



RETHINKING THE CIRCLE

C I R C U L A R U X D E S I G N S T O R Y

The circular UX of the Samsung Gear S2 & S3 is a new chapter in user experience as it takes its start from the form of a conventional watch face.

The circular UX utilizes both physical control of the bezel with touch screen capabilities for an intuitive interface with the device. The 24 detent rotation of the bezel allows the user to access the app or controls he or she needs without covering the screen. Truly a new experience for the user as well as the designers who developed this unique innovation.

To achieve this new direction in UX design the designers at Samsung Electronics had to literally think outside the box. Or in this case, the square, starting from a blank slate. Find out what challenges they had to overcome to achieve this new and unique UX design.

CHALLENGE #1

UX optimized for a circular display

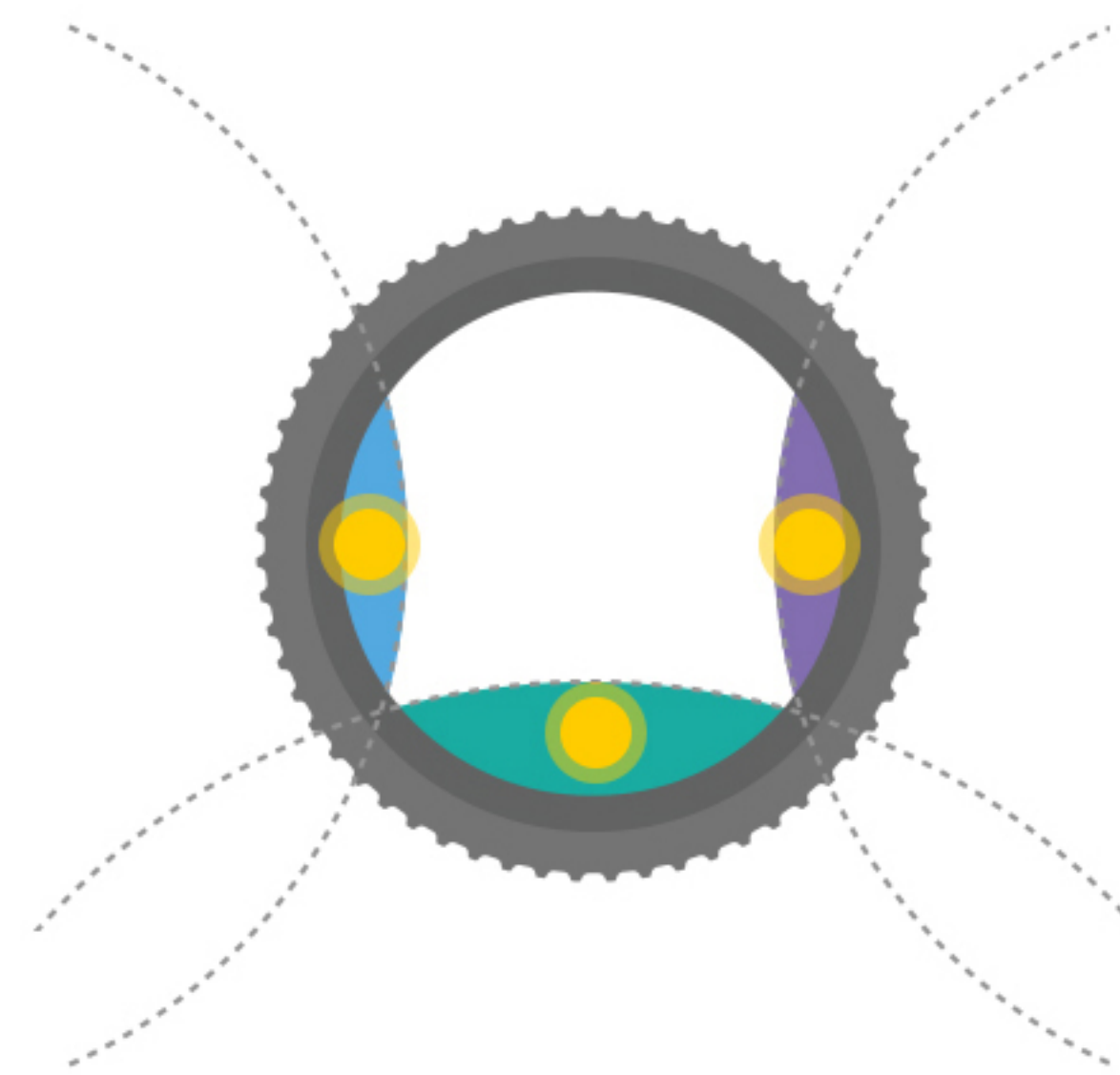
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Just breaking away from the conventional square format of the screen was a major challenge.

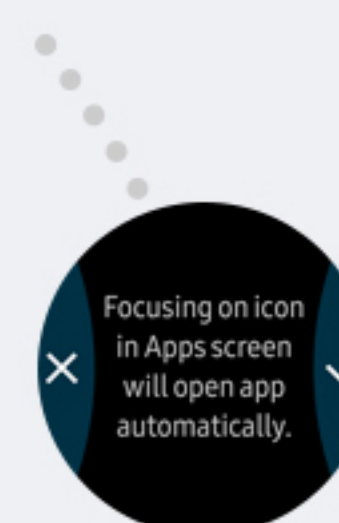
The four corners of the square screen, where crucial controls are often placed would simply not work in a circular environment. Also, due to the considerable size reduction of the screen real estate the entire design had to be rethought and re-designed from scratch.

To do this, we had to think outside of the physical restraints of the circle. To think beyond, if you will by imagining a larger circle around the watch face for a daring new layout. We also utilized a sense of depth to differentiate between the content in the center and that in the periphery.

Without any corners the result is a user interface that actively displays the content, for a more focused screen that is optimized for a wearable smart device experience.

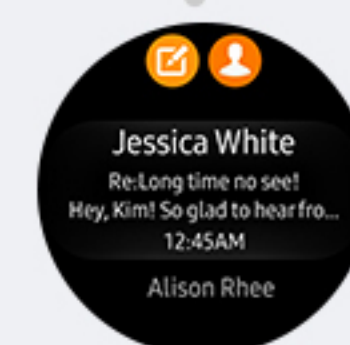


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POP UP

Buttons are optimized for the circular screen



REMINDER

Top and bottom of the screen have an added depth perception helping focus to the center of the screen



WEATHER

A wide array of information arranged around the circular screen

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CHALLENGE #2

Continuous UX by utilizing the bezel

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To optimize the circular screen of the Gear S2 and S3 we added the bezel as a control function to the touch screen.

This meant developing a new user experience that seamlessly integrated the control of both the bezel and touch screen interface.

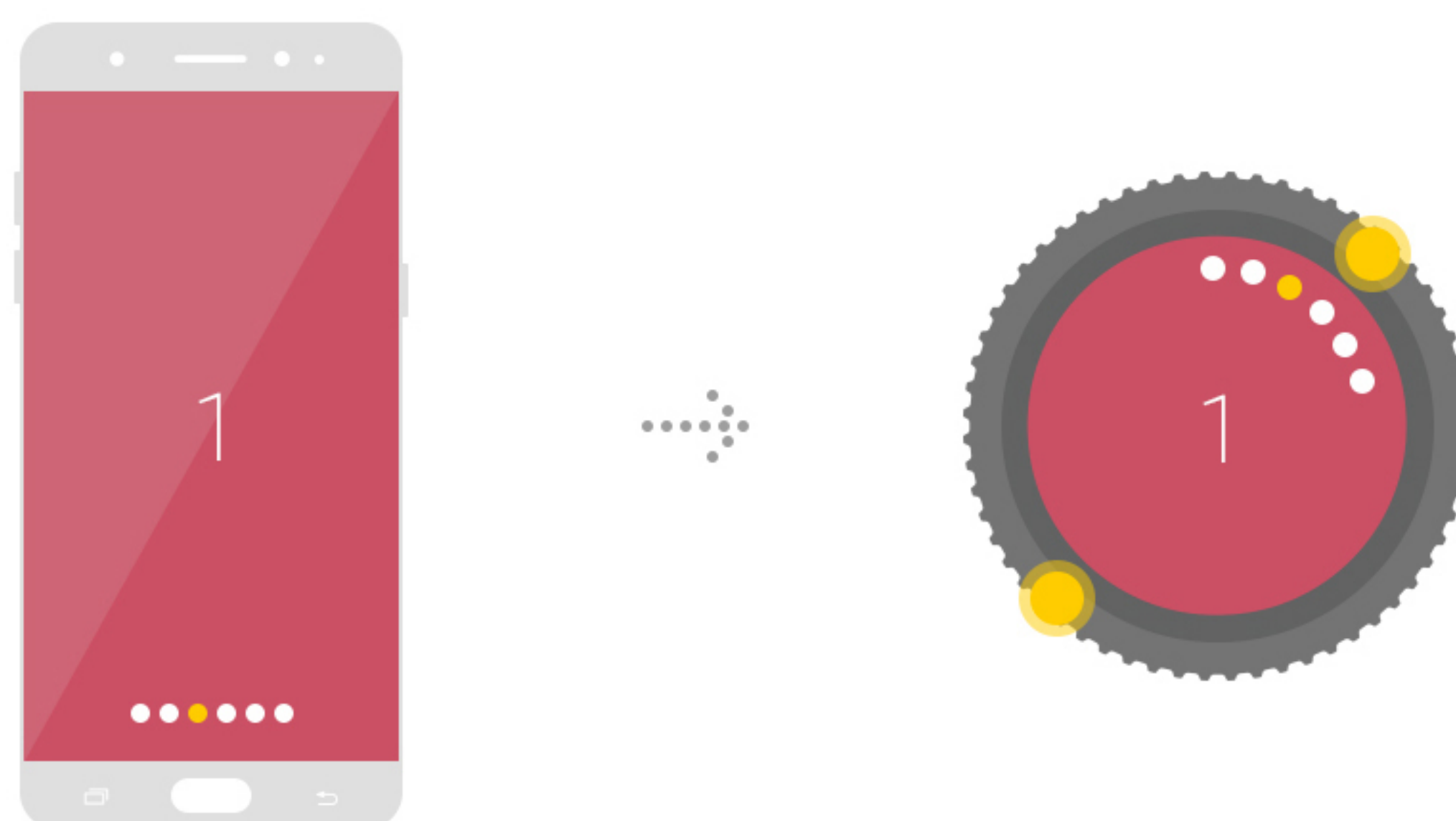
The advantages of a rotating bezel are quick and accurate control without disrupting the screen.

Also, relying on touch without having to look at the device itself is another advantage.

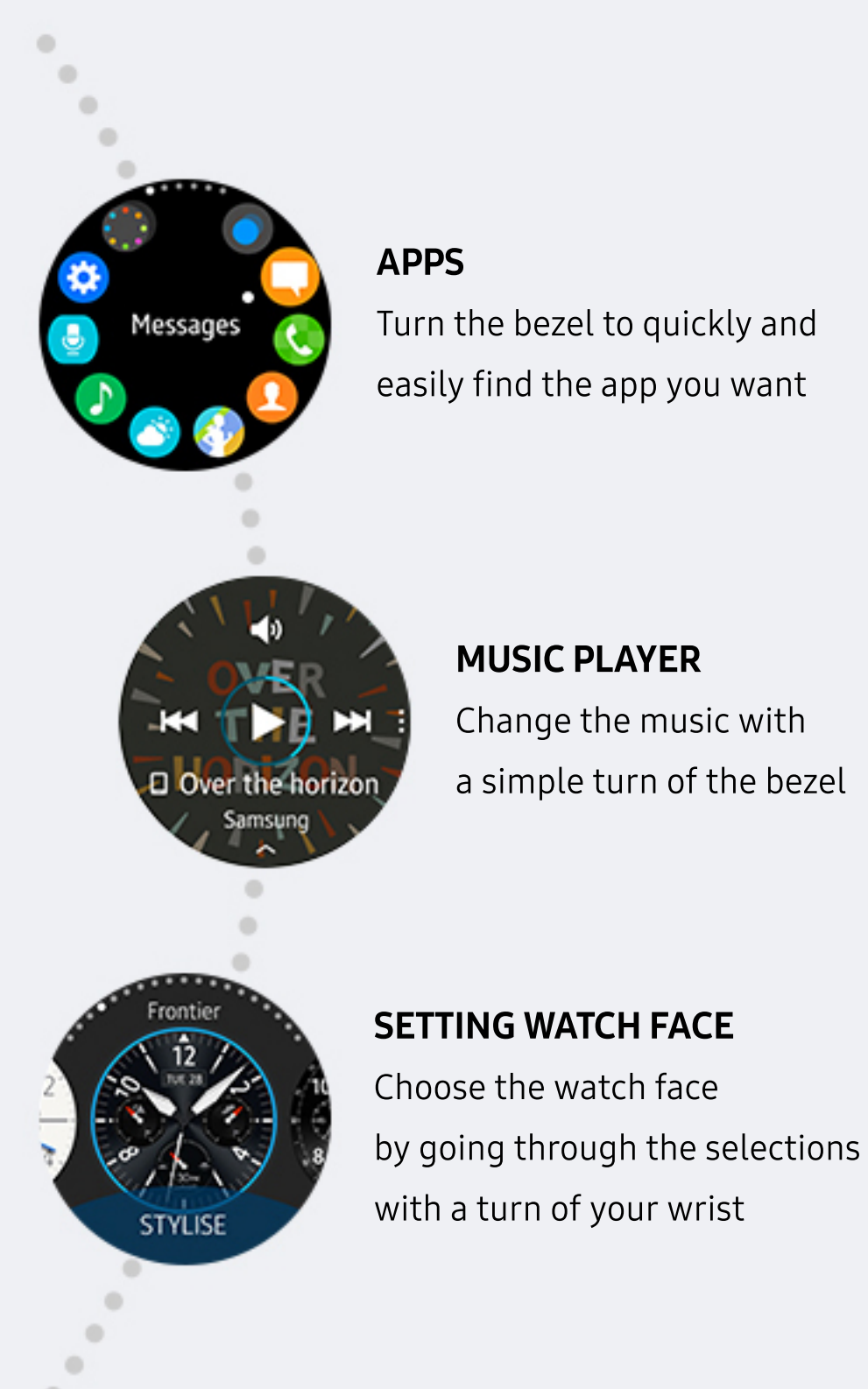
To achieve this, numerous interface and motion design user tests were done to find the most applicable method.

For example, in Apps, it's as easy to find the application you need as turning the bezel.

Also, selecting a song on the music player or switching the watch face setting is easy as a flick of the wrist.



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APPS

Turn the bezel to quickly and easily find the app you want

MUSIC PLAYER

Change the music with a simple turn of the bezel

SETTING WATCH FACE

Choose the watch face by going through the selections with a turn of your wrist

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CHALLENGE #3

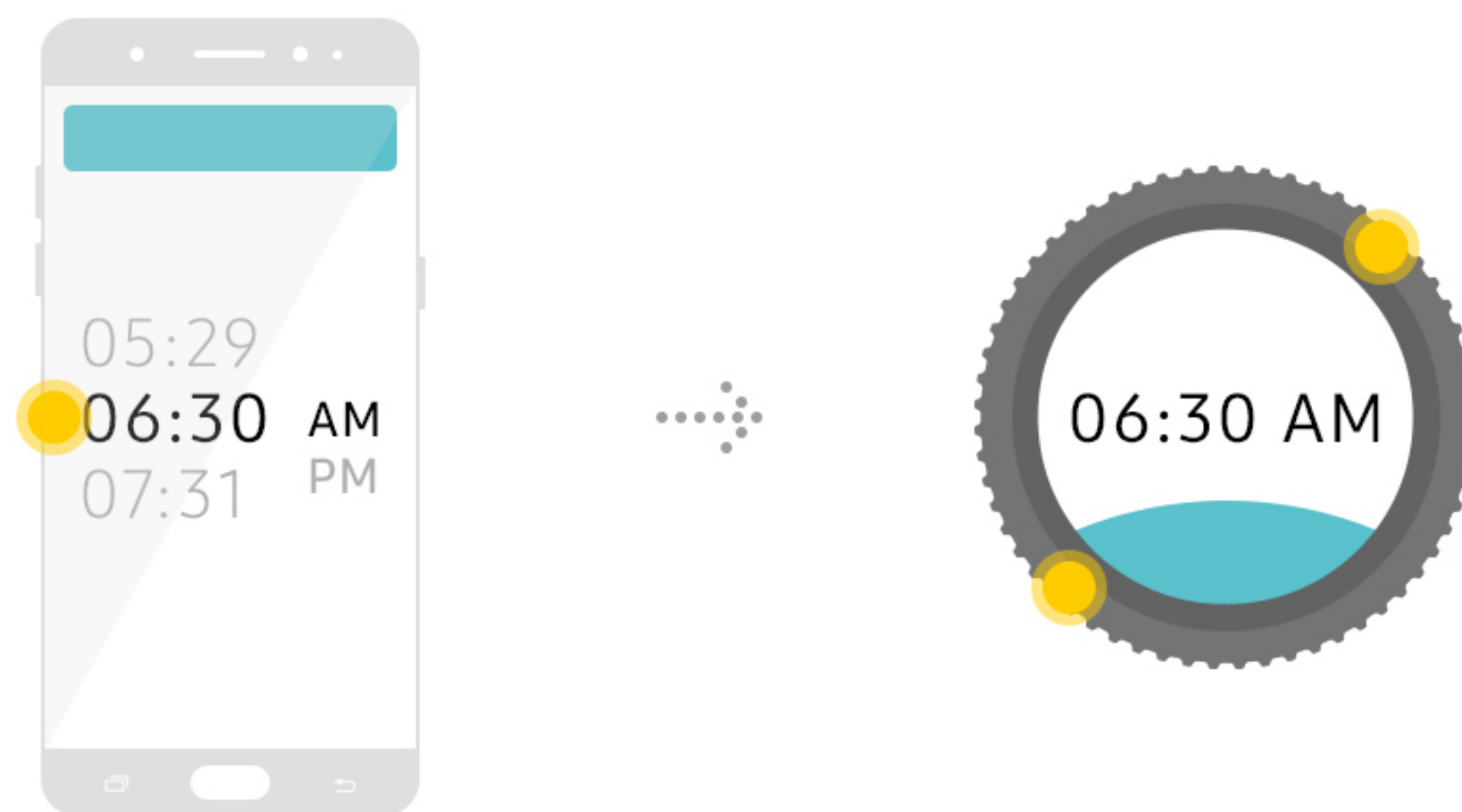
Precise control for a compact display

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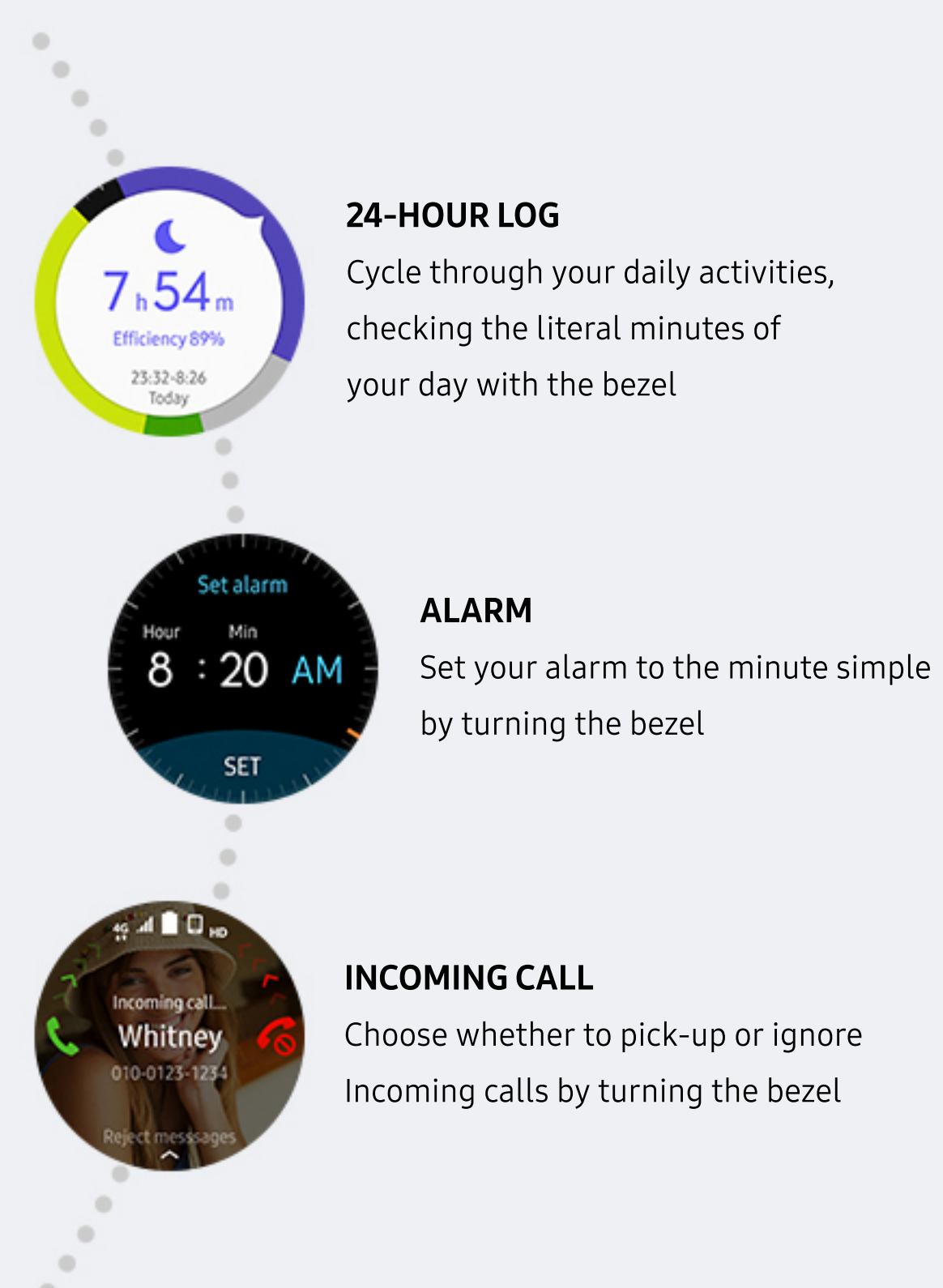
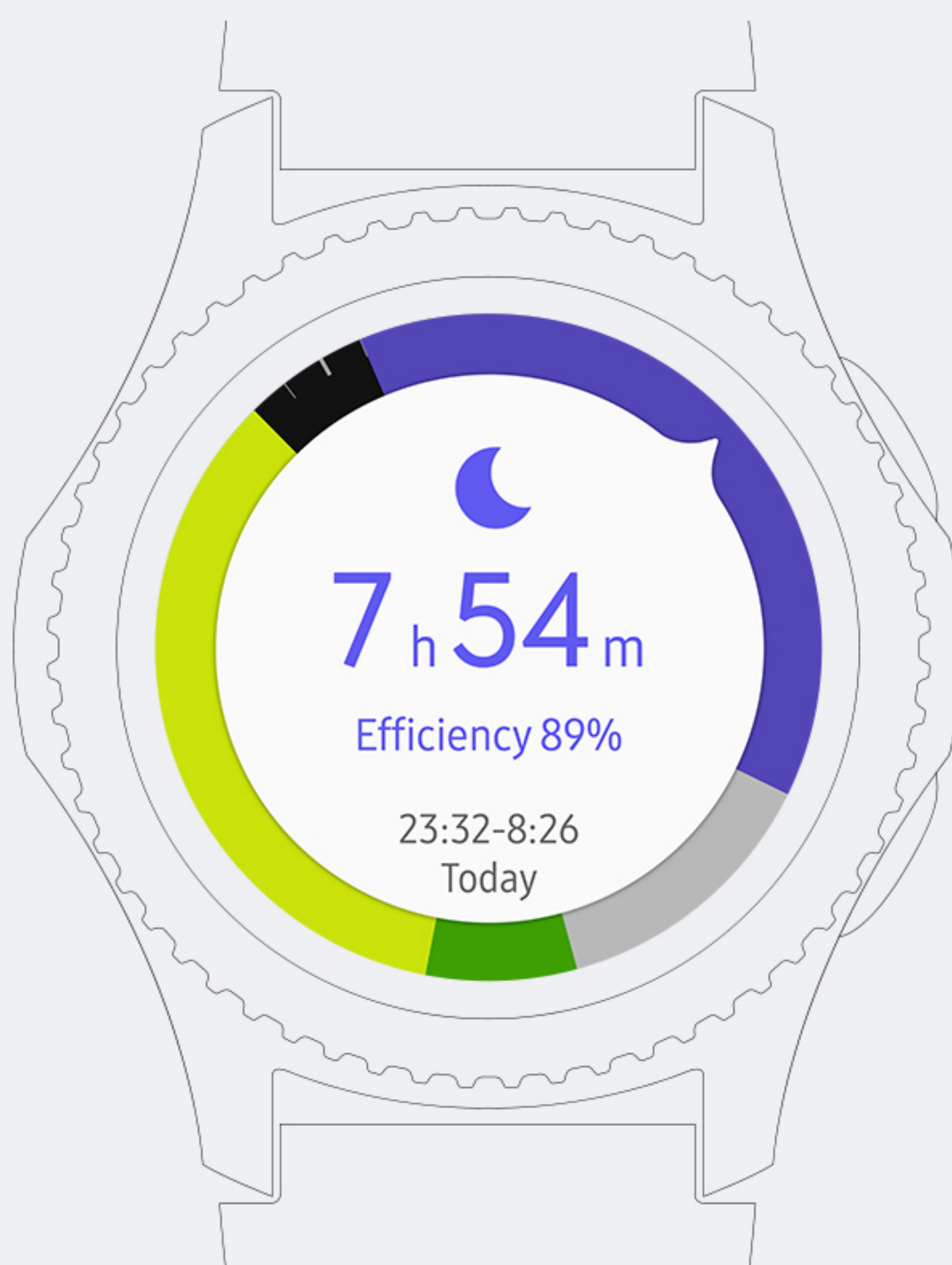
With the successful marriage of form and interface the Gear S2 & S3 applications have all undergone a new UX makeover.

Although the physical size of the device has decreased compared to smartphones, the bezel interface counters such limitations to effectively allow apps a wider range of control and functions in the new user environment.

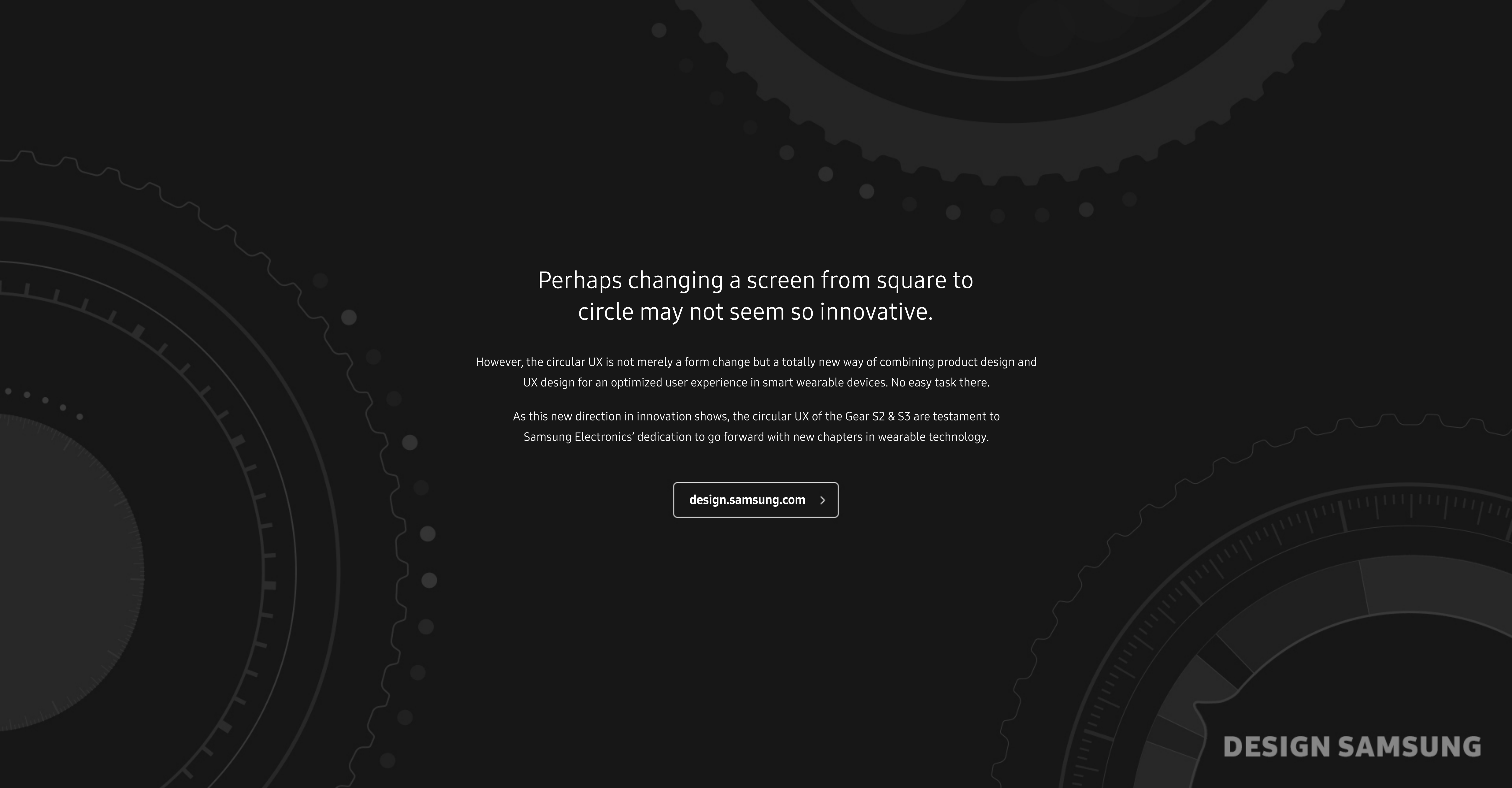
Specifically, the Timer or Alarm app can be set with more ease and accuracy than before, as it is optimized for a circular screen. The Health app 24-Hour Log setting is easily accessible with the bezel controls to view your daily activities and records.



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Perhaps changing a screen from square to circle may not seem so innovative.

However, the circular UX is not merely a form change but a totally new way of combining product design and UX design for an optimized user experience in smart wearable devices. No easy task there.

As this new direction in innovation shows, the circular UX of the Gear S2 & S3 are testament to Samsung Electronics' dedication to go forward with new chapters in wearable technology.

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