

SAMSUNG

Designing the future with a tech giant

Co-creating the future of mobile audio experiences with customers across the UK and US.



10000 strong community across the UK and US, profiled against niche user segmentations.



Over 2000 pieces of feedback against concept testing briefs.



Over 7000 responses across an eight week project.

Overview

Samsung is one of the world's biggest technology companies, leading the way in cutting-edge innovations for a range of consumer electronics.

Industry

Consumer electronics

Bulbshare community

UK and US

Use case

Insight, ideation and content

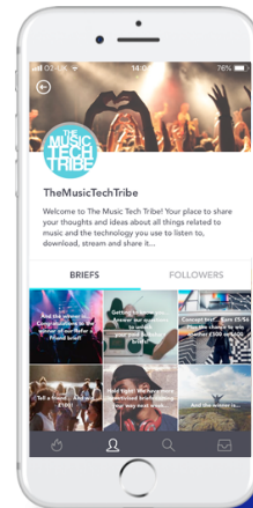
samsung.com/uk

Aim

Co-create with a Bulbshare community in order to develop new and innovative mobile audio experiences and new features for upcoming products.

Strategy

We recruited a community of 10000+ in the UK and US to gain insights around what people look for in mobile audio experiences. This involved the development of innovative functionality that allowed us to journey-map our community's audio use through geo-location triggered tasks. We also launched concept-testing briefs to gain feedback around potential new design features and app functionalities.



Results



10000

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