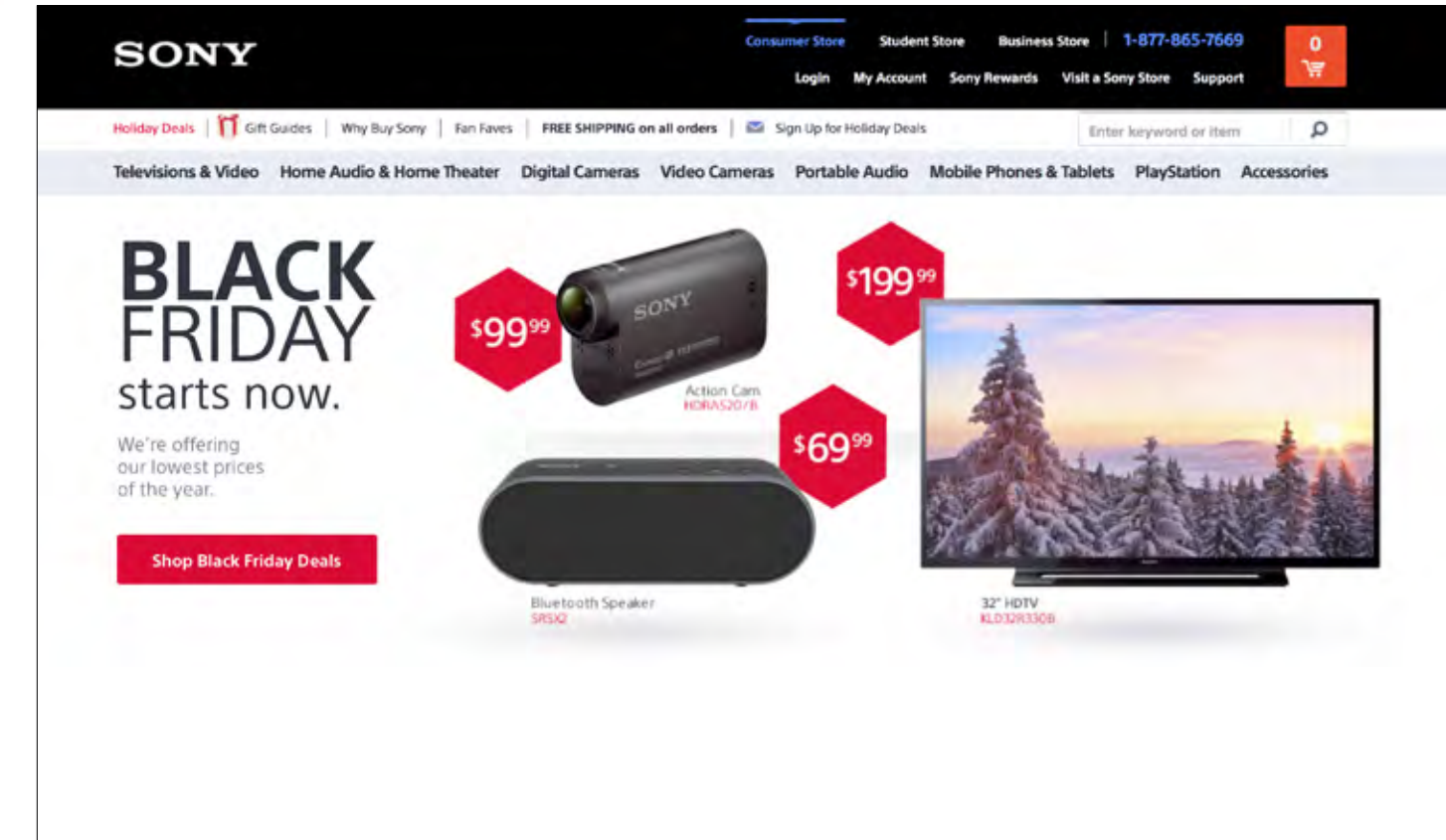
1. Focus on eco-line products to drive future growth
2. Emerging markets of Asia and Latin America presents business expansion opportunities
3. Growth in semiconductor market

### Threats:

1. Intense competition
  2. Rapid technological changes
  3. Competition with black market, parallel import and smuggled goods
- Japan's 2011 earthquake and tsunami's impact on the company's operations



# KEY COMPETITOR SONY /



# SONY



## KEY COMPETITOR SONY /

### SWOT Analysis

#### Strength:

1. Strong corporate brand identity
2. Sony's corporation diversified geographic base
3. Sony's Research and Development abilities

#### Weakness:

1. Sony's plants located in inconvenient locations
2. Too expensive and far away from consumers
3. High shipping and long delivers process:  
This all effects Sony's operating performance

#### Opportunity:

1. Applied acquisition and alliances strategy:  
Joint venture with Sharp and Hon Hai Precision Industry in order to provide LCD TV's to American Region
2. Focus on emerging market economies:  
Sony has gained success in the Indian Market.  
Sony's growth depends on performance in emerging markets

#### Threats:

1. Unfavorable foreign exchange rate:  
Sony's international market sales value 75.8%  
Japan's currency appreciated against US dollar and Euro  
Sony's products more expensive; sales to drop
2. Worsening economic situation:  
Sony's main markets are US, Japan, and Europe; all suffered economic downturn
3. Laws and regulations:  
Protect environment, human health, and safety



## KEY COMPETITOR SONY 3DTV /

The 55-inch LED display supports high quality video resolutions up to 1080p, with an aspect ratio of 16:9. The dynamic contrast ratio is more than one million to one, which gives you dark blacks, bright whites and vivid all-around color. Be aware that the contrast ratio is not as high as other 3D TVs we reviewed. The Sony KDL-55W800B boasts an impressive refresh rate of 240Hz to keep your movie playback smooth and seamless and to boost the performance of the passive 3D technology.

This 3D smart TV has some great features, such as 2D to 3D conversion and Energy Star certification. The built-in Wi-Fi connects this TV to many online streaming services, and the web browser lets you surf the internet from the couch. This 3D TV also has a comb filter and noise reduction, which ensure that you don't lose video quality during playback.

There are a number of useful ports on the Sony KDL-55W800B. The four HDMI ports give you the freedom to add multiple devices to your home theater. You can connect a PC using an HDMI connection to get access to your digital media library. You also have the option to hook up older devices that use component, composite and RF antenna connections.

Sony includes four pairs of 3D glasses with the KDL-55W800B, and you can get additional pairs for a low price. This 3D TV also includes a tabletop stand, a remote control and is wall mountable with an optional bracket from Sony. The technical support for this TV is courteous, friendly and available via email, phone and live chat. The user manual is available alongside the many FAQs that Sony offers for this product. This 3D television has a one-year warranty.

## 6 COMPETITIVE MATRIX



## COMPETITIVE MATRIX /

	LG	Panasonic	Sony	Samsung
Design			■	
Style	■	■		
Price				■
Feature				■
Market Share	■			
3D Glasses				■
Screen Size				■
Video Quality				■
HDMI Input				■
Display & Audio	■			
Connection				

## 7 TARGET AUDIENCES



## TARGET AUDIENCES /

Samsung 3D Home Theater includes expensive equipment sets that allow users to enjoy 3D image and surround sound at the same time. With the launch of 3D Home Theater, Samsung became the first company in the industry to have the full line of 3D offerings, including 3D television, 3D Blu-ray player, 3D content, and 3D glasses. As such, the target consumer is someone who is interested in really investing in a quality home theater system. The Samsung consumer knows that in technology you get what you pay for, and sees the sticker price as a selling point, not a downside.



### Families/

Samsung 3D is perfect for consumers who wish to invest in quality family entertainment. In the family setting, a great deal of time is spent watching TV and movies, sharing music and being surrounded by entertainment and information. Samsung 3D is the reliable, high-quality choice for this demographic.



### Home Entertainment Lover/

Samsung 3D is also great for people of all ages who want to enjoy a true 3D experience in the comfort of their home. With the huge range of home entertainment options available, people are going out to movies and concerts less and choosing to enjoy their favorite media at home. Samsung provides the richest possible experience with the least amount of hassle.



### Technology Gurus & Professionals/

While it shines at movies and music, Samsung 3D is not just for fun and games. Serious technology fans and busy professionals alike will find value in adding Samsung 3D to their home office and technology set-up. Productivity will come more naturally than ever before, and whether you are editing video or spreadsheets, early-adopters and tech lovers will find plenty to rave about with Samsung 3D.



# SSNiF(S) ANALYSIS /

	STAKEHOLDERS	SITUATION	USER NEEDS	POTENTIAL FEATURES
<i>big</i>	Family with more than 3 kids (aged 4-10)	Kids of different ages have different eye distances	Different sizes and styles of 3D glasses to fit everyone in the family.	Easily order a variety of sizes of glasses, including adjustable ones, in the web store; make the offerings filterable by size.
<i>big</i>	Lower-income family	Besides 3D TV, they still need to buy other expensive 3D accessories.	Save money from building their 3D entertainment at home.	Offer a wider range of affordable (if lower-quality) 3D accessories for all consume brackets; make the store searchable and filterable by price point.
<i>big</i>	Large family or large group of friends	Going out to movies together is expensive, hard to plan and a lot of hassle; at home, have a hard time choosing a movie or show that will please everyone in the group.	A wide selection of high-quality, new movies and shows to choose from in the 3D store.	Feature new releases and big-budget films on the front page of the 3D content webstore to get users excited about the viewing options.
<i>medium</i>	Technology gurus	These users like to personalize their technological products, and pay more attention to the product's quality, design, and features than the price.	Users want to be part of the home theater making experience. They want more options to choose from in the 3D TV accessory pool, as well as quality content and hardware customization options.	Offer a "build your system" section of the site, where these users can aggregate the products they want and build a unique system that fits their wants and needs, including customized hardware, accessories, and content.
<i>little</i>	Professionals with high aesthetic standards	Users have a sense of design to their home and they need their technology and accessories to match the decor while also being the best product available.	A wide variety of aesthetic choices for the hardware and accessories.	Provide a "Samsung at Home" section to help users figure out how to work the hardware into their home decoration and design; make the web store filterable by aesthetic features like color, size and accompanying accessories.
<i>big</i>	Movie lovers	Users frequently go out to movies.	A wide selection of high-quality new-release content without the hassle and cost of going out constantly.	Cooperate with TV channels or film production companies to provide more choices for users, and feature new releases and big-budget content on the front page to excited movie-loving consumers.
<i>medium</i>	Gamers	Plays a lot of games and is excited about 3D gaming at home.	Vivid audio and video 3D gaming experiences.	Make web-store filterable for game-related content; feature exciting new game releases to get game consumers excited about 3D gaming.

# 8 TASK FLOW

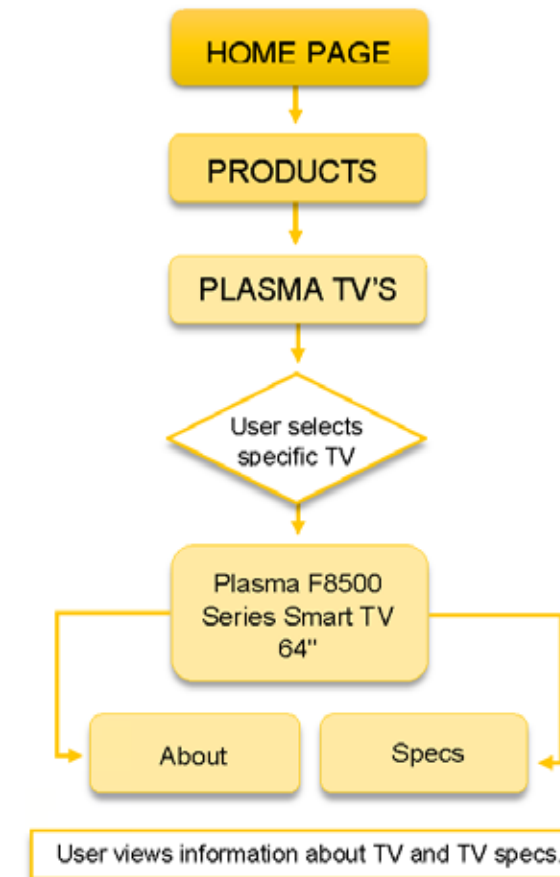


## TASK FLOW /

Find information on the Plasma 64" F8500 Series Smart TV.

### USER SCENARIO 1

The user was given a product suggestion by a close friend and they now want to find information on that specific TV model, the Plasma F8500 Series Smart TV - 64", to determine if it fits their needs.



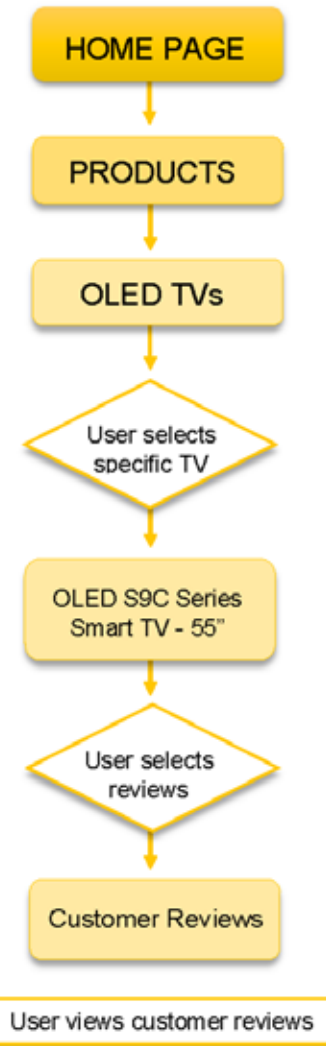


# TASK FLOW /

Locate and read product reviews.

## USER SCENARIO 2

The user has a specific TV in mind, OLED S9C Series Smart TV - 55", and would like to find product reviews on that model to see if there are more positive reviews than negative ones. The user will use the reviews to determine if it's a model customers are happy they purchased and a TV they will not regret purchasing.



# TASK FLOW /

Locate local Samsung TV retailer.

## USER SCENARIO 3

The user is interested in purchasing and picking up a Samsung TV locally instead of having it delivered. They would like to locate a local retailer to visit and view the products first hand.





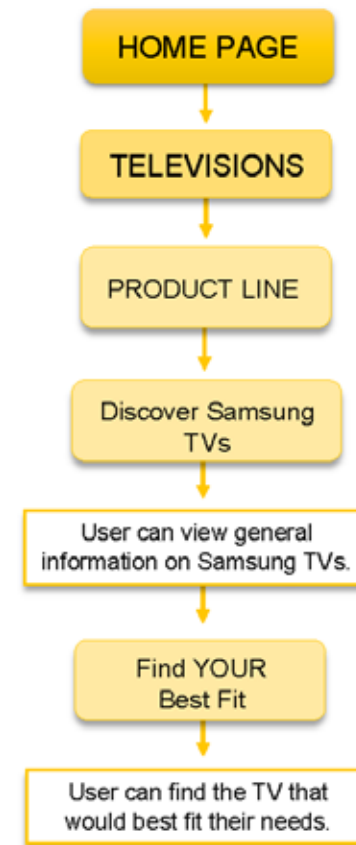


# TASK FLOW /

View product line's general information/ decide on a product.

## USER SCENARIO 4

The user is interested in purchasing a Samsung TV but has no particular model in mind. Since they are a new customer, they want to view general information on the entire product line and decide which product best fits their needs.

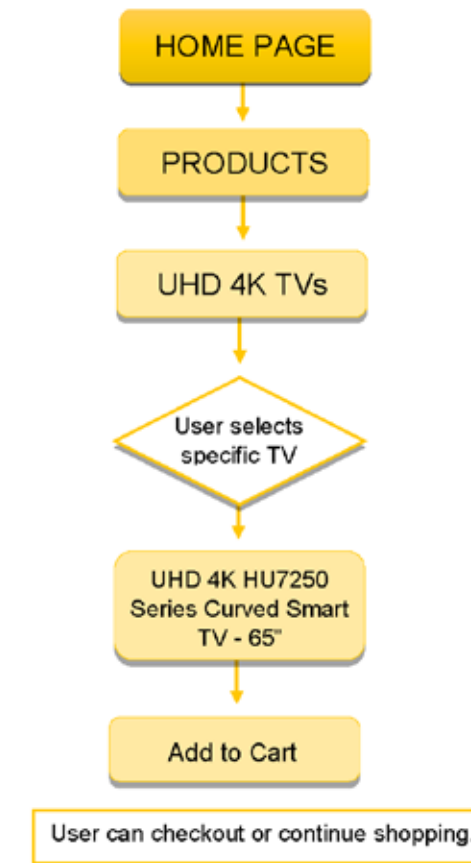


# TASK FLOW /

Locate and buy the 65" UHD 4K HU7250 Series Curved Smart TV.

## USER SCENARIO 5

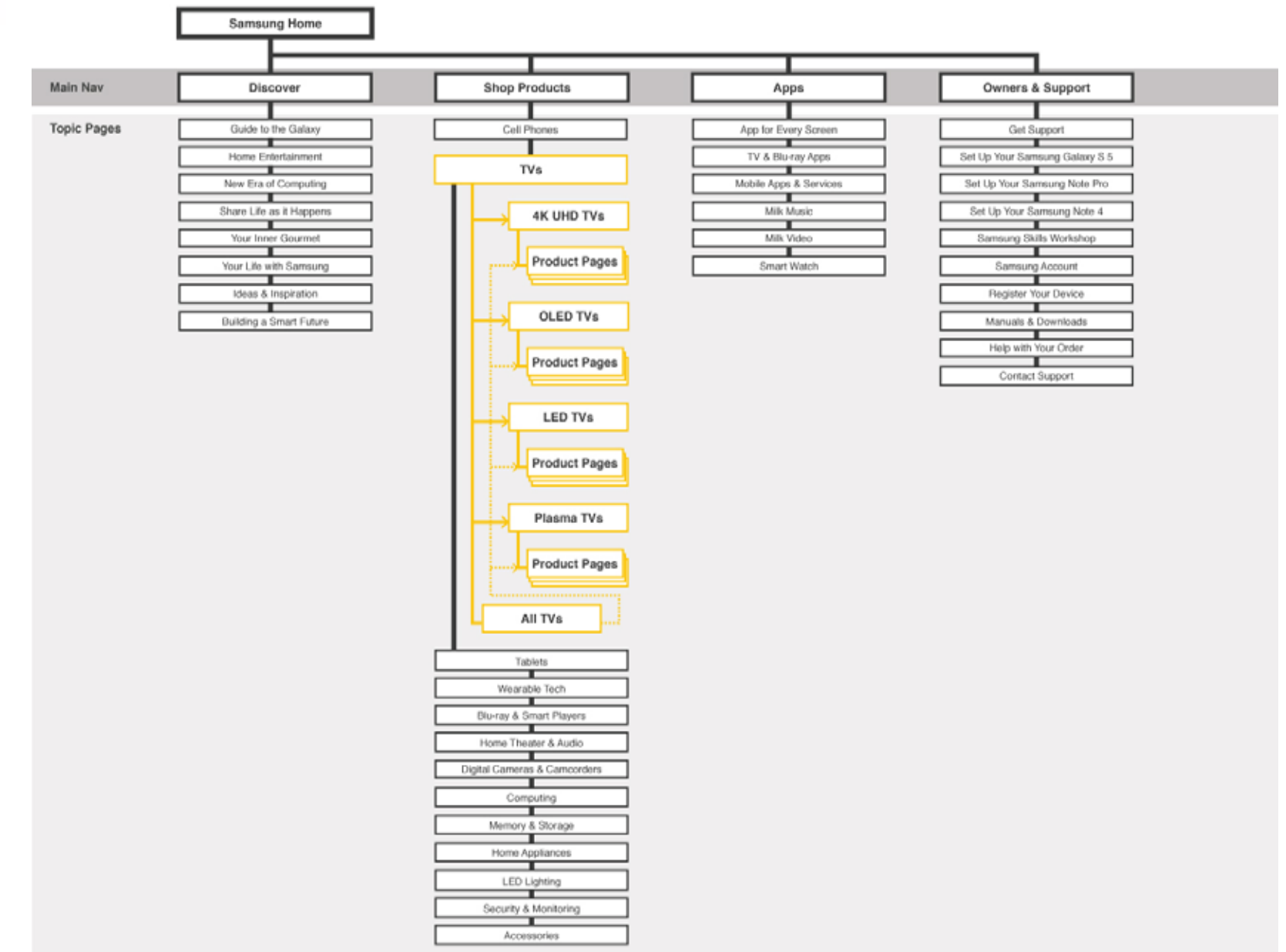
The user thinks that they would like to purchase a Samsung UHD 4K TV. After much research they have decided on the 65" UHD 4K HU7250 Series Curved Smart TV.



# 9 INFORMATION ARCHITECTURE

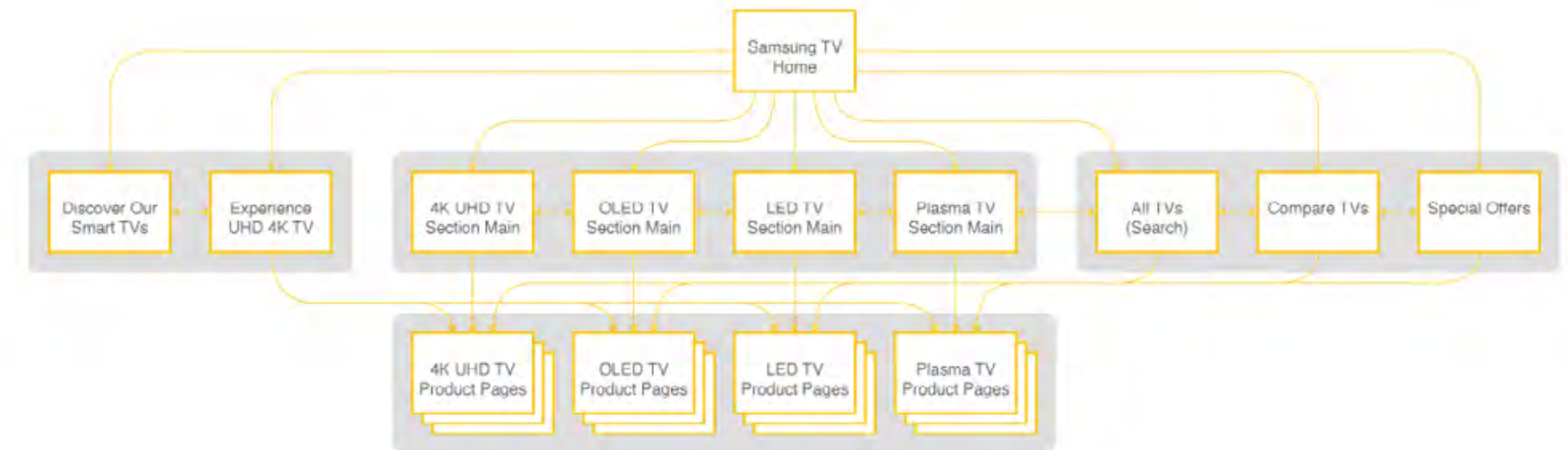


## INFORMATION ARCHITECTURE /





# SITEMAP /



## 10 SITEMAP

# 11 WIREFRAMES



## WIREFRAMES DESKTOP/

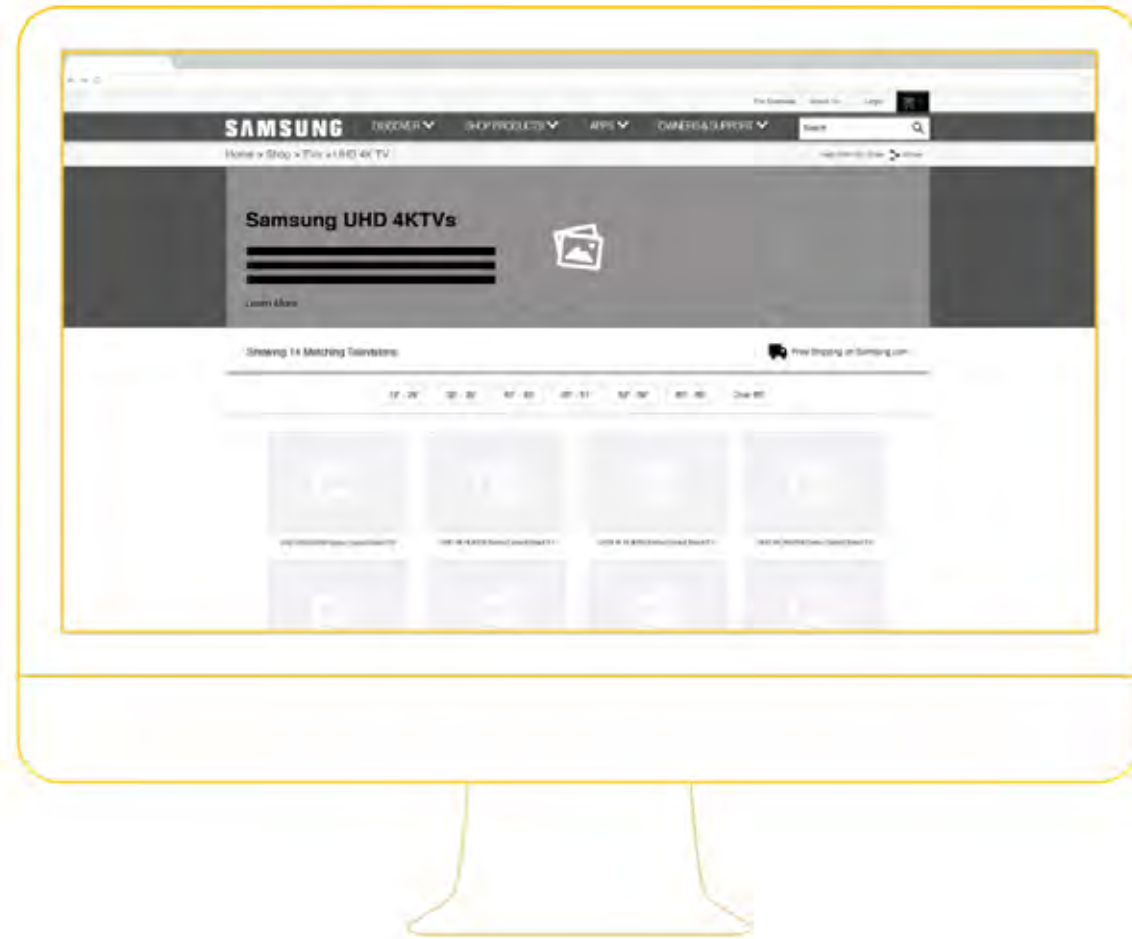
Level 1 Desktop Wireframes  
Samsung TV Home





# WIREFRAMES DESKTOP/

Level **2** Desktop Wireframes  
UHD 4K TV Section



# WIREFRAMES DESKTOP/

Level **3** Desktop Wireframes  
UHD 4K TV Product Page





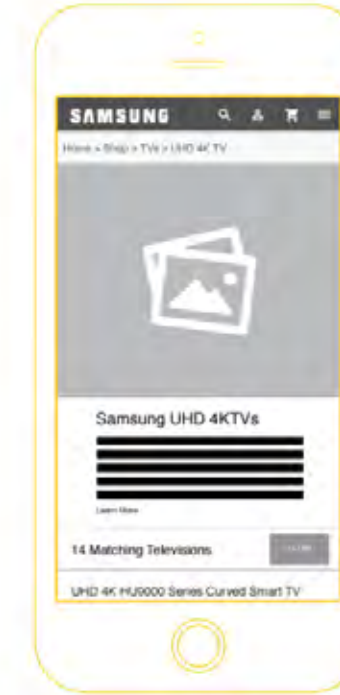
# WIREFRAMES TABLET/

Level 1 > 2 > 3 Tablet Wireframes  
Samsung TV Home > UHD 4K TV Section > UHD 4K TV Product Page



# WIREFRAMES MOBILE/

Level 1 > 2 > 3 Mobile Wireframes  
Samsung TV Home > UHD 4K TV Section > UHD 4K TV Product Page

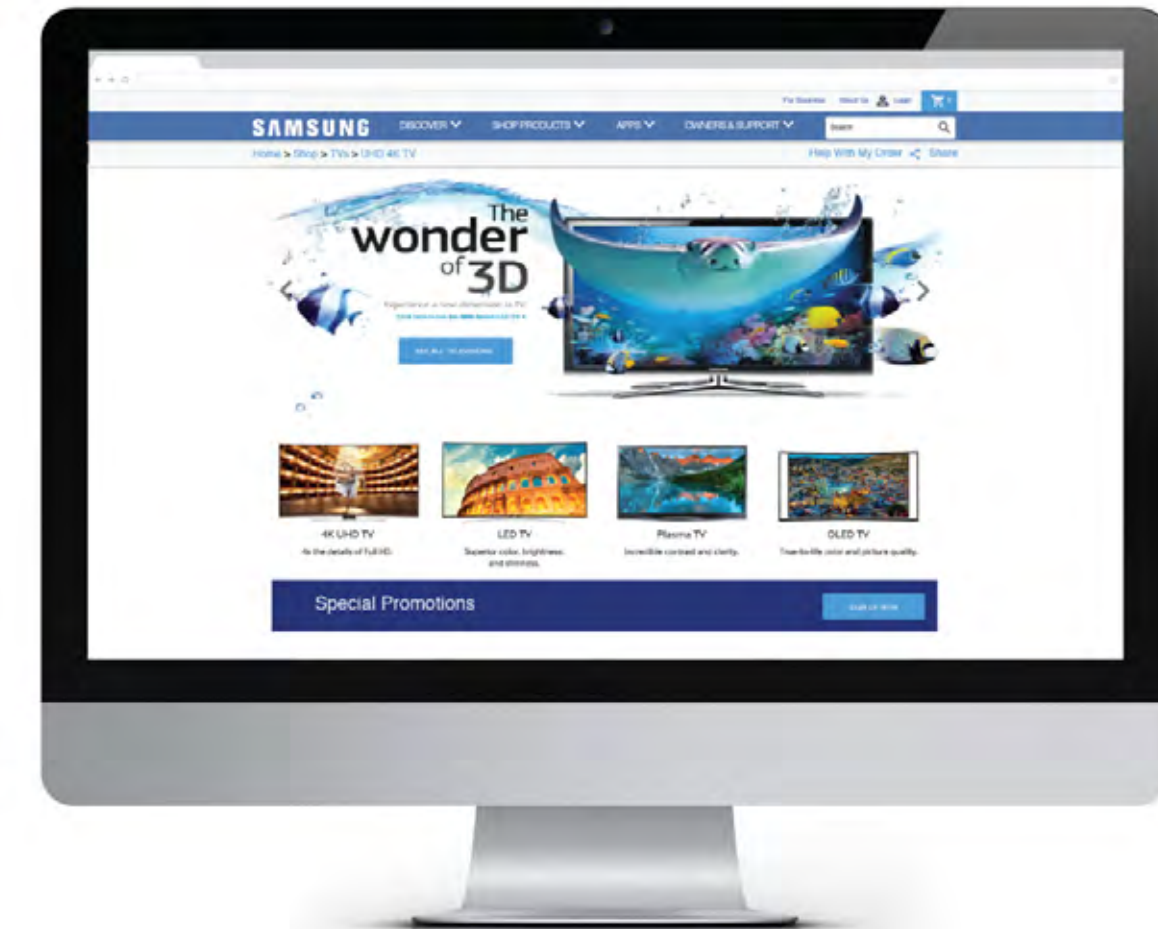


# 12 VISUAL DESIGN



## VISUAL DESIGN DESKTOP /

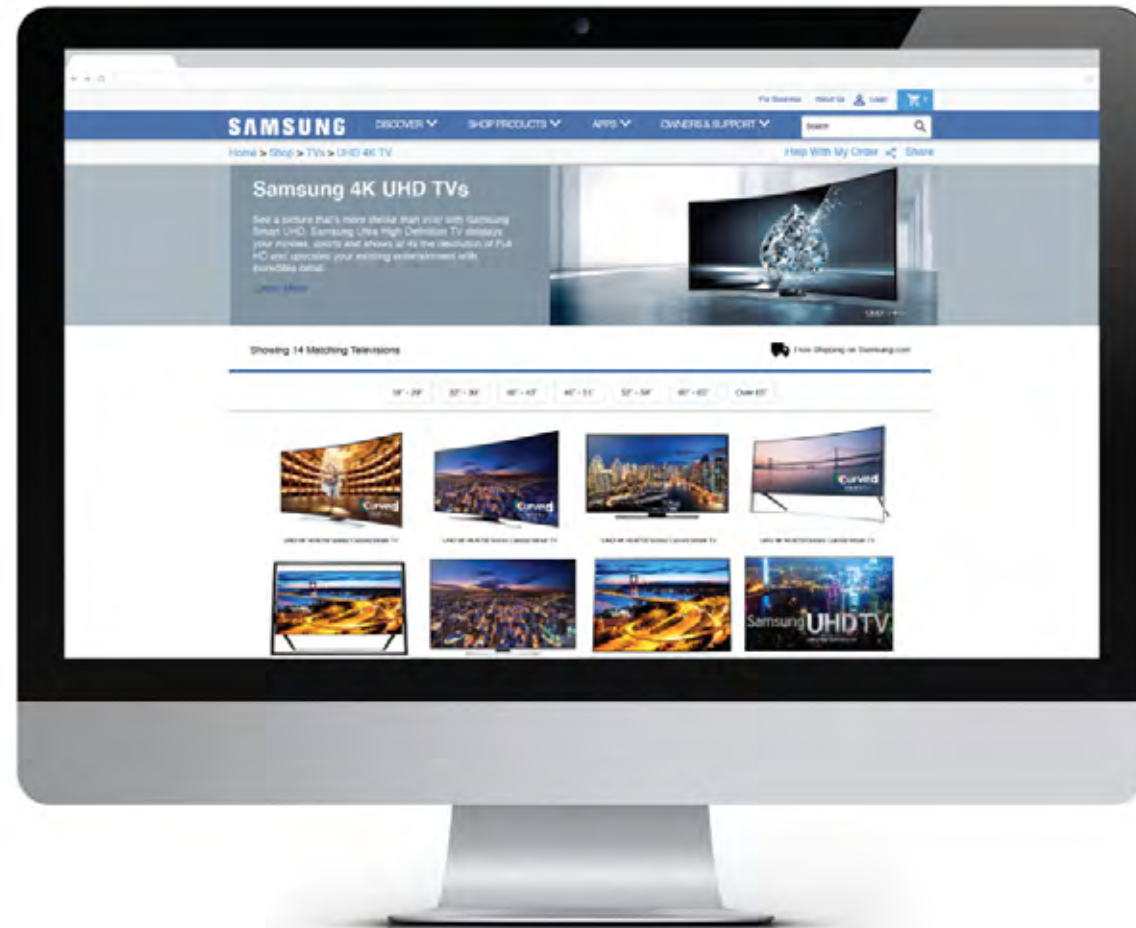
Level **1** Desktop Visual Design  
Samsung TV Home





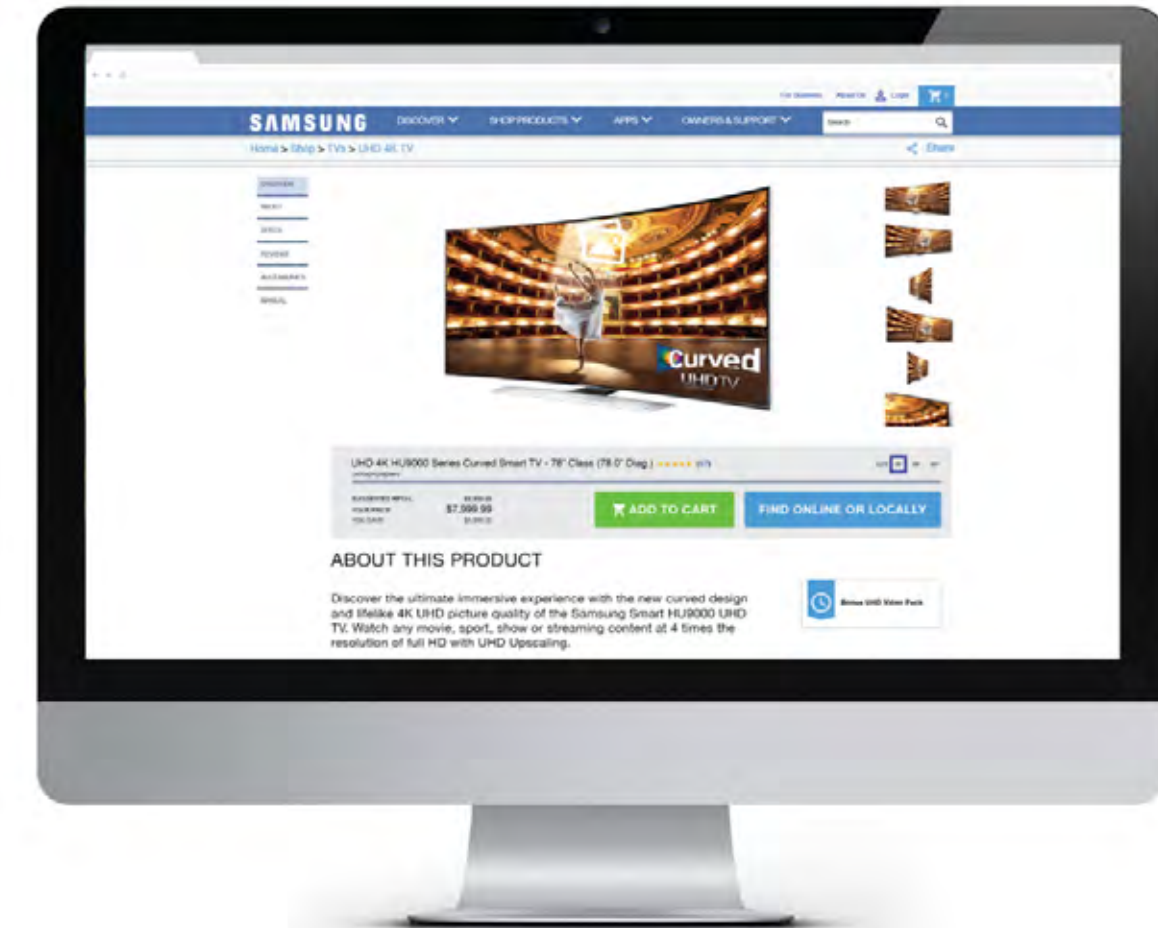
# VISUAL DESIGN DESKTOP /

Level **2** Desktop Visual Design  
Samsung TV Home



# VISUAL DESIGN DESKTOP /

Level **3** Desktop Visual Design  
Samsung TV Home

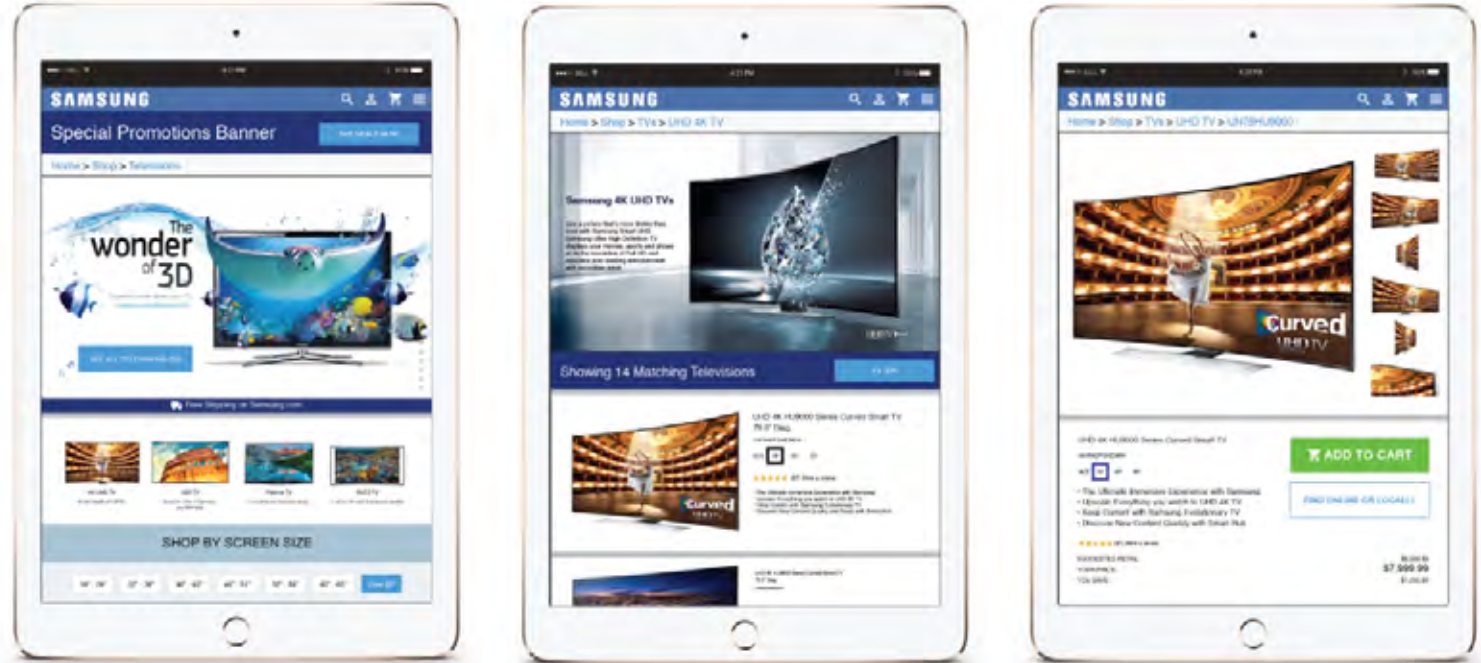






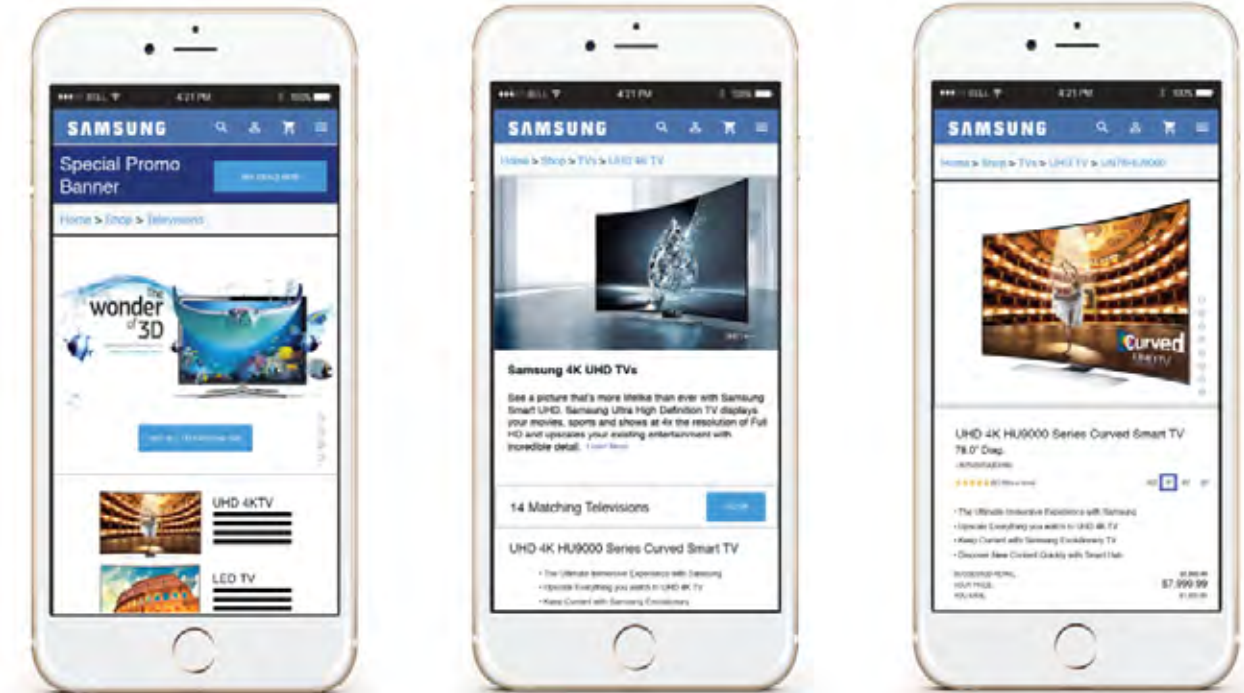
# VISUAL DESIGN TABLET /

Level 1 > 2 > 3 Tablet Visual Design  
Samsung TV Home > UHD 4K TV Section > UHD 4K TV Product Page



# VISUAL DESIGN MOBILE /

Level 1 > 2 > 3 Mobile Visual Design  
Samsung TV Home > UHD 4K TV Section > UHD 4K TV Product Page



# 13 USABILITY PLAN



## USABILITY PLAN PHASE I /

**Scope:** Samsung 3D TV site redesign (Desktop/ Tablet/ Mobile)

### + Pre-test Questions

#### Demographical Data

- Name:
- Gender:
- Age:
- Occupation:
- Annual Income:

- Would you consider your online usage heavy, moderate, or light?
- How much of that usage is online shopping?
- When it comes to Samsung 3D TV's would you say are knowledgeable, somewhat knowledgeable, or not knowledgeable at all?

### + Audience Profile

The primary target audiences for Samsung 3D site would include individuals of all ages who wish to invest in quality family entertainment, want to enjoy a true 3D experience in the comfort of their own home, or are looking for technology that will assist with video editing and spreadsheets.

### + TASKS

Find information on the Plasma 64" F8500 Series Smart TV.

The user will browse the site and locate the specified TV model suggested, view the product information and make an informed decision to purchase or not purchase the product.

### + Questions

#### (Locate Valuable Information on 3D TV)

- How easy is it for the user to find information on the web page?
- How does the user locate the product information?
- After finding the TV is it easy to locate the product information easy to locate?
- Is the product information easy to understand?
- Does the user scroll down to locate and read the product information?



# USABILITY PLAN PHASE I /

## + Method

Data will be collected using an in person approach where users will be asked to test the site based on user goals and/or the most important conversion goals from the website redesign.

## + Metrics

Here are some common metrics being collected with the usability test and some factors being considered:

### Task Completion and Difficulty:

- Success - User was able to browse the site easily and find information without any issues.
- Moderate Success - User was able to browse the site somewhat easily and find information with very little issues.
- Failure - User had difficulty browsing the site and/ or finding information and encountered issues.

### Task Time (Desktop/Laptop):

Browsing using navigation and locating the TV should take less than 3 minutes. The time to read information will vary however it should take less than 5 minutes to read and comprehend.

### Task Time (Tablet and Mobile):

Browsing using navigation and locating the TV should take less than 3 minutes. The time to read information will vary however it should take less than 5 minutes to read and comprehend.

## + Post Questions

### • How user friendly is this site?

- A) Anyone can use it
- B) It requires specialized knowledge
- C) It requires basic knowledge

### • Did you find the information you wanted?

Yes No Partially

### • How would you describe the organization of information?

Clear Confusing Moderate

### • How would you describe the terminology and website information?

- A) Helpful
- B) Inconsistent
- C) Insufficient



# USABILITY PLAN PHASE II /

**Scope:** Samsung 3D TV site redesign (Desktop/Tablet/Mobile)

## + Pre-test Questions

### Demographical Data

- Name:
- Gender:
- Age:
- Occupation:
- Annual Income:

- Would you consider your online usage heavy, moderate, or light?
- How much of that usage is online shopping?
- When it comes to Samsung 3D TV's would you say are knowledgeable, somewhat knowledgeable, or not knowledgeable at all?

## + Audience Profile

The primary target audiences for Samsung 3D site would include individuals of all ages who wish to invest in quality family entertainment, want to enjoy a true 3D experience in the comfort of their own home, or are looking for technology that will assist with video editing and spreadsheets.

## + TASKS

Locate local Samsung TV retailer.  
The user will browse the site and locate a local retailer to visit and view the products first hand.

## + Questions (Browse the Website)

- How easy is it to navigate through the site?
- How evident is are the links to browse?
- Is your attention attracted to anything in particular on the site?

## + Questions (Find Local Retailer)

- Does the user have any difficulty finding a local retailer?
- Does the user shop for the product online and then find it locally?



## USABILITY PLAN PHASE II /

### + Method

Data will be collected using an in person approach where users will be asked to test the site based on user goals and/or the most important conversion goals from the website redesign.

### + Metrics

Here are some common metrics being collected with the usability test and some factors being considered:

#### Task Completion and Difficulty:

- Success - User was able to browse the site easily and find a local retailer without any issues.
- Moderate Success - User was able to browse the site somewhat easily and find a local retailer with very little issues.
- Failure - User had difficulty browsing the site and finding a local retailer and encountered issues.

#### Task Time (Desktop/Laptop):

Browsing using navigation and locating a local retailer should take less than 4 minutes.

#### Task Time (Tablet and Mobile):

Browsing using navigation and locating a local retailer should take less than 4 minutes.

### + Post Questions

#### • How user friendly is this site?

- A) Anyone can use it
- B) It requires specialized knowledge
- C) It requires basic knowledge

#### • Where you able to locate a local retailer?

Yes No

#### • How would you describe the ease of locating a retailer?

Easy Confusing Moderate



## USABILITY PLAN PHASE III /

**Scope:** Samsung 3D TV site redesign (Desktop/Tablet/Mobile)

### + Pre-test Questions

#### Demographical Data

- Name:
- Gender:
- Age:
- Occupation:
- Annual Income:

- Would you consider your online usage heavy, moderate, or light?
- How much of that usage is online shopping?
- When it comes to Samsung 3D TV's would you say are knowledgeable, somewhat knowledgeable, or not knowledgeable at all?

### + Audience Profile

The primary target audiences for Samsung 3D site would include individuals of all ages who wish to invest in quality family entertainment, want to enjoy a true 3D experience in the comfort of their own home, or are looking for technology that will assist with video editing and spreadsheets.

### + TASKS

Locate and buy the 65" UHD 4K HU7250 Series Curved Smart TV.  
The user will browse the site and locate the specific product and proceed to purchase the TV.

### + Questions (Locate/Purchase the TV)

- How easy is it to navigate through the site?
- After finding the TV is it easy to locate how to purchase the item?
- Is the user able to find a purchase or buy now button?

### + Method

Data will be collected using an in person approach where users will be asked to test the site based on user goals and/or the most important conversion goals from the website redesign.



## USABILITY PLAN PHASE III /

### + Metrics

Here are some common metrics being collected with the usability test and some factors being considered:

#### **Task Completion and Difficulty:**

- Success - User was able to locate and buy the 65" TV easily without any issues.
- Moderate Success - User was able to locate and buy the 65" TV somewhat easily with very little issues.
- Failure - User had difficulty locating and buying the 65" TV and encountered issues.

#### **Task Time (Desktop/Laptop):**

Locating the TV should take less than 2 minutes. The buying process should take less than 2 minutes. The total process should take less than 4 minutes.

#### **Task Time (Tablet and Mobile):**

Locating the TV should take less than 2 minutes. The buying process should take less than 2 minutes. The total process should take less than 4 minutes.

### + Post Questions

#### **• How user friendly is this site?**

- A) Anyone can use it
- B) It requires specialized knowledge
- C) It requires basic knowledge

#### **• Did you locate the product you wanted?**

Yes No

#### **• How easy was it to buy the TV you wanted?**

Easy Somewhat Difficult Difficult

#### **• How would you describe the organization of information?**

Clear Confusing Moderate



## MARKETING STRATEGY /



- + High price but high value and quality, therefore creates high social identity.
- + More advertisements. Provides accessible showrooms placed in malls or other crowded public places.
- + Handbooks giving out at showrooms.
- + Cooperate with Netflix or famous movie production companies.



## MARKETING STRATEGY /

### Strengths

#### + STRONG GLOBAL BUSINESS NETWORK

Samsung Electronics has assumed the lead role in the global TV market, with its revolutionary Televisions being rolled out almost every year have become bestselling products since 2006.

#### + HUGE CREDIBILITY OF BRAND NAME

As Samsung became increasingly consumer-focused and proactive, its innovation began to gain popularity at the CES – the world's largest consumer electronics tradeshow held in the US.

#### + 3D HOME ENTERTAINMENT TREND IS GROWING WORLDWIDE

With the success of fantastic 3D movies like Avatar, Transformers, or the 3D computer-animated film produced by DreamWorks Animation and distributed by 20th Century Fox.

#### + INSPIRING NEW STYLES

Samsung boosts its product image with attractive and differentiating designs. The changing preferences of customers were proactively met by Samsung. The new trend was to put more value on TV aesthetics and designs, leading to the popularity of 3D TVs.

#### + INNOVATIVE TECHNOLOGICAL CHANGES

Consistent research and innovations have led Samsung into becoming the first company to launch the 3D TV following its Bordeaux TV and LED TV range.



## MARKETING STRATEGY /



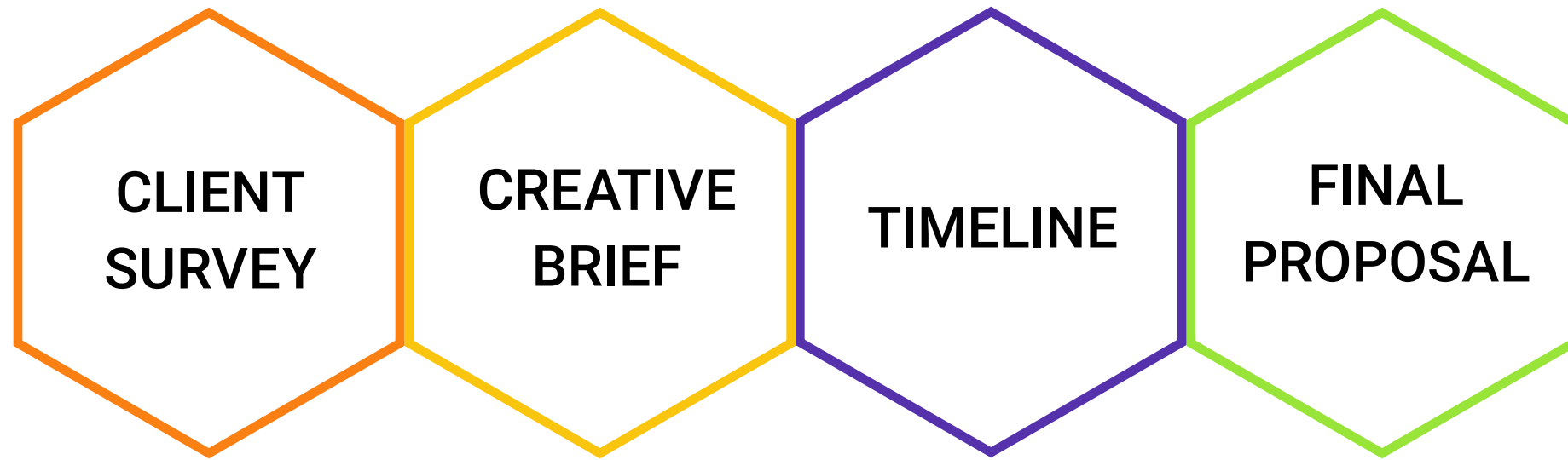
### Weaknesses

- + PERCEPTION OF HIGH PRICES
- + CUSTOMERS DISINTEREST
- + BUYER SOPHISTICATION AND KNOWLEDGE
- + SUBSTITUTE PRODUCTS OR TECHNOLOGIES
- + LESS AVAILABILITY OF 3D VIEWING CONTENT

15 **PROJECT SCHEDULE**



# PROJECT SCHEDULE /



**11/10 - 11/26**

**Let's get to know each other**

- + Name & Branding
- + Team Introductions
- + Art Direction & Style
- + History & Portfolio

**11/17 - 11/23**

**What are we planning?**

- + Project overview & Goals
- + Target Audience
- + Marketing Strategy
- + Competitive Analysis
- + Proposed IA & Task Flows
- + Proposed Mockups & Wireframes
- + Projected Timeline
- + Payment Details

**11/24 - 11/30**

**How are we doing?**

- + Project Progress
- + Client Feedback
- + Updates & Changes

**12/01 - 12/07**

**Final Product**

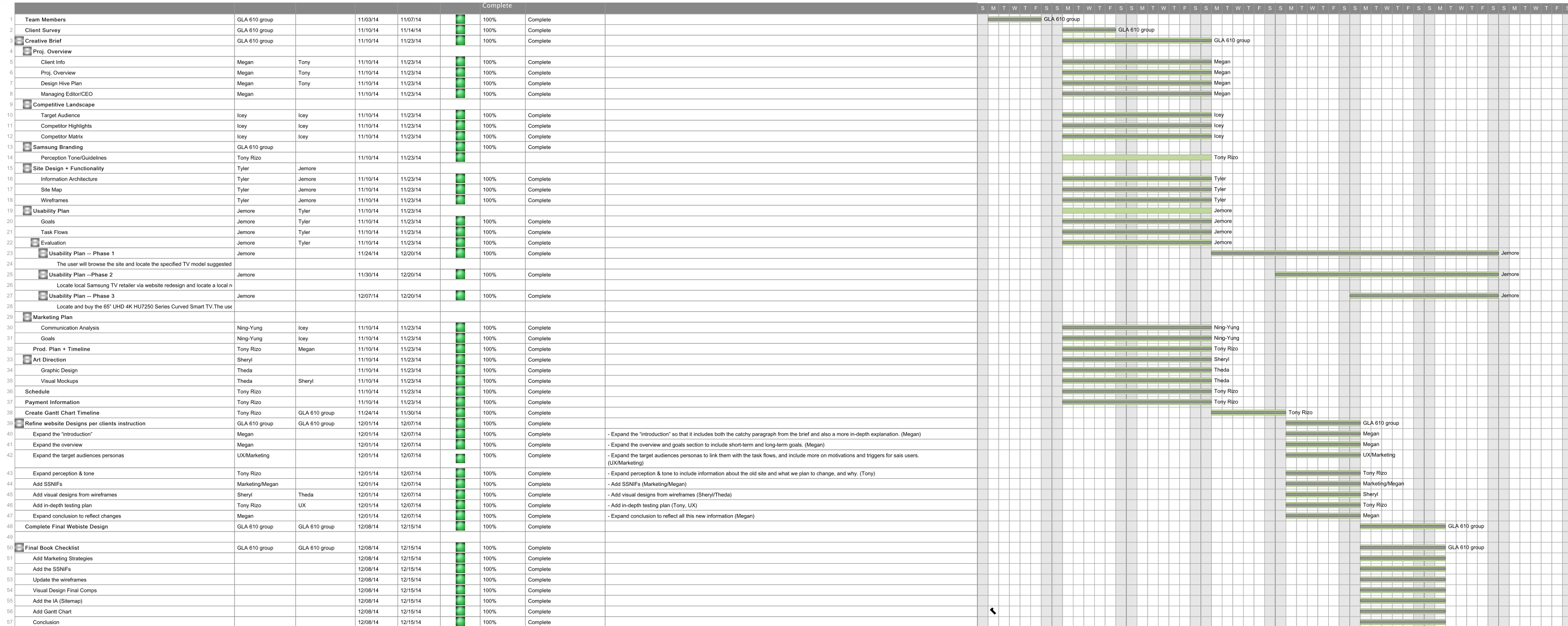
- + Final Visual Design
- + Final Information Architecture
- + Usability Plan
- + Marketing Strategy
- + Conclusion
- + Final Documentation

**16 GANTT CHART**





# PHASES AND STEPS GANTT CHART /



# 17 BILLING PLAN



## BILLING PLAN /

Fee: \$ 208,485.00

Deposit: \$ 69,495. Deposit due at start time.

1st Milestone	\$ 34,747.50
2nd Milestone	\$ 34,747.50
3rd Milestone	\$ 34,747.50
4th Milestone	\$ 34,747.50

\* Changes beyond the first round (further changes) will be billed separately at a rate of \$ 239.85 per hour.

Rights:

Client purchases all rights to design/copyright for work rendered. Transfer of copyright is contingent upon full payment.

# 18 CONCLUSION



## CONCLUSION /



Our proposed Samsung 3D TV website design will leave a lasting impression on both new and established consumers alike. We feel that helping consumers visualize Samsung 3D in their homes and their lives, helping them connect to the content and accessories they want and need, and providing accurate, up-to-date information about Samsung's place at the cutting edge of technology will create a culture of lifelong Samsung consumers who believe in the brand and the products.



**DESIGN HIVE**

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