



We've Got Connection



SAMSUNG FAMILY HUB UX DESIGN STORY





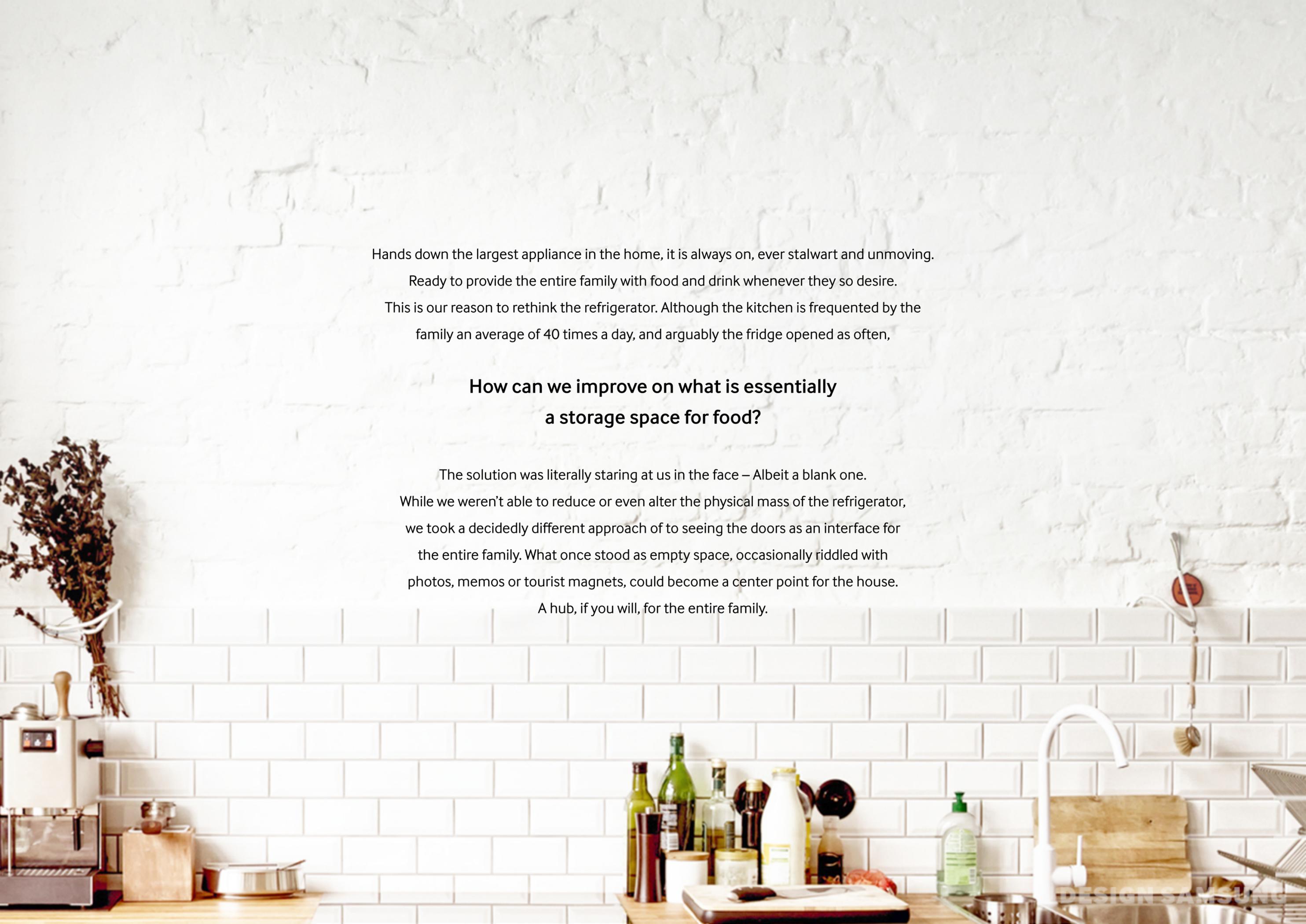
The Heart of the Home is the Kitchen The Heart of the Kitchen, the Refrigerator

“The place I like best in the world is the kitchen.”

This is how Yoshimoto Banana’s seminal novel on reconciliation and family, *the Kitchen* starts. While all of us may not all share the same views, it’s true that this is the one place the entire family gathers and spends the most time together.

This is due, in part, to our need for sustenance.

The focal point of that need is undeniably the refrigerator.



Hands down the largest appliance in the home, it is always on, ever stalwart and unmoving. Ready to provide the entire family with food and drink whenever they so desire. This is our reason to rethink the refrigerator. Although the kitchen is frequented by the family an average of 40 times a day, and arguably the fridge opened as often,

**How can we improve on what is essentially
a storage space for food?**

The solution was literally staring at us in the face – Albeit a blank one. While we weren't able to reduce or even alter the physical mass of the refrigerator, we took a decidedly different approach of to seeing the doors as an interface for the entire family. What once stood as empty space, occasionally riddled with photos, memos or tourist magnets, could become a center point for the house.

A hub, if you will, for the entire family.

Four Insights for the Family Hub Experience

To offer a different approach for the refrigerator we needed to observe and log the patterns of each family member and how they interact with the appliance in their own way. From such observations we took away four vital insights:

Time spent in the kitchen is short but frequent.



A refrigerator is (probably) the largest and tallest appliance in the home.



A refrigerator is used quickly and at a glance.

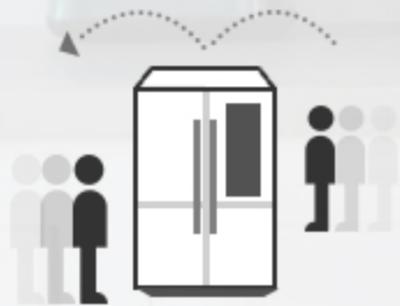


A diverse range of interaction from a wide age group (adults, children, elderly etc.).

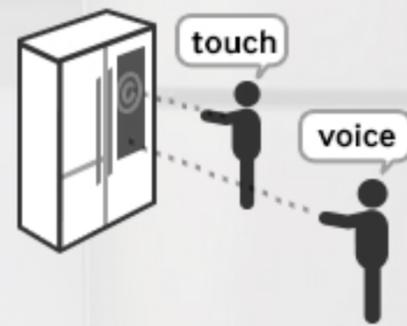


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User interaction as well as information access needs to be quick and easy.



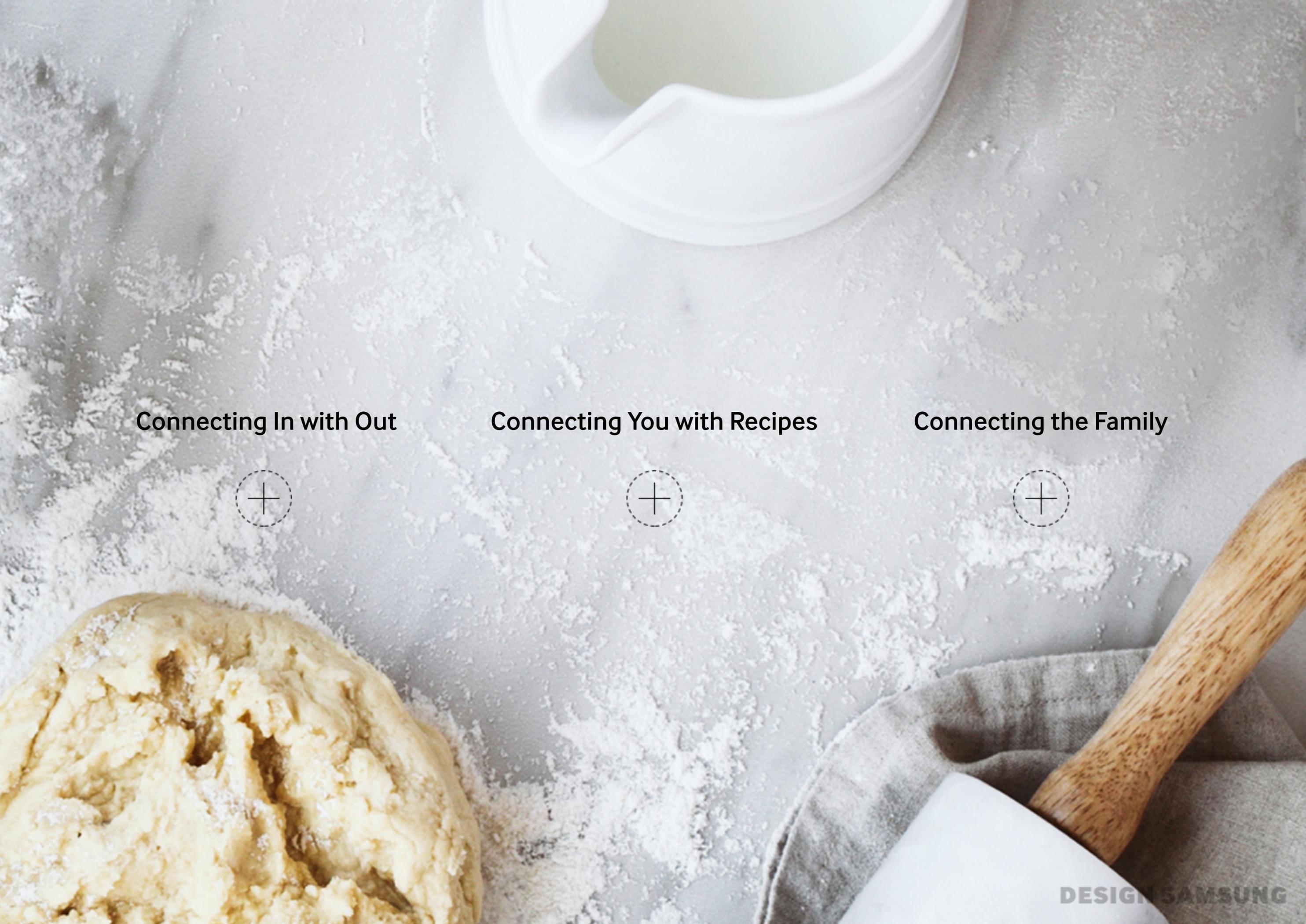
Controls should be easy and streamlined.



Information should be displayed clearly and simply.



Design usability should focus on all family members.



Connecting In with Out



Connecting You with Recipes



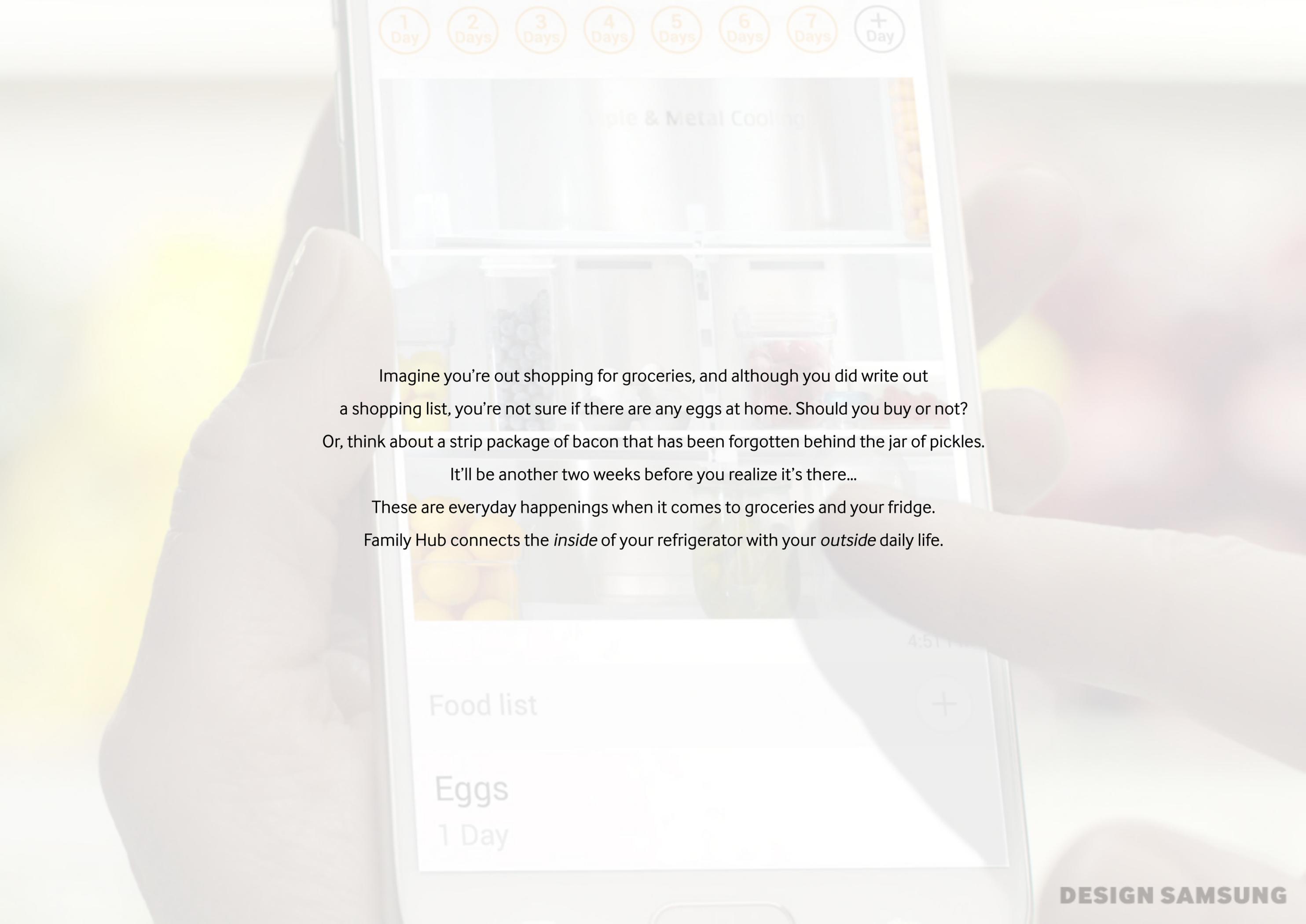
Connecting the Family



Connecting In with Out

We looked at how families interact within the kitchen and placed the refrigerator at its center. Thereby adjoining combining outside activities with what's needed inside, at home.





Imagine you're out shopping for groceries, and although you did write out a shopping list, you're not sure if there are any eggs at home. Should you buy or not? Or, think about a strip package of bacon that has been forgotten behind the jar of pickles.

It'll be another two weeks before you realize it's there...

These are everyday happenings when it comes to groceries and your fridge. Family Hub connects the *inside* of your refrigerator with your *outside* daily life.

Food list

Eggs

1 Day



When you close the fridge, three cameras installed in the interior take a snapshot, which is and automatically sent or updated to your smart device.

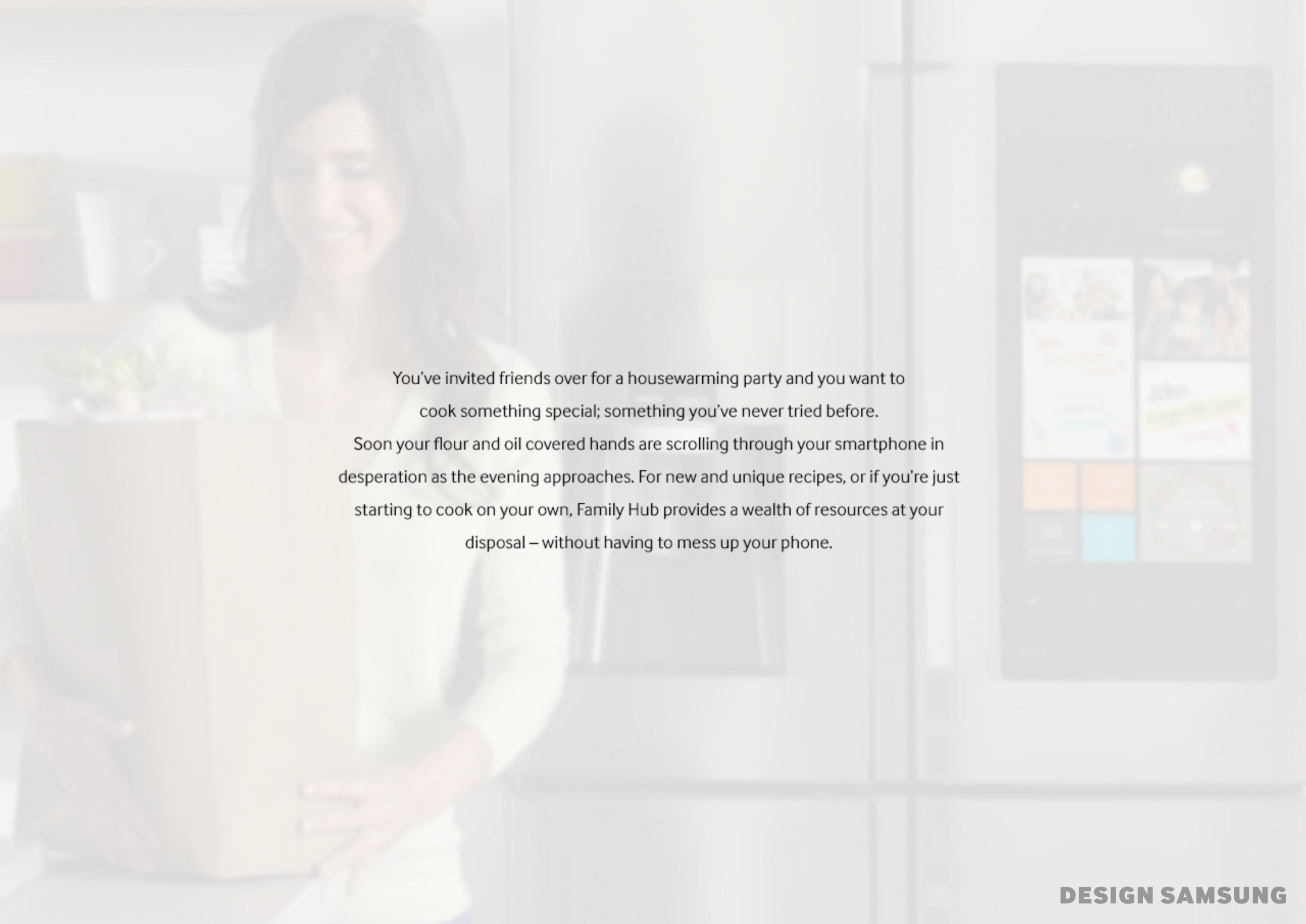
No more worrying about eggs or if you have onions at home or not. This is food care made simple and easy. Touch and drag photos to keep a log of what you have and how long you've had them for. Add food items you need to your online shopping list app. And when you checkout, synch and log the expiration date for each item into the Family Hub system. Over time, you'll know where that strip of bacon is before it's gone bad.



Connecting You with Recipes

Family Hub acts as a platform connecting you with services you need when cooking at home.

* Recipes are available only in Korean models.



You've invited friends over for a housewarming party and you want to cook something special; something you've never tried before.

Soon your flour and oil covered hands are scrolling through your smartphone in desperation as the evening approaches. For new and unique recipes, or if you're just starting to cook on your own, Family Hub provides a wealth of resources at your disposal – without having to mess up your phone.

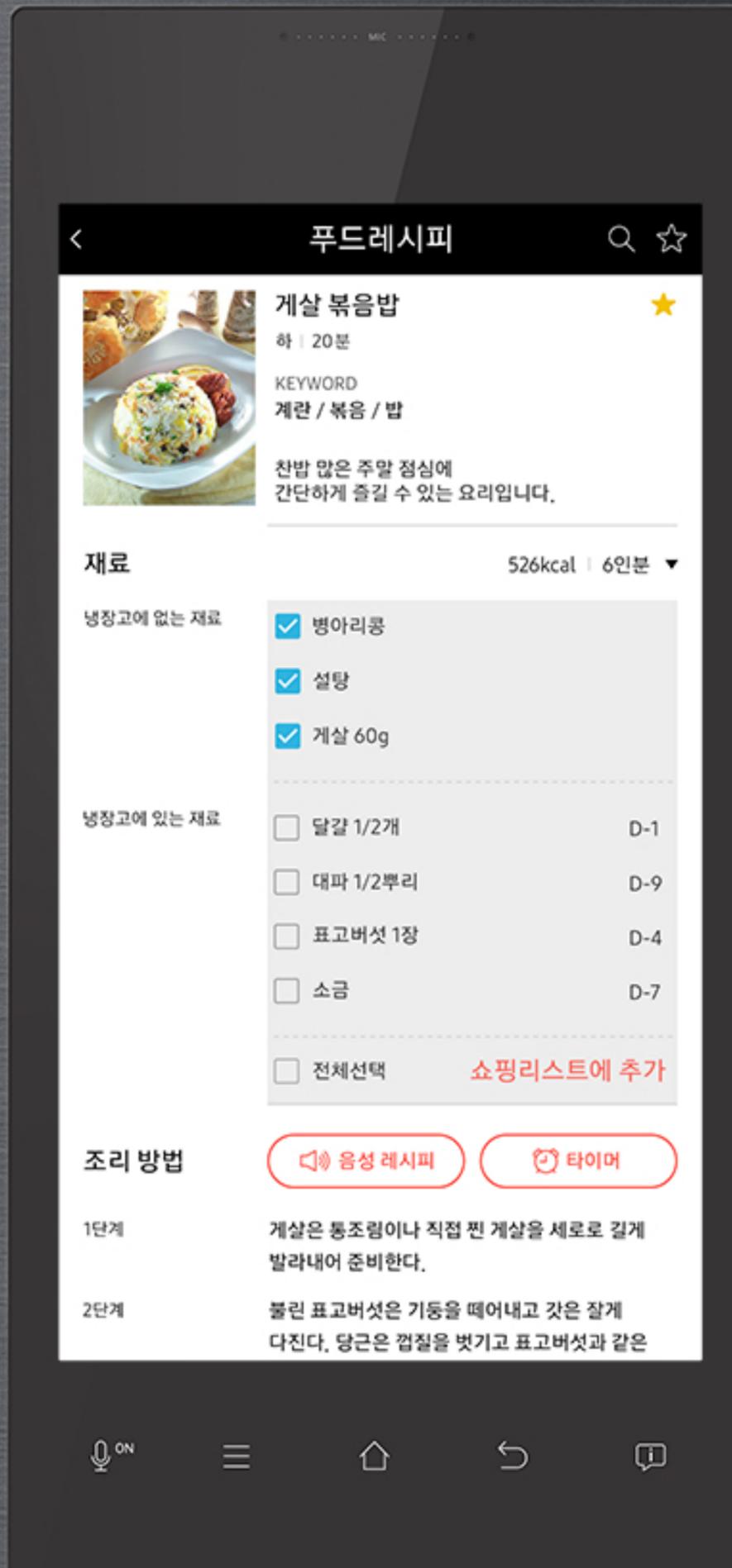


Club de Chef recipes are selected by some of the world's top chefs and establishments.

Family Hub reads the recipe to you via text to speech software, and hears short commands such as 'next' or 'previous'. Recipes are arranged into levels to match your culinary skill as well as a search option to find a dish to make with the ingredients you already have. When you select a recipe Family Hub will tell you what ingredients you have and what you need, even assisting with online purchasing. Groceries, an app developed by Samsung and Mastercard, lets you shop for groceries directly from your refrigerator. **

** Available only in US models.





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A photograph of a family celebrating a birthday. A woman, a man, and a young boy are gathered around a table. The boy is blowing out candles on a chocolate cake. A dog is sitting on the table. The scene is set on a wooden floor. The text 'Connecting the Family' is overlaid on the image.

Connecting the Family

A digital platform not to disconnect the family,
but bring them closer together.

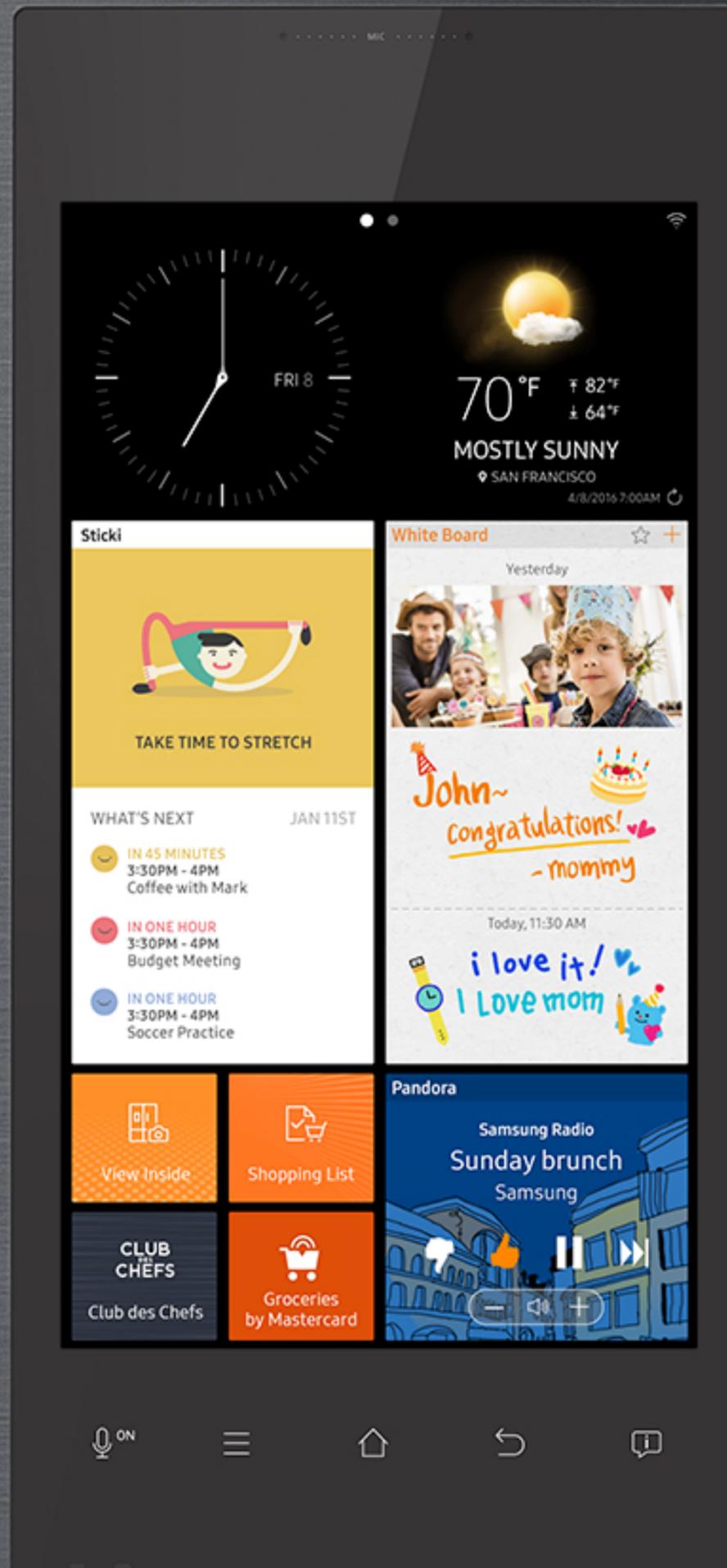
A hand is shown lighting a birthday candle. The candle is white with colorful polka dots. Several other lit candles are visible in the background, creating a warm, celebratory atmosphere. The scene is softly lit, with the candle flames providing the primary light source.

The entire family is rushing out the door.

Everyone is busy with their day and seldom meet together during the week.

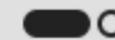
Family Hub is the proverbial eye of the storm, gathering messages, photos, schedule reminders from and for the entire family, and displaying them on the screen in real-time.

In short, Family Hub becomes the communication channel for a modern household.



Think of a whiteboard at home,
with a brain.

Family Hub not only looks after everyone's personal schedules, but also those who are physically apart – a child studying overseas for example. Messages, photos and reminders are synchronized over multiple smart devices with photos displayed on the Family Hub main screen. Complete with comments or emoticons for added fun. Like a virtual family notice board, Family Hub links everyone together and keeps them connected throughout the day.





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No Longer the Fridge You Know

The Family Hub has the potential to change the household dynamic in new and positive ways. From a mere cold storage appliance to the center for healthy eating, fun cooking and bringing the family closer together. A focal point, a core or hub for the family. This is no longer the refrigerator you knew.

In this Internet of Things age, the Family Hub is destined to be the center of the smart home, expanding its connectivity beyond the kitchen to devices and other applications both in and outside the periphery we call home. This is not only a next step evolution in kitchen appliances, but how we interact with objects and products themselves. At Samsung Electronics we're on a journey to discover paradigm shifts not only in our products but more importantly in the lives of our customers. Where better to start than in the kitchen?

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