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101 Design Ingredients to Solve Big Tech Problems

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101 Design Ingredients
to Solve Big Tech Problems

Eewei Chen

Illustrations by Robert Andre
Edited by Jacquelyn Carter

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Pragmatic Bookshelf

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The team that produced this book includes:

Jacquelyn Carter (editor)
Potomac Indexing, LLC (indexer)
Candace Cunningham (copyeditor)
David J Kelly (typesetter)
Janet Furlow (producer)
Juliet Benda (rights)
Ellie Callahan (support)

*This book is dedicated to the memory
of our beloved son Joseph Christopher
Chen, who had the most perfect heart.*
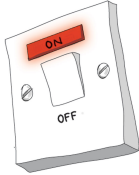
March 7–April 14, 1997

A Recipe for Evolution

Disruptive technologies have increased TV's reach and engagement.

Samsung has gradually become the most innovative HDTV brand. Early in 2013 the company announced that all its next-generation TVs would allow customers to use voice or gesture control to get to content.[277]

Ingredients

Make It Easy

Increase Happiness

Improve vs. Differentiate

Time It Right

Don't Do It All

Know What Competitors Are Up To

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277. http://www.forbes.com/sites/ericsavitz/2013/01/07/ces-samsung-unveils-4k-tvs-upgrades-smart-tv-service/

Whether you are new to the game or a wise old sage, this recipe will help evolve your ideas so they always remain relevant.

1. *Make It Easy*

Make it easy for your existing customers to experience the latest technology. At the Consumer Electronics Show in January 2013, Samsung announced that its Evolution Kit would allow existing Smart TV customers to enjoy the latest interactive services without having to purchase a new TV.[278]

2. *Increase Happiness*

Keep delighting customers by understanding what matters most to them and improving their experience to match their expectations. Samsung realizes that innovation means new interaction models that customers will need to familiarize themselves with, so the company invested many hours creating a delightful onboarding journey to make the learning and content-discovery experience an amazing and memorable one.[279]

3. *Improve vs. Differentiate*

Be better than everyone else. Samsung the world's largest commercial ultrahigh-definition TV built, the award-winning S9000. The TV uses new LED technology to deliver the brightest pictures ever, and it set a new industry standard for picture quality.[280]

4. *Time It Right*

Samsung Ventures invested $5 million in TV ecommerce platform Delivery Agent.[281] Delivery Agent's development of apps for TVs and tablets fits well with Samsung's current and future smartphone, tablet, and television product plans.

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5. *Don't Do It All*

Partner up with someone who will make you more awesome. Leverage each other's strengths to fill in gaps that would have been difficult for you to fill on your own. In November 2012, Yahoo! and Samsung formed a multiyear partnership to deliver interactive TV,[282] allowing Samsung Smart TV owners to receive real-time, actionable content alongside TV shows and commercials.

6. *Know What Competitors Are Up To*

Don't let anyone beat you to it. If you believe competitors are not playing ball, do what's needed to set things right. Samsung filed an injunction against LG, accusing it of engineering leaks.[283]

Tips on How to Apply This Recipe

Make adoption of future experiences as easy and painless as possible. You may have a world-changing idea, but if it is hard to understand and customers aren't motivated enough to want to adopt it, it will fail. Start by trying something new based on what has already been successful, and make it better in at least one way.

Public relations is very important, and it can be anything from low-cost viral marketing, where customer advocates help spread the word about what you are doing, to having a stand at important industry events to promote your new product or service. Whatever your budget or method, make sure it's timely and appropriate—but most importantly, make sure it's done.

Partnering up, purchasing a third-party capability, or being acquired yourself are all options to help you evolve. If the focus is to enable a good idea to become more readily available to a larger target audience in a shorter time frame, then you really need to consider these seriously. After all, a successful evolution means staying alive.

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