

SAMSUNG

**ASSIGNMENT 1
DESIGN MANAGEMENT**

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Samsung, one of the largest producers of electronic devices in the world ("Samsung | History & Facts", z.d.). The South Korean company celebrated their 50th anniversary last year. In these years Samsung has grown to a big company with 230 global bases in 74 countries with 287,439 employees. The company is divided into three main business areas, with their own manager, which creates the base for Samsung's products. These three persons together are the management/CEO of Samsung.

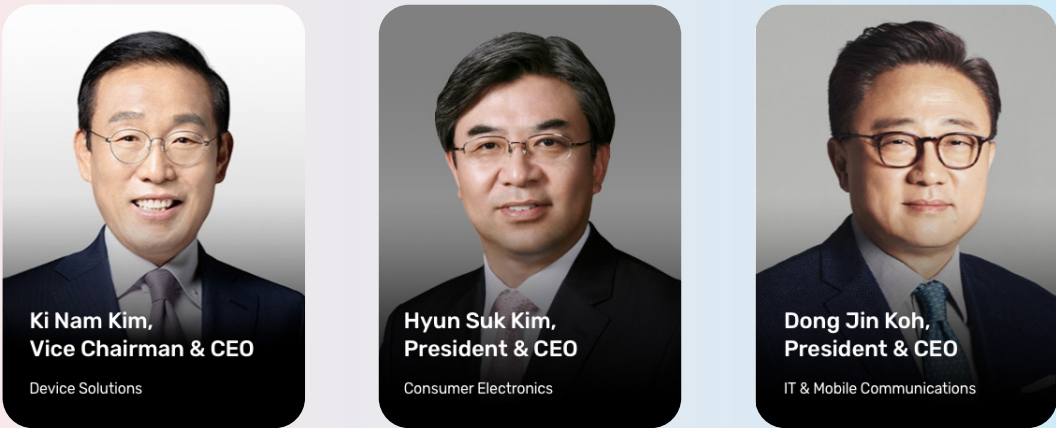


Figure 1, Samsung's management ("FAST-FACTS", z.d.)

The company combines design, technology, business, sustainability and so a lot more areas within their products and services. All these separate areas are connected through Samsung's main philosophy and core values:

Philosophy

We will devote our human resources and technology to create superior products and services, thereby contributing to a better global society. (Samsung, 2020)






<p>CORE VALUES</p>	 <p>PEOPLE</p> <p>We value our people with a strong belief in "A company is its people" philosophy and providing opportunities to perform their full potential.</p>	 <p>EXCELLENCE</p> <p>We give our best efforts with endless passion and a challenge spirit to become world best in every ways.</p>	 <p>CHANGE</p> <p>We rapidly take the initiative in executing change and innovation with risk awareness: we cannot survive if we do not constantly strive to innovate.</p>	 <p>INTEGRITY</p> <p>We act in a right and ethical way in all manners, ensuring fairness with honor and grace.</p>	 <p>CO-PROSPERITY</p> <p>We take full responsibilities as a good corporate citizen in pursuit of mutual prosperity with our community, nation and human society.</p>
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Figure 2, Samsung's core values (Samsung, 2020)

Besides this main philosophy some of the areas also have their own philosophy/vision. This in combination with the amount of employees, locations worldwide and projects demands for a good organization and management. To see how they work together and how the process is managed, I will look at the design process of Galaxy S8.

In an interview from 2017 Samsung designers discuss the design process and tell more about how they balance form, function and feel (“[Interview] Balancing Form, Function and Feel: Samsung Designers Discuss the Galaxy S8 Design Process”, 2017). In this process teamwork was really important. The management started with research about social, cultural, technological and design trends. They used the found information to make keywords and images as a starting point for the product. The engineers and UX team could directly start working with this information. For the design team, the head designers made common design goals, which made it understandable what the direction of the design was going to be. Because this was communicated between all the different people working on the project, the form, colors, materials and concepts of the products are coherent.

This first part of the process is an example of dominated design (Dumas & Mintzberg, 2010, p. 28). First there was a list of keywords made which the project team had to use. The head designers had to make common design goals which the rest of the design team had to use. The first group is in charge of determining the design direction.

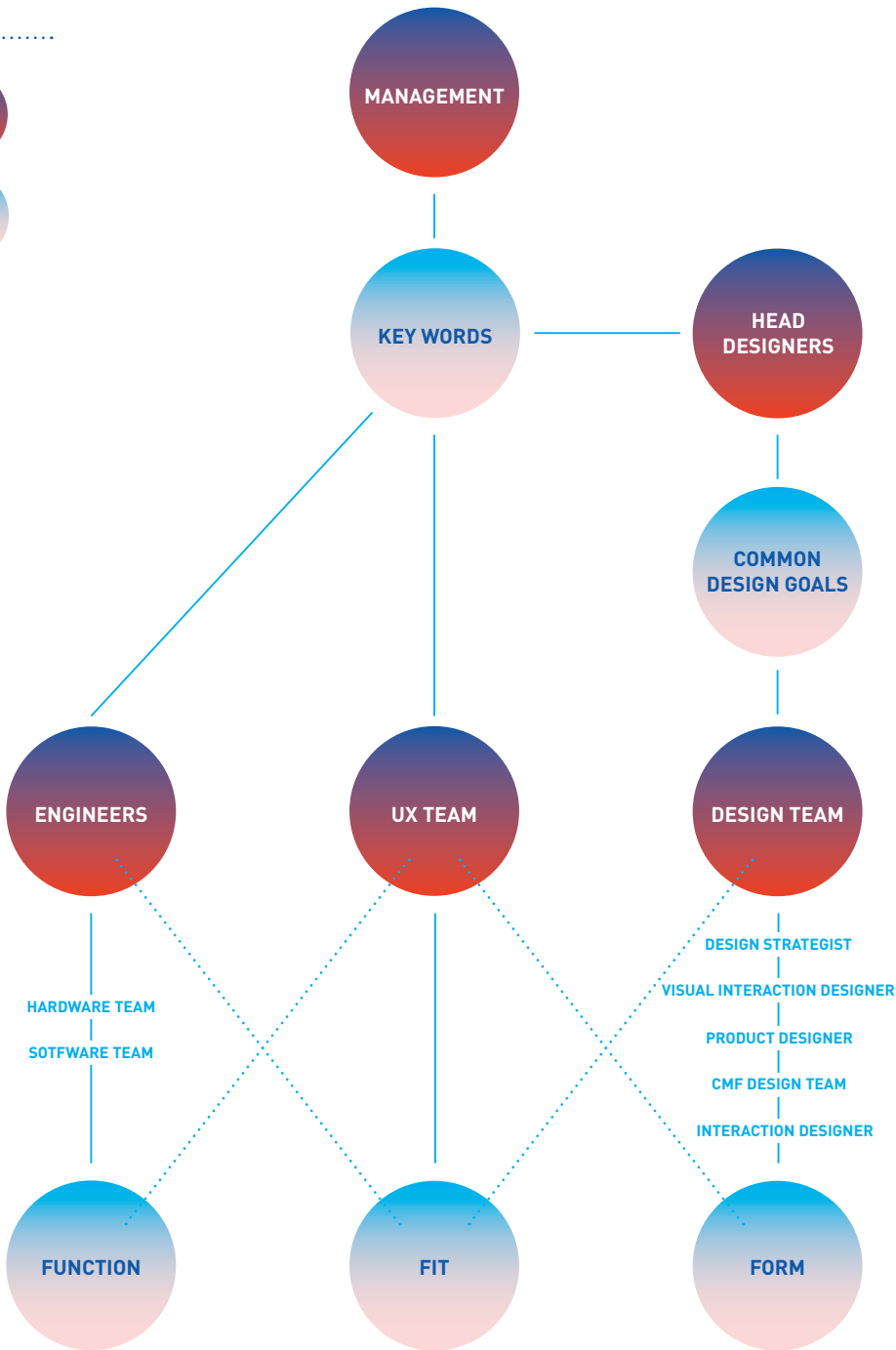
In an example about the rounded corners of the Infinity Display, they explain how close the team worked together. Because the design can not interfere with the user experience, the designers let the UX team make some conditions that they could use. The hardware team changed some things with the information of the designers.

As you can see a lot of people with different expertise work close together. You have the engineers, UX team and design team, but next to this you also have a hardware team and software team within the engineers and a design strategist, visual interaction designer, product designer, interaction designer and a CMF design team within the design team (Samsung Design, z.d.). There is good open communication between all of them. This can be difficult sometimes as they all speak different ‘languages’. So in this process they had often meetings and made sure that they were all on the same page. This helped to achieve their goals. How they work together in this situation is cooperative design (Dumas & Mintzberg, 2010, p. 29). There is a lot of communication between all the different teams within this big project.

This all together gives the following organogram:

ORGANOGRAM SAMSUNG

LEGEND



The management approach in the project to create Galaxy S8 is not only used in a project like this one. You can find this way of management through the whole company.

The galaxy S8 is built on neutrality and equality. The company created a smartphone that *'fits naturally in the environment, seamlessly integrating with the lives of all users, regardless of their age, gender or geographic location'* according to Hyoungshin Park ("[Interview] Balancing Form, Function and Feel: Samsung Designers Discuss the Galaxy S8 Design Process", 2017). Neutrality and equality have a big role within Samsung. For example the company fights for women's equality by creating a positive change within their organization and the communities where they live (Samsung U.S. Newsroom A.H., 2020). You can see this again in the management approach. It is mainly based on equality. There is not one team more important than another team, they are all equal. The management keeps an eye on everything and makes sure that everything is coherent, for example by giving key words.

Samsung's way of promotion also says something about the management approach. The promotion of a product is based on the 4 P's: Product, Place, Price, Promotion. The marketer tries to fulfill the 4ps in the promotion. In this way it will perfectly fit with the target consumers. Next to this a promotion medium is chosen based on the target consumers ("A Study on Advertisement Marketing Strategy on Samsung Smart Phones", 2018, p. 583). In this way every promotion is different and personalized in a way it fits the product and the target customer. You can see this again in the management approach. The way of working and the management is not the same in every project. It depends on what product they are working on and who is working on the project. The approach is personalized to a project and the people.

Lastly, you can say that Samsung and the management approach within Samsung is very flexible. There are no strict rules or ways how the management should go. Jihyun Park, a design strategist for Samsung, also mentioned that Samsung is very flexible with working hours. This allows employees to use their time effectively and be more productive (Samsung Design, z.d.). You can find this again in the project of Galaxy S8. Because they use the cooperative design management method, all the teams within this project can be flexible and adapt things to each other. In this way the whole process and the product in the end are coherent.

To conclude, the management approach of Samsung is neutral, equal, personalized, flexible and coherent.

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