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UX Updates

Cheíl

UX Specialist

Josué Cañizalez

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Eureka

Buy page

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Content Optimization

Top banner

For Eureka, different content is worked on, including globally permitted promotions. In this case, optimized proposals and adaptations were made that complied with the guidelines.

- The height was reduced by 30% compared to the previous top banner format. This allows users to view information in the first view when entering the buy page.



Eureka
UX Writing

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Writing

Slider principal

Together with the copywriting of the Cheil Yeilin Blanco team, variants of hook texts were created for the launch of Eureka that complied with the guidelines at a communication level.

- It should be highlighted that Eureka was the first Galaxy Smartphone with AI in a clear and simple way. This content was approved without modifications.



Writing Specifications

For the “Device” and “Storage” section, the exclusivity of the pre-sale prices and the “Double Storage” discounts had to be communicated. This information was optimized to have a better understanding of users and streamline their decision process.

- Clear texts in each of the selectors.
- Storytelling organized according to the reading flow.
- Good practices based on Research.

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The screenshot displays a mobile application interface for selecting a device and storage. It is divided into two main sections: 'Dispositivo' and 'Almacenamiento'. The 'Dispositivo' section features a highlighted option for the 'Galaxy S24 Ultra' with a price of '\$52.082 al mes o \$1.249.990' and a note that it is an 'Oferta exclusiva solo en preventa'. The 'Almacenamiento' section asks '¿Qué almacenamiento te gustaría?' and offers three options: '256GB | 12GB', '512GB | 12GB' (highlighted with a blue border and a note 'Lleva 512GB al precio de 256GB'), and '1TB | 12GB' (with a note 'Lleva 1TB al precio de 512GB'). All storage options have the same pricing: '\$52.082 al mes o \$1.249.990'.

Dispositivo ?

Justo el que necesitas

Galaxy S24 Ultra
Desde \$52.082 al mes o
\$1.249.990

Oferta exclusiva solo en preventa

Almacenamiento ?

¿Qué almacenamiento te gustaría?

256GB | 12GB
\$ 52.082 al mes o
\$ 1.249.990

512GB | 12GB
\$ 52.082 al mes o
\$ 1.249.990

Lleva 512GB al precio de 256GB

1TB | 12GB
\$ 52.082 al mes o
\$ 1.249.990

Lleva 1TB al precio de 512GB

Clear communication

Entrega y Renueva

Adjustments were made to the existing content and it was improved and optimized to have a better understanding of the benefits to be communicated. Having good customer acceptance, they decided to apply it to the rest of the buy pages.

- Description and easy-to-understand texts.
- Optimization of the number of characters compared to the previous version.
- Good practices based on Research.

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Entrega y Renueva [Conoce más](#)


Ahorra desde \$150.000 hasta \$515.000 entregando tu dispositivo en parte de pago.

Si por favor

Sólo RM y V Región (excluye periferia)

No gracias

*Descuento adicional se verá reflejado en el carrito de compras. Aplica términos y condiciones.



¿Cómo entregar mi celular en parte de pago?

Aquí te explicamos cómo obtener un descuento extra entregando tu celular en parte de pago. ¡Incluso si está dañado!

Clear communication

Samsung Care+

In the research carried out, users did not understand what “Samsung Care+” is and its plans. For them, different texts were created and tested with users until the text that was applied for Eureka was obtained. Having good customer acceptance, they decided to apply it to the rest of the buy pages.

- Easy to understand explanatory texts.
- Specification of what each plan covers.
- Good practices based on Research.

Samsung Care+

¡Protege tu nuevo Galaxy AI! Lo inesperado puede ocurrir.
Elige la opción que mejor se adapte a ti.

Golden - Daño + Garantía Extendida
\$ 9.999 al mes o \$ 239.990

Platinum - Robo + Daño + Garantía Extendida
\$ 16.666 al mes o \$ 399.990

Ninguno

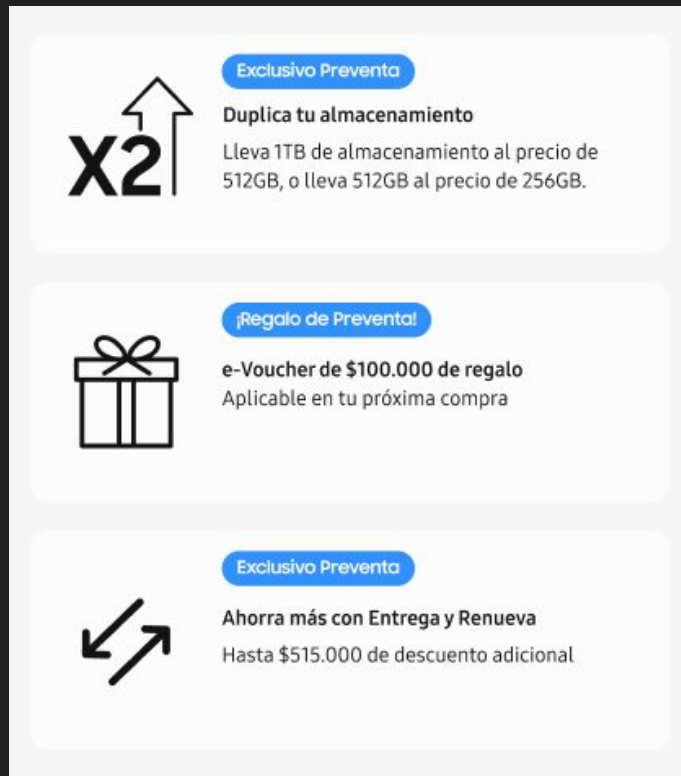
Eureka
Icons

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Icon homologations

Benefits

Before Eureka there were no approved icons for the benefits section. What in this case was decided to update based on the guidelines and give a better visual organization to the content. Having good customer acceptance, they decided to apply it to the rest of the buy pages.



Icon homologations

Banks

In the case of banks there was no approval either. The icons were updated for Eureka, maintaining a specific weight and shape so that each bank individually does not have more relevance than another without competing visually. Having good customer acceptance, they decided to apply it to the rest of the buy pages and pages where these benefits are shown.



Exclusivo Preventa

Hasta 31% de descuento con Scotia

Usa los 6 primeros dígitos de tu TDC como código de descuento



Exclusivo Preventa

Hasta 36% de descuento con BCI

Usa los 6 primeros dígitos de tu TDC como código de descuento

[Conoce más](#)

Other benefits

Ventajas Samsung.com

Other benefits that were updated based on good practices in the research done previously to Eureka were the following:

- Financing
- Delivery and Renew
- Samsung Care+
- Free shipping

Financiamiento



Hasta 24 cuotas sin interés con Santander, Scotia, Banco de Chile, BCI e Itaú. Hasta 12 cuotas con todos los bancos.



Santander

36 Installments

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Santander 36 installments

Banner top

Variants were designed that correctly communicated the benefit of 36 installments for the launch of Eureka. This example is specific for top banner. It was approved by client.

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Santander 36 installments

Main slider

This variant is currently in production and was used for the launch of Eureka. It was approved by client.

Lleva tu Galaxy S23 Ultra hasta 36 cuotas sin interés con Santander




Santander

36 cuotas

24 cuotas sin interés con bancos seleccionados

12 cuotas sin interés con todos los bancos nacionales

● ● ● ● ● ● ▶

Landing
**Artificial
intelligence**

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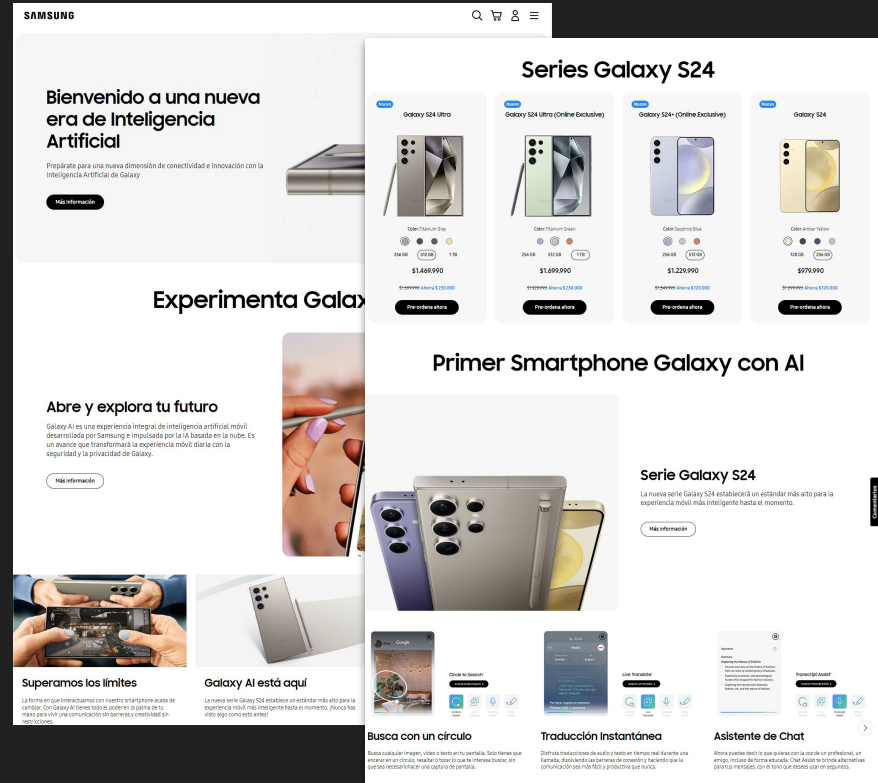
Local landing

Artificial intelligence

The Artificial Intelligence landing was created together with the Cheil Yeilin Blanco team's Copywriting. Together we were able to obtain relevant information that communicated the innovative advantages of the new Galaxy with Artificial Intelligence. It is important to mention that we were the only subsidiary that had a landing page of this type before the information was released in the launch of Eureka.

Link: <https://www.samsung.com/cl/smartphones/artificial-intelligence/>

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Icons

**Benefits when
purchasing**

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Icon homologations

Benefits when purchasing

It is also important to mention that icon revisions were made outside of the Buy Pages and currently all iconographic content is being updated to maintain homologation throughout s.com.

Beneficios al comprar en Samsung.com



Hasta 24 cuotas sin interés
con Santander, Scotia, Banco de Chile, BCI e Itaú. Hasta 12 con todos los bancos.



Despacho Gratis a Todo Chile
En todo TV.



Instalacion Gratis
En productos y comunas seleccionadas. Agenda después de recibir tu pedido al 800 726 786



Recicla y Ahorra
En productos seleccionados. Obtén Hasta 15% de dcto. adicional

[Ver más](#)

Design System
SS.com

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Documentation

SS.com

The design system is a living documentation that is updated every day. We are currently transferring all the available information to Figma in a private account with the client that documents and works in an agile way to create proposals or improvements without depending on AEM.

- Facilitates brainstorming process
- Facilitates text verification process
- Speed up the viewing of proposals without QA



Design System
Shop App

Cheil

Documentation

Shop App

In parallel with the S.com Design System, we are also working on the complete documentation of the components of the Samsung Shop App. It is currently at 50% progress according to the information available. At the end of updating this Design System, all local staff of the app will receive an induction of its use.



Cheíl

Thank you so much.

UX Specialist

Josué Cañizalez