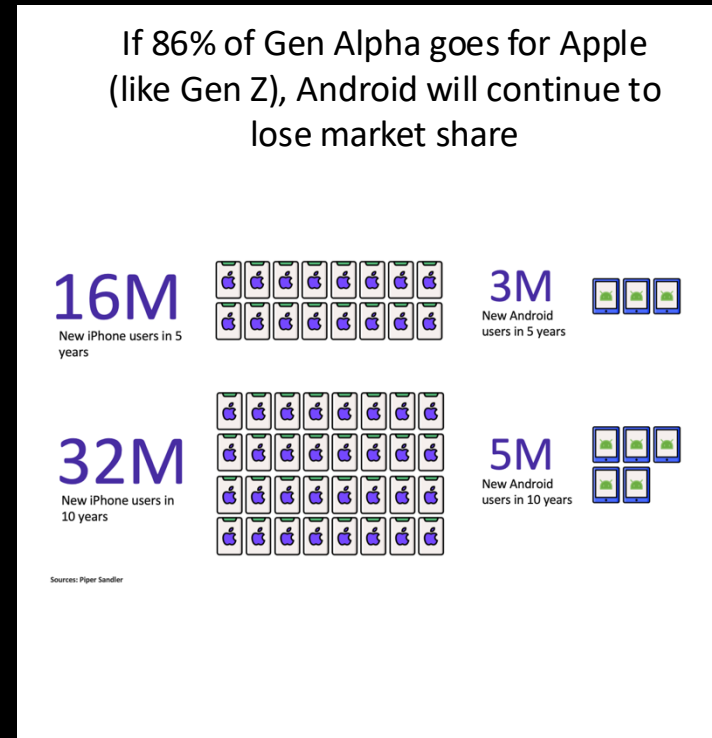


The Burning Platform

As a traditionally hardware-focused company, Samsung needed to better understand how to create (and sustain) generational brand loyalty, having already missed out as Gen Z primarily went for Apple. Before Generation Alpha (projected to be 24% of the world's population by 2024) stepped into its full power as consumers, Samsung needed a strategy to win.

I led a team of designers and strategists to help Samsung's global leadership understand what it would take to proactively earn Gen Alpha's loyalty, which necessitated having both a clear design direction and a compelling business case.



Apple is tailoring products for Gen A as gateway to future phone+ ecosystem



Outcomes

- Delivered a strategic narrative that helped Samsung's global C-suite reimagine brand loyalty for Gen Alpha, positioning the company to protect and potentially grow its 24% Android market share
- Secured buy-in to integrate insights into yearly planning cycles, ensuring alignment across product, marketing, and software teams
- Enabled the creation of a dedicated R&D team focused on Gen Alpha, setting the stage for products that increase lifetime customer value and ecosystem stickiness



Design the 1st Gen A inspired phone as a gateway to the Android ecosystem



Virtual First

- Designed for the Metaverse from the beginning
- Multi-dimensional UX for virtual worlds
- Embrace virtual tools for objects (NFT), money (crypto), health and content
- Inclusion of HW, Sensors, and Technology to drive virtual experiences



Relational AI-Driven

- Conversational interface curates and navigates the world for Gen A
- Human-like relationship with Gen A



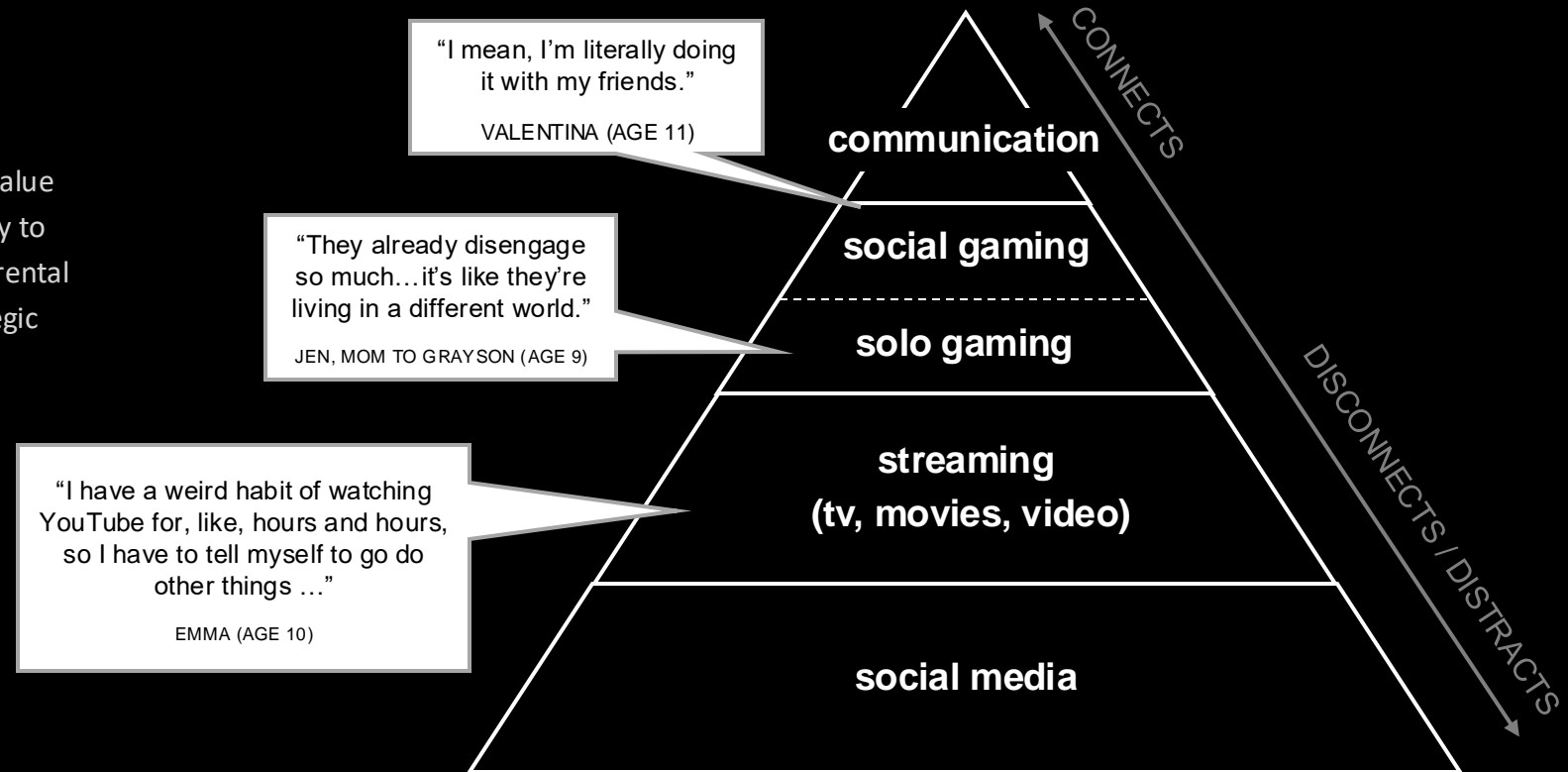
Privacy & Safety

- Leverage computational technologies to position Galaxy as the Safety & Privacy leader (partnering with NGOs in the space)
- Use AI to navigate challenges that are overwhelming for Gen A and parents

KEY INSIGHT

Screen Time Isn't Created Equal

Understanding how Gen Alpha families value screen time revealed a larger opportunity to center virtual connection and rethink parental controls, both of which guided our strategic recommendations

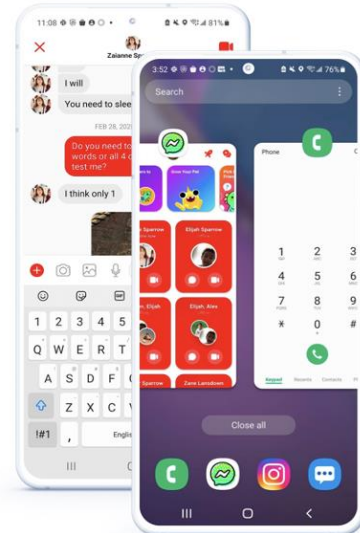


OPPORTUNITY

Centering Virtual Connection

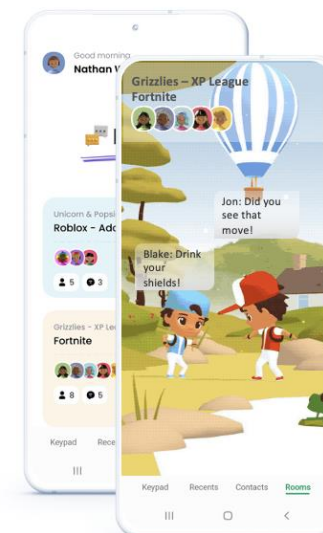
By centering Gen Alpha's preference for virtual connection, we identified a path for Samsung to create stickier ecosystems and reduce churn

Virtual Connection



From today's talk and text standard...

- Kids' communication apps are just mini-versions of adult ones
- Virtual communication isn't core to the OS the way talk and text are



To easy, centralized access to your favorite virtual worlds

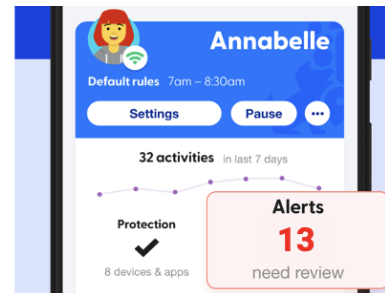
- Instead of limiting metaverse experiences to specific apps, make it easy to connect with people in virtual spaces anytime by reimagining the OS
- Move away from Yellow Pages-style lists to virtual worlds with avatars and online/offline indicators

OPPORTUNITY

Rethinking Parental Control

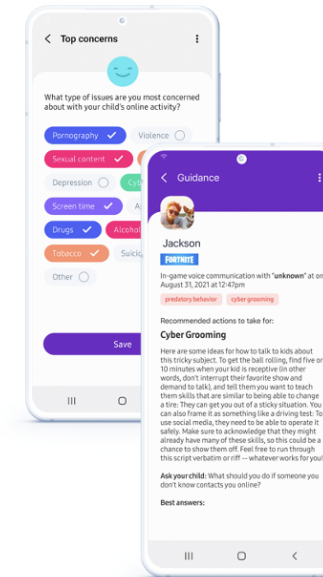
Reframing parental control as a tool for collaboration rather than restriction offers a solution that aligns better with Gen Alpha family values while positioning Samsung as a credible voice in what is currently a lawless, leaderless space

Parental Controls



From draconian, ineffective, and overwhelming

- Settings don't extend across apps or grow with the child
- Notifications and alerts don't help parents *parent*
- Not helping kids form healthy lifelong relationships or boundaries with technology



To adaptable, values-based, and focused on starting a conversation

- Leverage AI to help parents enforce their rules and live their values
- Include guidance for parents on how to navigate new topics in digital life