Email from: Bong-Hee Kim <mikikim@samsung.com>
Date: Wednesday, 2/11/2010 Thursday (23:30)
Title: Fwd: Fwd: Fwd: Summary of Executive-Level Meeting Supervised by Head of Division (February 10).

For your reference.

------Original Message------
Sender: Eun-Jung Ko <koej@samsung.com> D5(Lead)/Lead/UX Cluster Part (Mobile)/Samsung Electronics
Date: 2010-02-11 16:17 (GMT+09:00)
Title: Fwd: Fwd: Summary of Executive-Level Meeting Supervised by Head of Division (February 10).

Mobile Communications Division, Samsung
Mobile Design Team, UX Design

Eun Jung Ko (Lead)

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------Original Message------
Sender: Eun Jung Ko<koej@samsung.com> D5(Lead)/Lead/UX Cluster Part (Mobile)/Samsung Electronics
Date: 2010-02-10 15:42 (GMT+09:00)
Title: Fwd: Summary of Executive-Level Meeting Supervised by Head of Division (February 10)

I attended the meeting described below. There are a few corrections and missing items.

- Strive to realize UX that is easy to use regardless of age, occupation, and education, UX that is not like UX, UX that flows like water as its alarm goes off when you wake in the morning, then has the news coming out of it as you get ready to leave for work.
=> To this the Senior Vice President said, That's what we're doing, to which Head of Division said, "No, I'm not saying do that for everything;

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I'm saying I like it this way, but others may have UXs that they like based on their individuality So, we should be able to accommodate that. UX that's not called UX and not like UX. I don't mean UX needs to disappear; it's something that is a matter of course, so even if we don't call it UX, if we use it it's as a matter of course."

I wrote it all down without leaving out a single grammatical particle out. I get the gist of it but it's convoluted...Argh...ㅠ ㅠ

- Screens are our most important asset. It is very important that we increase the size of our screen.

=> To explain this point more concretely, he talked about the TVs that are in homes as an example. . Before, everyone used small TVs but nowadays, every house has a large TV. Everyone wants to look at a big screen. It is the same for mobile phones. Once you've come across a touch phone, you desire to view the contents in a larger screen.

- **A judge speaks through judgments, an engineer speaks through products, and a designer should not need to speak.**

=> There is a saying that "Judges speak through their judgments." Have you heard that? (Nobody answers...) You haven't heard that? Engineers don't need to say, "I implemented this however which way" and don't need to talk about this problem or that. They show, with the very product they have developed.

The same goes for designers. Whatever else can be said about design language, there is no need for explanations. Does not President Choi demand to see the mockup first, before he listens to any explanations?

Designers, for your part, do not speak; show your properly executed design.

- I absolutely never demand anything unreasonable of you. I never make you do anything that is difficult. And I speak in simple terms. I never talk in a vague and ambiguous manner, I speak in precise terms. Recognize that.

- The most important aspect of a design is its level of perfection. I hope that you do your best to increase the level of perfection until you have achieved higher quality.

- A company goes out of business because of its own success factors. Samsung's success factors are diligence, sincerity, and acting in an exemplary manner. The kind that says yes to whatever a carrier wants...

That's a shortcut to going out of business. All the carriers tell me, Hey JK! Your phones have great technological prowess and everything's great. But it's hard to sell them as high-end phones.

That's because we spent all of our subsidy funds on the iPhone and can't give a penny in subsidy to your phones, so of course your phones will be expensive and then it follows that they won't sell.

I hear things like this: Let's make something like the iPhone.

- When everybody (both consumers and the industry) talk about UX, they weigh it against the iPhone. The iPhone has become the standard. That's how things are already.

Do you know how difficult the Omnia is to use? When you compare the 2007 version of the iPhone with our current Omnia, can you honestly say the Omnia is better? If you compare the UX with the iPhone, it's a difference between Heaven and Earth.

- If a shabby UX gets proposed, we put together a task force with Senior Vice President Young Hwan Kim as its leader to stop development. Now we're making a process by which if that kind of UX gets proposed, it'll get stopped and Improvements can be made.

- He called out the names of the leaders of each section. Where is Principal Sung-Sik Lee? (Senior Vice President Jang: He went to Suwon.) Is he living in Suwon? (Yes, still living there, he took everyone with him and is living there with about forty people.) He's suffering, right? I know you guys are suffering. Have things gotten much better? (Yes, it's getting much better). Good, good, they should. Let's muster up more strength.

You are the experts. I'm not a designer, as you know. But in my opinion there are so many designs that depart from common sense. Sometimes I've thought I'm looking at a college graduation project. I've never said so because I didn't want to discourage you, but since you're the heads of your sections so I'm saying it. I look at things from the perspective of consumers, so I fix things that don't make sense. It would be nice if I could look at everything but I can't, so you'll have to do it well yourselves.

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- For goodness sake let's get things done while working within the realm of common sense. When it comes to UX, fix things that make sense first. I've always said this, haven't I? A UX that can be used by anyone from six year olds to senior citizens. Ease of use is the answer.

- I live in Bundang and it only takes me 30 minutes to get here. I'll come by here from time to time early in the morning or in the evening for discussions like this. Don't you go on business trips, stay here and improve quality. Don't even go to MWC. Why do we need to go see the Chinese products that are there because no one else shows up? None of you should go.

- *** To product designers, he said, you must make three or four design languages a year and put them to good use! The look and feel of a product matters most.

  To UX designers, he said, you must increase the level of perfection, make products within the realm of common sense and based on ease of use.

  To everyone, he said you must think at least six months ahead; we must get to where related departments come here for answers.

Mobile Communications Division, Samsung
Mobile Design Team, UX Design

Eun-Jung Ko (Lead)

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------Original message------
Sender: Hye-Sun Kim<sunnykim72@samsung.com>, Manager of G5, Wireless Communication Design Group, Samsung
Date: 2/10/2010 14:00 (GMT +9:00)
Title: Summary of Executive-Level Meeting Supervised by Head of Division (February 10)

‹ **Mobile Communications Division Meeting** ›

■ Time: 2010.2.10 (Wednesday) 9:40 ~ 11:00 (1h 20m)

■ Place: 10F Gold Conference Room, Seocho Worksite

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■ Attendees: Donghoon Chang (Senior Vice President), Chang-Hwan Hwang (Vice President), Min-Hyuk Lee (Principal), Hyeong-seok Jeon (Principal), Soo-Jung Yoon (Principal), Sang-Min Hyun (Principal), Yui-Soo Kum (Principal), Yoon-Jung Lee (Principal), Byoung-Chul Hwang (Principal), Nammi Kim (Principal), Jin-Soo Kim (Lead), Eun-Jung Ko (Lead), Ki-Hwan Kwon (Lead), Ji-Yeon Lee (Lead), Jung-Mi Ha (Lead), Dongseok Ryu (Lead), Beom Gu Han (Lead), Sun-Young Lee (Lead), Doo-Rae Kim (Lead), Yin-Gon Park (Lead), Hyun-Sup Kim (Lead), Ja-young Kim (Lead), Hyeon-seop Kim (Lead), Byoung-Joo Kim (Lead), Hee-Woong Choi (Lead), Hye-Sun Kim (Manager) total 28.

■ Summary of the Comments of the Head of the Division

- [Our] quality isn't good, perhaps because the designers are chased along by our schedule as they get so many models done. Don't you say "laughable" about something that is so lacking in the level of perfection that you're embarrassed to show someone? It's better to not make anything at all than to make it in a laughable way. All you do is make things hard for the consumer if you put a product on the market that was made in a laughable and makeshift manner. In all the work you do, do it with the mindset that once it leaves your hands it's final, do your best to make a final product with a high level of completion, having checked and improved on it meticulously and in detail scores of times over.

Designers rightly should be respected and recognized within [their] organization, and in society outside the organization. Work with self-confidence, but there needs to be change in the methods by which you work.

I'll be tied up with various strategy meetings and overseas business trips until March but after March it is my intention to set each and every thing right around here. It seems like there's an unnecessary increasing of the number of products at product planning. The path to improving Quality is to eliminate inefficient models and reduce the number of models overall.

Right now we're expecting to do around 350 models in just the first half of this year. If you ask the companies, the Operators we deal with, whether they like that we launch one model right after the another, [the answer is] absolutely not. Quantity isn't what's important, what's important is putting on the market models with a high level of perfection, one to two Excellent ones.

We are at the point where we can proudly say we're worthy of being No. 2 in the Telecom Industry, and since we are in a position where we are Leading the Industry, what is most important is that we select one Design Language based on "creativity" befitting our status, and apply maximum variation to that one Design Language.

Minimize the time Senior Vice President Donghoon Chang and the rest of the designers spend going back and forth from Suwon and the time spent away from Seocho on things like overseas business trips

and try to spend long periods of time with subordinates putting your heads together to come up with the best final products.

I don't know how many of you are getting ready to go to MWC, but not only are Nokia and many other companies saying they're not going to participate, there's also nothing to see, so don't go.

See to it that should anyone come to Seocho, that person gets the feeling that there's something metaphysical, mysterious, and secretive, and see to it that you do not show non-final designs that are in an intermediate stage to this person and that person, and then gather various comments and make corresponding modifications.

Designers rightly must make their own designs with conviction and confidence; do not strive to do designs to please me (the president); instead make designs with faces that are creative and diverse.

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I have confidence in our products' H/W, in their exterior design, and in their quality. But when it comes to the ease of use of our UX, I lack such confidence.

Influential figures outside the company come across the iPhone, and they point out that "Samsung is dozing off."

All this time we've been paying all our attention to Nokia, and concentrated our efforts on things like Folder, Bar, Slide, yet when our UX is compared to the unexpected competitor Apple's iPhone, the difference is truly that of Heaven and Earth.

It's a crisis of design.

The world is changing, and the flow of change isn't something that you can have come back again by going against the flow.

Metamorphosis requires energy; we have ample assets in the form of our people, so as long as we are equipped with capability, the world's change will function for us as an advantageous opportunity.

All the executives and employees in the Mobile Communications Division are diligent and exemplary that all this time, when Operators made comments about the designs we put before them, we modified and modified again, without missing a single comment. That style of business has worked until now,

but the iPhone's emergence means the time we have to change our methods has arrived. .

In regards to exteriors, do your best not to create a plastic feeling and instead create a Metallic feel.

As for UX, see to it that it is a UX that is easy to use regardless of age, occupation, and level of education, that it's a UX that's not like a UX, that, just like the flow of water, its alarm rings when you wake in the morning then out comes the news while you're getting ready to leave for work, see to it that you're able to come up with that kind of UX.

Our most important asset is our Screen.

It is very important that we make Screen Size bigger, and in the future mobile phones will absorb even the Function of e-books.

The concern about being too far ahead is that it can also mean failure; so our designers need to think at least six months ahead; they need enough prior preparation to resolve whatever sales or product planning says about their designs.

From now on I'll come to Seocho more often and we will put our heads together.

If you have something to report, don't come to Suwon bearing a bag of mockups, just call me anytime.

A judge speaks through judgments, an engineer speaks through products, and a designer should not need to speak.

<div align="right">That is all.</div>

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