

**D'AMATO DECLARATION EX. G  
FILED UNDER SEAL**

North American P4(P7510 WiFi) BBY Retail Store Visit  
T/F Report

TRANSLATION

August 2011

Wireless Business Operations Division

- 1 -

## I. Purpose

- Investigating reasons for returned products, and coming up with improvement items to reduce the number of returned products through visiting 30 of the BBY retail stores with the highest return rate. BBY is the highest volume channel for North American P4 Wifi models.

## II. Direction of Progress

1) T/F Structure : 3 teams of 3 persons, using the TF team of our company (CS/R&D/Product Technology/Product Planning/Business Op.)+STA+SEA+FMR personnel.

2) Surveyed Regions : visited 30 retail stores in three regions, New York, Florida, Los Angeles (8/15~19)

3) Targets of Survey: Store Managers, Sales & Service Manager/Staff, Technicians, Customers

4) Survey Topics: Using a check list, surveyed reasons for purchase, Change of heart / Malfunction / Non-malfunction and other reasons for return, unsatisfactory usability, etc.

5) Schedule :

- Store Visit Survey: 8/15 – 8/19 (5 days)

- T/F team project formation through cooperation with SEA : 8/20 – 8/23

- Late October is the goal for the Process improvements that SEA/CS should continue to develop.

- Radical improvements on the Verizon/Sprint P4 after P4 Wifi non-malfunction return reason improvement

### III. BBY retail store visit T/F Organizational Chart

\* Actual manpower for retail store visits  
 HQ : 6  
 STA : 1  
 SEA : 1

T/F Leader	
T/F Management	Manager Sangeun Lee

T/F Support	
Arranging BBY store visits	SEA Operations
T/F Management Support	Manager Wongu Kim, SEA

Team 1	
New York -East	
Interviews	Assist. Mgr. Seongwon Yoon
Technology	Sr. Mgr. Soojin Park
Operations	Manager Sangeun Lee
FMR	Designate at each store

Team 2	
Florida - South	
Interviews	David La
Technology	<del>Assist. Mgr. Seonho Lee</del>
Operations	Manager Kwanghyun
FMR	Designate at each store

Team 3	
Los Angeles - West	
Interviews	Kun Ro
Technology	Assist. Mgr. Jaeho Lee
Operations	Assist. Mgr. Dongwoo Cha
FMR	Designate at each store

■ Visiting Schedule

Weeks	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2nd	8	9	10	11	12	13	14
					SEA assembly/meeting	T/F preparations complete	Travel / Early Visits
3rd	15	16	17	18	19	20	21
	Store Visits				Store Visit Mid-report	SEA assembly/meeting	
4th	22	23	24	25	26	27	28
		Project formation report	Project underway / Additional project formation				

## IV. Survey Progress

[Store Visit Results]

- Investigated 30 stores in the Best Buy store regions with the worst return rates

Interview locations			# Stores visited	# of investigators	Notes
Stores	Best Buy	New York	30	120 (100 employees, 20 customers)	<ul style="list-style-type: none"> <li>• Store mangers</li> <li>• Sales employees</li> <li>• Customer service support</li> <li>• Technology support (Geek Squad)</li> <li>• Regular customers (interested in Tablet)</li> </ul>
		Los Angeles			
		Florida			
	Verizon		2	4	

※Direct interviews with the customers were not allowed so as to not interfere with customer responses and business operations. Simple purchase factors and complaint interviews were performed

[Survey List]

- Total of 50 questions prepared as a list per segment (Business/Use/Product/Design/Service)

-> Because the difference in the level of most BBY employees and the telecommunications carrier employees was more than expected, from the first day of the surveys, the questionnaire has been edited heavily and reduced to 26 questions.

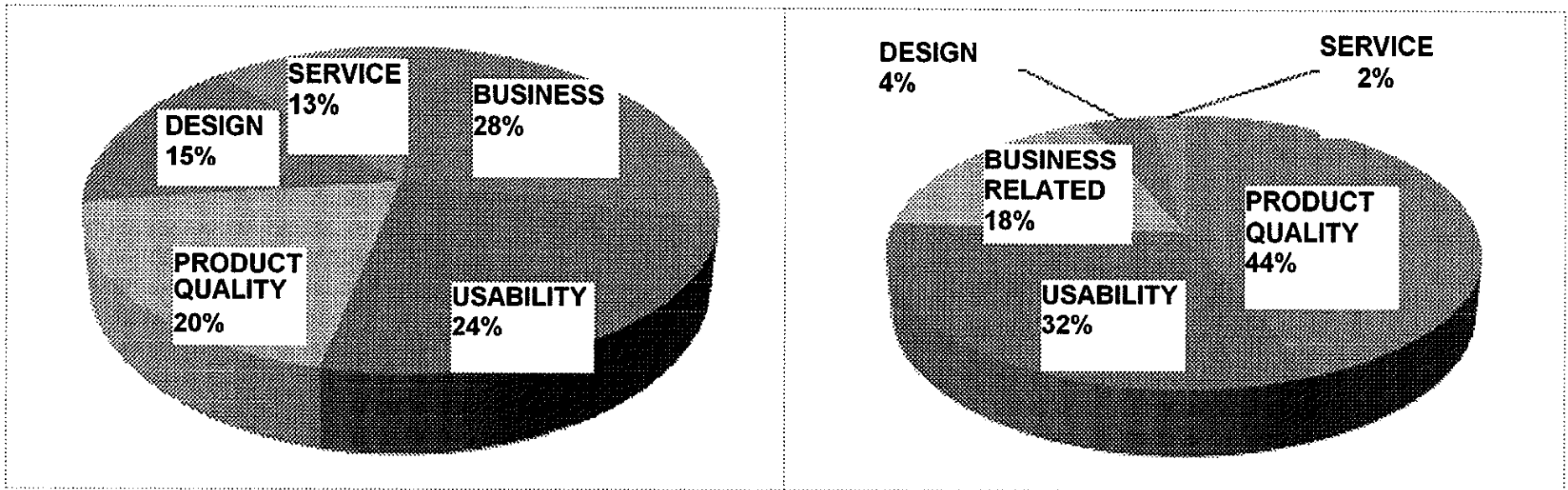
: Less than 10% of the employees had the level and time to fully answer the 26 questions.

(Lacking in familiarity with the Tablet, due to handling multiple products. Most of them never used a tablet.)

## V. Survey VOC Status

[Samsung P4 related VOC: 367 cases]

[Actual P4 return related: 69 cases]



## VI. Project Realization Progress

Notes	VOC (cases)	Ratio	Improvements Derived	Ratio
Business Related	105	28%	12	29%
Usability	91	24%	10	24%
Product Quality	71	20%	8	19%
Design	58	15%	9	21%
Service	42	13%	3	7%
Total	367	100%	42	100%

## VII. Project Creation Progress

\* Progress: 38% (16/42)

Project #	Notes	VOC Summary	S/L term	Project Realization	Person in charge	Progress
Business 1-1		Occurrence of a gap between customer purchase reason and product	Short	Work on areas where purchase point expectations aren't met	T/F Team	Finished
Business 1-2			Long	Improve the next Tablet model	Development Management	In Prog.
Business 2-1		Satisfaction level of the demanded specialized features per each purchase stage is low	Short	Work on areas where purchase point expectations aren't met	T/F Team	Finished
Business 2-2			Long	Strengthen the special features on the Tablet	Product Planning	In Prog.
Business 3	Business Related	Insufficient store inventory	Short	Create a solution for the inventory problems	SEA Operations	Finished
Business 4-1		accessory inventory shortage / competitiveness needs improvement	Short	Create a solution for the accessory inventory problems	HQ, SEA Operations	In Prog.
Business 4-2			Long	Create a solution for the accessory competitiveness	VPS Product Planning	In Prog.
Business 5-1		Bad store display quality and display location	Short	Immediate improvement of display conditions	SEA Operations	In Prog.
Business 5-2			Long	Improve BBY display strategy	SEA Operations	In Prog.
Business 5-3			Long	Improve retail mode	S/W Development	In Prog.
Business - 6		Insufficient publicizing and event based returns occurred	Short	Benchmark company A's policy requiring their specialist to constantly stay at retail store	SEA Corp	In Prog.
Business 7	Returns due to the lack of unit color notation	Short	Completed notation of color on unit box labels	HQ Operations	Finished	
Design 1-1	Design	Returns due to the lack of external connectivity support	Short	External connectivity accessory sales expansion needed	HQ,SEA operations	In Prog.
Design 1-2			Long	Add external connectivity terminal on future tablet models	Product Planning	Finished
Design 2		Camera performance lacking vs other tablets	Long	Review feasibility of adding a high resolution camera on future tablets	Product Planning	Finished
Design 3		Complaints about the location on the volume and power buttons	Long	Review key button designs for future tablets	Design	In Prog.
Design4		Complaints on permanent display of the menu bar below the display	Long	Add features that allow the hiding of the menu bar when full screen is used	S/W development	In Prog.
Design5		Screen ratio complaints	Long	Review screen rations of future tablet models	Product Planning	Finished
Design6		TA cable is too short	Short	Review lengthening the charger cable	VPS development	In Prog.
Design7		Addition of TV remote control desired	Long	Review adding a TV remote control feature	Product Planning	Finished
		Accessory design complaints	Long	Review upgrading the design for future tablet accessories	VPS Product Planning	In Prog.

Project #	Notes	VOC Summary	S/L term	Project Realization	Person in charge	Progress
Service1	Service	Inputs about BBY customer returns are insufficient	Short	Improve BBY return data inputs	SEA CS	In Prog.
Service2		BBY training system and contents insufficient	Long	Improve BBY training contents	SEA CS	In Prog.
Service3		FMR not spending enough time in BBY stores	Long	Benchmark company 'A' and expand on usage of Samsung's FMR	SEA Corp.	In Prog.
Usability1-1	Usability	Main features used on Tablet are unsupported	Short	Review Netflix support for Tablet	Product Planning	Finished
Usability1-2			Short	App guide for frequently used features	SEA CS	Finished
Usability1-3			Long	Samsung's VoIP/VT Solution support	Product Planning	Finished
Usability2-1		High res video playback is too slow	Short	Note supported resolution on the unit box	HQ Operations	Finished
Usability2-2			Long	Review Tablet Entertainment support/compatibility during planning/development	Product Planning	In Prog.
Usability3-1		Honeycomb OS is difficult to use	Long	Strengthen Tablet Touchwiz for intuitiveness and usability improvements	UI Design	Finished
Usability3-2			Long	Review additional Touchwiz improvements	UI Design	Finished
Usability4-1		Returns based on unmet expectations of usability and performance of a laptop	Short	Completed developing a leather case accessory with BT Keyboard	VPS Product Planning	Finished
Usability4-2			Long	Improvements of Office abilities on Tablet product group	Product Planning	In Prog.
Usability5		Boot time is slow	Short	Improve boot times	S/W Development	In Prog.
Product Qual1	Product Quality	Water Mark is created	Short	EMP TF correction completed	H/W Development	Finished
Product Qual2		No Power	Short	EMP TF correction completed	S/W Development	Finished
Product Qual3		Flash-heavy sites lag	Short	Flash site lagging problem: Improvements expected at MR2	S/W Development	Finished
Product Qual4.5		App operation, Wifi connectivity, USB charging errors, etc.	Short	Mostly non-malfunction issues; after re-enactment testing, immediate improvements expected	S/W Review	In Prog.



### VIII.Return Part

Category	Sub Cat.	Reasons for Return	Cases	Details
Product Quality 44%	Malfunction (25%)	Freeze	11%	Web browser (Especially Flash pop-ups or Flash-heavy sites)
		Watermark	4%	Watermark
		Charging Defect	2%	Does not charge (TA defective)
		Light leak	1%	Light leaks
		Force Close	1%	BBC App, Web Browsing
		Wifi	1%	Bad wifi connection
		Power key	1%	No Power
		Defective Screen	1%	No Display (Backlight on)
		Touch	1%	Touch not recognized
	Volume Key	1%	Volume button does not work	
Non-Malfucntion (17%)	Lagging	8%	Lagging (Connecting to flash ads, 3D games, multiple processes running)	
	No sync	2%	Does not sync with PC	
	Wifi	2%	Poor Wifi performance	
	Battery Life	2%	Short battery life	
	Audio	1%%	AC3 audio codec broken	
	Appl.	1%	Quick office app disappears after reset	
Usability 32%	O/S (19%)		10%	Honeycomb O/S is difficult to use (Hard to find settings menu, UI is not intuitive, optimization app insufficient)
			9%	Exchanged for a Ipad2
	Appl. Related 8%	Netflix/Hulu	3%	Netflix/Hulu unsupported
		Skype	5%	Skype function unsupported
	Performance (6%)	Lacking performance	6%	PC level performance desired (Speed and word processing capability insufficient)

## VIII. Return Part

Category	Sub Cat.	Reasons for return	Ratio	Details
Business 18%	Publicity Part (4%)	Product Knowledge	4%	Purchasing product without knowledge/information
	Simple change of heart (6%)	Simple change of heart	5%	Purchased product due to curiosity then returned (
	Accessory (3%)	Type	2%	Not enough variety of accessories
		Low inventory	1%	Not enough supply of accessories (Keyboard dock)
	Purchasing part (2%)	Low inventory	2%	Insufficient 32G supply
	Pricing part (2%)	Price	2%	Returned due to price
Specification error (2%)	Color	2%	Returned due to lack of notice of color on the box label	
Design 4%	Product Concept (4%)	SD/HDMI/USB	3%	SD, USB, HDMI not supported
		Wireless Printer	1%	No wireless printer features
Service 2%	Upgrade (1%)	Upgrade	1%	Cannot upgrade (no FOTA service)
Total			100%	

## IX. Main VOC parts (Excluding contents decided as irrelevant)

Category	Sub Category	Item	Ratio	VOC Details
Business 28%	Purchase Part	Purchase Reason	7%	Mainly purchased for entertainment (Game/Videos, Photos/Web Browsing/Email), work, and academics (documents).
		Age range	3%	Mainly concentrated on 20-30s
	Accessory	Inventory Problems	2%	32G models are particularly out of stock, causing returns
		Type/Inventory problems	3%	Not enough variety of accessories and inventory, affecting sales and returns
	Store Display	Location/state of store displays	3%	Store display is insufficient and the state of the displays are not good.
	Publicity Part	Product knowledge insufficient	3%	Consumers returned units purchased without enough knowledge about the products.
	Simple change of heart	Simple change of heart	2%	Purchased out of curiosity and returned within 14 days
		Specification error		Returned due to lack of notice of color on the box label
	Misc.		2%	
				3%
Usability 24%	Appl. Related	Netflix/Hulu	3%	Returns generated from unsupported Netflix/Hulu
		Skype	2%	Complaints and Returns generated by lack of Skype support
		Video	1%	Video playback is slow, or it does not work
		Misc.	4%	Honeycomb Appl. is insufficient and crashes
	O/S	Honeycomb	4%	Honeycomb usability is difficult; complaints and returns generated
		Exchange for Ipad	2%	Due to Honeycomb usability and general P4 complaints, exchanged for an ipad2
		Misc.	1%	Boot times are too slow, and the generation of a notice on whether the unit is booting or not takes too long.
	UI/UX	UI/UX	1%	Touchwiz speed is too slow. Auto brightness/Rotation is too sensitive. Etc.
	Compatibility	PC Sync.	2%	PC Sync is too difficult due to the inability to use Mass Storage mode
	Performance	Insufficient Performance	2%	Expectations are below PC-level speed and compatibility

IX. Main VOC parts (Cont'd)

Category	Sub Category	Item	Ratio	VOC Summary
Product Quality 20%	Malfunctions	Freeze	5%	Freezes when using Web/Video/Appl.
		Force Close	1%	Force Close occurs when using appl.
		Wifi	1%	Wifi connection does not work
		Watermark	1%	Returns due to watermark
		Misc.	3%	Problems in charging, LCD, touch sensor, light leaks
	Non-malfunction	Lagging	3%	Lagging occurs in various applications, 3D games, flash-heavy websites
		Appl.	2%	Google market connection does not work well
		Rooting	1%	Returns after rooting and requesting rooting at the retail store
		Misc.	3%	Heat, Wifi performance, Battery life complaints, etc.
Design 15%	Product Concept	SD/HDMI/USB	6%	Returns due to the fact that SD/HDMI/USB slot is not supported
		Misc.	3%	Camera resolutions insufficient, TV remote function required, no wireless printer function, etc.
	Appearance	Key button, Screen size, etc.	4%	Volume and power keys are too close. Screen ratio inconvenient for web browsing, and plastic cover looks cheap
		Charger	1%	Charger cable is too short
	Accessory	Misc.	2%	Accessory design looks cheap, cannot charge when using book cover, etc.
		Service 13%	Training	E-Learning
Geek Squad				
FMR	3%			Troubleshooting abilities of BBY technicians severely insufficient
Apple	1%			Inefficiency due to FMR's insufficient time at the retail store
Specialist	1%			Apple's employees are present at the store all day, and it helps with business operations and service efficiency
System	Entering Reasons for return		1%	Does not ascertain reasons for return, enters in form only, or does not enter
Total			367	

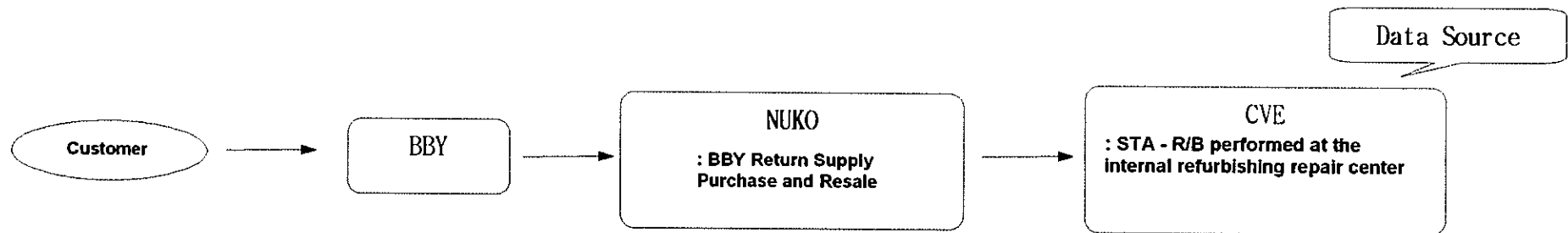
X. Return Status

[P4 Return Trend]

(SEA Aggregation)

Category		July		August				Notes
		Wk 29	Wk 30	Wk 31	Wk 32	Wk 33	Wk 34	
BBY Total Return Rate	Accum. Return Rate	2.8%	12.3%	12.6%	15.1%	16.6%	15.8%	<p>* Logic: <math>\frac{\text{Accumulated (within 14 days + post 14 days returns)}}{\text{(Accumulated Sell Thru - imm. prev. 4 week sales)}}</math></p> <p>Return rates pre 4 weeks is 0.13%, and excludes sales immediately prior to 4 weeks from the denominator</p>
	Accum. Return Cases	564	3,691	4582	6,466	8,155	8,714	
	Accum. Sell-thru (excl. current month)	19,900	30,018	36,425	42,811	49,124	55,188	
	Accum. Sell-thru (incl. current month)	41,533	50,165	57,234	64,447	70,699	81,946	

✳ Detailed Return Process and Data Source



**Business Operations**

Item No. Business-1	VOC Detail & C.A					In Charge																																																			
<Category>  Business	[VOC] <input type="checkbox"/> Reasons for purchase investigated (Retail Sales Rep. and Tablet Purchase Customer Survey)  [VOC Detail / Root Cause ] - There is a gap between the typical tablet purchase reasons and the P4 product, leaving expectations unfulfilled.					<In Charge>  T/F team / Dev. Management																																																			
<Sub Category>  Purchase Reasons	<table border="1"> <thead> <tr> <th>P4 Purchase Reason</th> <th>Details</th> <th>Answers</th> <th>Ratio</th> <th>Tablet Improvement/Enhancement Details</th> </tr> </thead> <tbody> <tr> <td>Entertainment</td> <td>Gaming, movies, pictures (prefers 32G models and connects to TV or a projector)</td> <td>7</td> <td>23%</td> <td>HDMI Adaptor not supplied to stores Netflix not supported Tegra2 video playback performance unsatisfactory Media/Music hub recognition insufficient</td> </tr> <tr> <td>O/S</td> <td>Prefers Android systems because it supports Flash</td> <td>5</td> <td>16%</td> <td>Difficult to use Honeycomb</td> </tr> <tr> <td rowspan="4">Work / Academics</td> <td>Word Processing</td> <td>6</td> <td>19%</td> <td>Quick office recognition and performance insufficient</td> </tr> <tr> <td>Stock Management</td> <td>1</td> <td>3%</td> <td>No particular problems</td> </tr> <tr> <td>Email (prefers 16G models)</td> <td>3</td> <td>10%</td> <td>No particular problems</td> </tr> <tr> <td>Web Browsing (prefers 16G models)</td> <td>3</td> <td>10%</td> <td>Slow in connecting to flash-heavy websites</td> </tr> <tr> <td rowspan="2">Design</td> <td>Portability. Lightness</td> <td>4</td> <td>13%</td> <td>Our light and mobile design is superior</td> </tr> <tr> <td>Visual display quality</td> <td>1</td> <td>3%</td> <td>No particular problems</td> </tr> <tr> <td>Misc</td> <td>Wifi preferred (mobile hotspots)</td> <td>1</td> <td>3%</td> <td>No particular problems</td> </tr> <tr> <td colspan="2">Total</td> <td>31</td> <td>100%</td> <td></td> </tr> </tbody> </table>					P4 Purchase Reason	Details	Answers	Ratio	Tablet Improvement/Enhancement Details	Entertainment	Gaming, movies, pictures (prefers 32G models and connects to TV or a projector)	7	23%	HDMI Adaptor not supplied to stores Netflix not supported Tegra2 video playback performance unsatisfactory Media/Music hub recognition insufficient	O/S	Prefers Android systems because it supports Flash	5	16%	Difficult to use Honeycomb	Work / Academics	Word Processing	6	19%	Quick office recognition and performance insufficient	Stock Management	1	3%	No particular problems	Email (prefers 16G models)	3	10%	No particular problems	Web Browsing (prefers 16G models)	3	10%	Slow in connecting to flash-heavy websites	Design	Portability. Lightness	4	13%	Our light and mobile design is superior	Visual display quality	1	3%	No particular problems	Misc	Wifi preferred (mobile hotspots)	1	3%	No particular problems	Total		31	100%		
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<Model>  GT-P7510	❖ Main purchase points for the ASUS' transformer tablet – HDMI/SD Slot support, folding keyboard dock support ❖ Main purchase points for the Apple iPad2 Tablet – Family product similar to notebooks/cell phones/MP3 players. Familiar usability.					[Result]  <Short-term pro complete Separate pr Complete (T/F team)																																																			
	[ Corrective Action ] <input type="checkbox"/> Immediately improve areas where expectations in regards to purchase points are not met [create separate projects for each item] [ Long-term Action Plan ] <input type="checkbox"/> Develop on each P4 improvement areas for the next Tablet model					<Long-term In progress Improvement E/U needed (development)																																																			

**Business Operations**

Item No. Business-2	VOC Detail & C.A		In Charge												
<Category>  Business	[VOC] <input type="checkbox"/> Samsung P4 Tablet purchaser's demographics survey (Retail Sales Rep. Survey)  [VOC Detail / Root Cause ] - Honeycomb O/S is not intuitive, and each features that different class of people seek are unsatisfactory. Customer base is weak compared to 'A' company, which has a strong customer base		<In Charge  T/F team / Product Planning												
<Sub Category>  Consumer demographics	<table border="1"> <thead> <tr> <th></th> <th>Samsung P4</th> <th>Apple iPad2</th> </tr> </thead> <tbody> <tr> <td data-bbox="422 557 667 589">Age / Occupation</td> <td data-bbox="667 557 1398 938"> <input checked="" type="checkbox"/> Purchasing customers are concentrated at age 20-30                      -College Students: Word Processing/Note Taking (used in place of netbooks)                      -Businessmen: Presentations/checking e-mails (carried in place of a notebook)                      -Existing android smartphone users : games and videos on a larger screen                      -Early Adaptors: unconditional purchase and use of new products                      -Regular users: video/photo viewing and gaming at home                 </td> <td data-bbox="1398 557 1791 938">                     Age groups and occupations are diverse. Not much differences in gender.                       Existing iphone/Macbook, etc family product users                 </td> </tr> <tr> <td data-bbox="422 889 667 922">Gender</td> <td colspan="2" data-bbox="667 889 1791 938">80% Male, 20% Female (UI not friendly for women)</td> </tr> <tr> <td data-bbox="422 938 667 1141">Particular Notes</td> <td colspan="2" data-bbox="667 938 1791 1141">                     * Many central/south American tourists purchase the product in the Florida region, due to the lower price.                      * New York City area also has lower prices than other countries, and has significant tourist purchasers                      * Within the NYC area, businessmen value design in addition to portability in their main purchasing decisions. Even values accessory designs.                 </td> </tr> </tbody> </table>			Samsung P4	Apple iPad2	Age / Occupation	<input checked="" type="checkbox"/> Purchasing customers are concentrated at age 20-30 -College Students: Word Processing/Note Taking (used in place of netbooks) -Businessmen: Presentations/checking e-mails (carried in place of a notebook) -Existing android smartphone users : games and videos on a larger screen -Early Adaptors: unconditional purchase and use of new products -Regular users: video/photo viewing and gaming at home	Age groups and occupations are diverse. Not much differences in gender.  Existing iphone/Macbook, etc family product users	Gender	80% Male, 20% Female (UI not friendly for women)		Particular Notes	* Many central/south American tourists purchase the product in the Florida region, due to the lower price. * New York City area also has lower prices than other countries, and has significant tourist purchasers * Within the NYC area, businessmen value design in addition to portability in their main purchasing decisions. Even values accessory designs.		[Result] <Short term pro complete Separate pr Complete (T/F team)
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<Model>  GT-P7510	[ Corrective Action ] <input type="checkbox"/> Immediately improve areas where expectations in regards to purchase points are not met (create separate projects for each item) [ Long-term Action Plan ] <input type="checkbox"/> Whether it is usability or specialty, features need to be strengthened in response to company 'A' (Product Planning)		<long term In progress Competitiveness Improvement review (product plan)												

Business Operations

Item No. Business-3	VOC Detail & C.A		In Charge											
<Category> Business	[VOC] <input type="checkbox"/> Insufficient P4 Tablet Inventory  [VOC Detail / Root Cause ] - 9/30 (30%) retail stores mention insufficient supply of inventory		<In Charge> SEA Business Op.											
<Sub Category> Consumer demographics	<table border="1"> <thead> <tr> <th>Type</th> <th>Stores</th> <th>Notes</th> </tr> </thead> <tbody> <tr> <td>32G model inventory problems</td> <td>5 Stores</td> <td>16G model first purchased, then traded for a 32G model</td> </tr> <tr> <td>P4 overall inventory problems</td> <td>4 Stores</td> <td>Each retail store only has 1-2 units, or has none, even causing some consumers to purchase the iPad2</td> </tr> <tr> <td>Total stores with inventory problems</td> <td>9/30 (30%)</td> <td></td> </tr> </tbody> </table>	Type	Stores	Notes	32G model inventory problems	5 Stores	16G model first purchased, then traded for a 32G model	P4 overall inventory problems	4 Stores	Each retail store only has 1-2 units, or has none, even causing some consumers to purchase the iPad2	Total stores with inventory problems	9/30 (30%)		
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Total stores with inventory problems	9/30 (30%)													
<Model> GT-P7510	[ Corrective Action ] <input type="checkbox"/> Need to investigate reasons for insufficient inventory and create a solution (SEA Business Op.) 1. Re-investigate inventory for each BBY Region/Store (Especially the 32G model) 2. Samsung determines that it has a lot of units in inventory. However, BBY retail stores are lacking in inventory, and the reason for this must be determined (Review of the BBY supply chain and CPFR process, etc.)		[Result] <Short term pro In Progress Inventory Investigat (SEA Business Op)											



**Business Operations**




Item No. Business-4	VOC Detail & C.A						In Charge																																																																												
<Category>  Business	[VOC] <input type="checkbox"/> P4 Accessory lacking in type and inventory						<In Charge																																																																												
<Sub Category>  Insufficient variety of Accessories and inventory shortages	[VOC Detail / Root Cause ] - Most stores are partially or completely lacking in accessory inventory, as well as lacking in the variety of accessories. This is cited to have an effect on sales and returns.						HQ Business Ops																																																																												
	Type	Notes	Common Retail Store opinion				[Result]																																																																												
	Inventory shortages	Most retail stores are completely lacking or have insufficient inventory of USB/SD adaptors (only 2/30 stores confirms that they have USP Adaptors)	Affecting sales and returns. Problem is persists.					<Short term pro In progress Accessory supply Improvements (HQ Business Grp)																																																																											
	Complaints on lack of variety	Compared to Apple, lacking in variety of accessory types, affecting sales and returns							<Model>  GT-P7510	[ Competitor's accessory variety comparison ]																																																																									
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	[ Corrective Action ] <input type="checkbox"/> Inventory shortage reasons must be investigated, and a solution must be devised (HQ Business Grp)																																																																																		
	[ Long-term Action Plan ] <input type="checkbox"/> Fundamental improvements necessary to improve Tablet Accessory competitiveness improvements (Overall: Types/Design/Price/Supply Movement/Supply, etc)																																																																																		

**Business Operations**

Item No. Business-5	VOC Detail & C.A		In Charge									
<Category>  Business	[VOC] <input type="checkbox"/> P4 Tablet store display condition investigation  [VOC Detail / Root Cause ] - At all of the retail stores, the P4 display is separated from other tablets, and the P4 tablet displays are mostly in bad condition		<In Charge>  SEA Business grp / SW development									
<Sub Category>  Store Display	<table border="1"> <thead> <tr> <th data-bbox="422 496 604 537">Type</th> <th data-bbox="604 496 1136 537">Samsung</th> <th data-bbox="1136 496 1791 537">Comparison to company 'A'</th> </tr> </thead> <tbody> <tr> <td data-bbox="422 537 604 699">Display Location</td> <td data-bbox="604 537 1136 699">                             . Competitor tablets are gathered in one area without their own booth                              . Samsung's booth is separated from where the other tablets are                              . P4, P1, PC are all separated                         </td> <td data-bbox="1136 537 1791 699">.Affecting sales and returns. Problem is persists.</td> </tr> <tr> <td data-bbox="422 699 604 963">Display condition</td> <td data-bbox="604 699 1136 963">                             . Either the retail mode is not functioning properly, or not installed properly                              *confirmed even the two stores in New York, with 8.9 inch retail modes installed                              . Some unites do not provide an experience due to lagging caused by installation and executions of various appl. with compatibility problems                         </td> <td data-bbox="1136 699 1791 963">                             . Apple has a specialist (Apple employee) present at the store who always manages IT products for display                              . Because an i-tunes account is required to install appl., even at stores without an Apple specialist, not a lot of appl. are installed in display models.                              . Even when an appl. is running, exiting using the home key ends the task, eliminating lag.                         </td> </tr> </tbody> </table>		Type	Samsung	Comparison to company 'A'	Display Location	. Competitor tablets are gathered in one area without their own booth . Samsung's booth is separated from where the other tablets are . P4, P1, PC are all separated	.Affecting sales and returns. Problem is persists.	Display condition	. Either the retail mode is not functioning properly, or not installed properly *confirmed even the two stores in New York, with 8.9 inch retail modes installed . Some unites do not provide an experience due to lagging caused by installation and executions of various appl. with compatibility problems	. Apple has a specialist (Apple employee) present at the store who always manages IT products for display . Because an i-tunes account is required to install appl., even at stores without an Apple specialist, not a lot of appl. are installed in display models. . Even when an appl. is running, exiting using the home key ends the task, eliminating lag.	[Result] <Short term pro In progress Immediate improve of display conditions (SEA Business grp)
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<Model>  GT-P7510	[ Corrective Action ] <input type="checkbox"/> Solutions needed to maintain the best display conditions (SEA Business Operations) [ Long-term Action Plan ] <input type="checkbox"/> An implementation of an aggressive strategy is required for the synergy effect of the BBY store displays <input type="checkbox"/> Improvement of the retail mode – Solutions required to eliminate problems such as lagging to maintain the best condition of the display sets (S/W development)		<long term In progress BBY Display Strategic Improve (SEA Business grp)  <long term In progress Retail Mode Improvements (S/W development)									

Business Operations

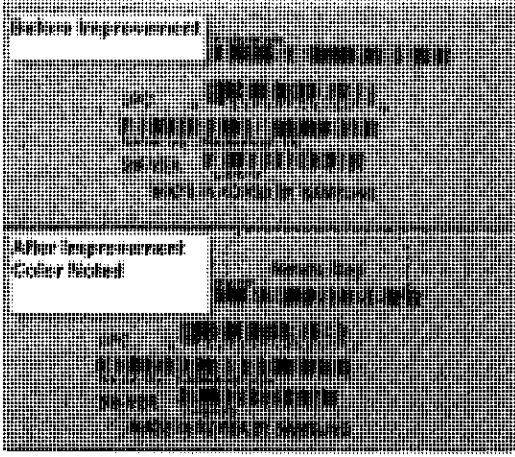
Store Display Condition Comparison Photos

Type	Samsung	Comparison to company 'A'	Misc. Competitor
<p>Display Location</p>	<p>&lt; Booth operation separated from others &gt;</p> 	<p>&lt; Managed by resident company 'A' employee. IT products are concentrated here. &gt;</p> 	<p>&lt; Toshiba's case that has not been managed &gt;</p>  <p>Despite the fact that a customer has installed a Chinese UI, the store employee has left it as-is : Difficult for customers to experience the product</p>

**Business Operations**

Item No. Business-6	VOC Detail & C.A			In Charge								
<Category> Business	[VOC] <input type="checkbox"/> Returns due to the simple change of heart and insufficiency of consumer knowledge of products			<In Charge								
<Sub Category> Product Publicity	[VOC Detail / Root Cause ] - Returns generated by lack of product publicity and accurate product information delivery, as well as sales promotion events			SEA Corporate								
<Model> GT-P7510	<table border="1"> <thead> <tr> <th>Type</th> <th>Store</th> <th>Notes</th> </tr> </thead> <tbody> <tr> <td data-bbox="445 708 613 812">Lack of Product Knowledge</td> <td data-bbox="697 727 865 805">7/30 stores (23%)</td> <td data-bbox="915 493 1780 1000">                             Customers return products within 14 days of purchase due to the lack of accurate knowledge of Samsung products or Tablets in general.                               &lt; Case &gt;                               1. The most common pattern is that a customer returns the product which was purchased because the customer thought it was an Apple iPad2                               2. Returned product without knowing it was an Android product                               3. Florida stores packed with tourists report that customers obtain product information before purchasing, resulting in low return rates                         </td> </tr> <tr> <td data-bbox="445 1032 646 1130">Returns due to simple change of heart</td> <td data-bbox="697 1071 865 1149">6/30 stores (20%)</td> <td data-bbox="915 1000 1780 1195">                             Purchased due to curiosity, with intent to return product                              &lt; Case &gt;                              1. Reports of consumers who regularly purchase just to try.                              2. Many consumers purchased the P4 just to attend the New York region's Ne-Yo concert. Many of these consumers returned the product after the concert.                         </td> </tr> </tbody> </table>	Type	Store	Notes	Lack of Product Knowledge	7/30 stores (23%)	Customers return products within 14 days of purchase due to the lack of accurate knowledge of Samsung products or Tablets in general.  < Case >  1. The most common pattern is that a customer returns the product which was purchased because the customer thought it was an Apple iPad2  2. Returned product without knowing it was an Android product  3. Florida stores packed with tourists report that customers obtain product information before purchasing, resulting in low return rates	Returns due to simple change of heart	6/30 stores (20%)	Purchased due to curiosity, with intent to return product < Case > 1. Reports of consumers who regularly purchase just to try. 2. Many consumers purchased the P4 just to attend the New York region's Ne-Yo concert. Many of these consumers returned the product after the concert.		[Result]
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	[ Long-term Action Plan ] <input type="checkbox"/> Need to benchmark company 'A' to improve Samsung's FMR structure's management (When there are not enough resources to match company 'A,' implement hiring of regular employees through promotion of current FMR employees : Increased effect through increases in loyalty and motivation)			<long term project in progress Samsung FMR management policy improvements (SEA Corporate)>								

Business Operations

Item No. Business-7	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; Business</p> <p>&lt;Sub Category&gt; Specification Error</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[VOC]  <input type="checkbox"/> Returning the product due to purchasing the wrong color</p> <p>[VOC Detail / Root Cause ]                      - The unit box does not note the color of the unit. Many purchases of the incorrect color were made, returned to exchange for a different color (2/30 stores)                      (Early sales issue, correction complete : 6/30)</p>  <p>[ Corrective Action ]  <input type="checkbox"/> modification with color notation on the box completed (HQ Business Operations)</p>	<p>&lt;In Charge HQ Business Group</p> <p>[Result]                      &lt;short term project completed                      Specifications Changed                      (SEA Business Group)</p>

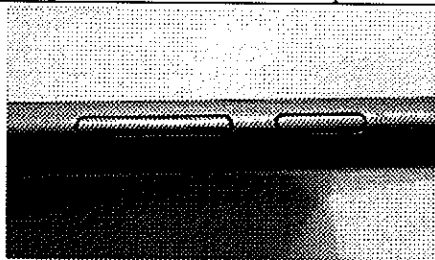
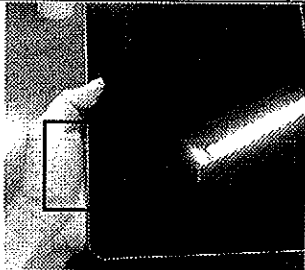
Design

Item No. Design-1	VOC Detail & C.A	In Charge																																																				
<p>&lt;Category&gt; Design</p> <p>&lt;Sub Category&gt; Lack of SD/USB/HDMI terminal and USB charging</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[VOC]  <input type="checkbox"/> Inconvenience caused by lack of HDMI, SD, USB slots. Particularly, numerous VOCs cite the lack of SD slots as inconvenient</p> <p>[VOC Detail / Root Cause ]                      - Many complaints and returns caused by lack of SD/HDMI/USB Slot support  <input type="checkbox"/> For business purposes, tablets are carried instead of a laptop. However, projector PTs are done through HDMI.  <input type="checkbox"/> External contents are easily stored with a USB port, but the Galaxy Tab is inconvenient because requires a connection to a PC.  <input type="checkbox"/> Even if there is an adaptor, it is inconvenient to carry it around and troublesome because it is liable to get lost.  <input type="checkbox"/> The lack of SD slot is more inconvenient than any other interface  <input type="checkbox"/> No charging occurs when connected to a PC through a USB cable, causing inconvenience                      *External Port status of each tablet manufacturer</p> <table border="1" data-bbox="415 683 1759 948"> <thead> <tr> <th>Manufacturer</th> <th>Samsung</th> <th>Apple</th> <th>HP</th> <th>Asus</th> <th>Motorola</th> <th>Toshiba</th> </tr> <tr> <th>Model</th> <th>Galaxy Tab</th> <th>Ipad2</th> <th>Touch</th> <th>Transformer</th> <th>Xoom</th> <th>Thrive</th> </tr> </thead> <tbody> <tr> <td>Price (\$)</td> <td>499.99</td> <td>499.99</td> <td>399.99</td> <td>399.99</td> <td>499.99</td> <td>429.99</td> </tr> <tr> <td rowspan="5">Port</td> <td>HDMI</td> <td>x</td> <td>x</td> <td>x</td> <td>o</td> <td>o</td> </tr> <tr> <td>USB</td> <td>x</td> <td>x</td> <td>x</td> <td>x</td> <td>o</td> </tr> <tr> <td>Micro USB</td> <td>x</td> <td>x</td> <td>o</td> <td>x</td> <td>o</td> </tr> <tr> <td>SD card</td> <td>x</td> <td>x</td> <td>x</td> <td>x</td> <td>o</td> </tr> <tr> <td>Micro SD card</td> <td>x</td> <td>x</td> <td>x</td> <td>o</td> <td>x</td> </tr> </tbody> </table> <p>[ Corrective Action ]  <input type="checkbox"/> Improve supplying of accessories which have completed development (HQ Business Operations)                      * P4 accessories which have completed development (9 types)                      : Desk Dock / Keyboard Dock / BT Keyboard + Case / Book Cover / Leather Pouch                      Powerpack / USB Connector / SD Card Connector / HDMI Adopter Cable</p> <p>[ Long Term Action Plan ]  <input type="checkbox"/> Review results of SD/HDMI/USB application on future Tablets: SD Slot application on future P4-C, P2, P8, P10 SD expected</p>	Manufacturer	Samsung	Apple	HP	Asus	Motorola	Toshiba	Model	Galaxy Tab	Ipad2	Touch	Transformer	Xoom	Thrive	Price (\$)	499.99	499.99	399.99	399.99	499.99	429.99	Port	HDMI	x	x	x	o	o	USB	x	x	x	x	o	Micro USB	x	x	o	x	o	SD card	x	x	x	x	o	Micro SD card	x	x	x	o	x	<p>&lt;In Charge HQ Business Operat / Product Planning</p> <p>[Result] &lt;short term project completed Accessory Supply Improvement (HQ Business Group)</p> <p>&lt;long term project completed Review of applicati of SD/HDMI/USB slots on future tablet (Product Planning)</p>
Manufacturer	Samsung	Apple	HP	Asus	Motorola	Toshiba																																																
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	USB	x	x	x	x	o																																																
	Micro USB	x	x	o	x	o																																																
	SD card	x	x	x	x	o																																																
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Design

Item No. Design-2	VOC Detail & C.A	In Charge																																					
<Category>  Design   <Sub Category> Camera Visual Quality   <Model>  GT-P7510	[VOC] <input type="checkbox"/> Camera visual quality is lacking  [VOC Detail / Root Cause ] - Camera resolution of the tablet is not higher than the mobile phone, but complaints exist when compared to phones or other company's tablets <input type="checkbox"/> Visual quality of the camera is lacking in comparison to other manufacturer's <input type="checkbox"/> Frontal camera is lacking in visual quality when compared to laptops owned by consumers ✳Camera resolution status per manufacturer <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th></th> <th>Galaxy Tab</th> <th>Apple Ipad2</th> <th>Asus Transformer</th> <th>Motorola Xoom</th> <th>Toshiba Thrive</th> </tr> </thead> <tbody> <tr> <td><b>Frontal Camera</b></td> <td>2MP</td> <td>0.3MP</td> <td>1.3MP</td> <td>2MP</td> <td>2MP</td> </tr> <tr> <td><b>Rear Camera</b></td> <td>3MP</td> <td>0.9MP</td> <td>5MP</td> <td>5MP</td> <td>5MP</td> </tr> </tbody> </table> -> Not much product discrimination; superior performance compared to company 'A,' and no particular superiority compared to other competitors.  [ Long-term Action Plan ] <input type="checkbox"/> Part of product satisfactory factors, but not a reason for returning, there needs to be a review of whether superior camera performance to the competitor is required, or whether less considerations should be given to the camera  <Product Planning Review Results> <input type="checkbox"/> '11-'12 Tablet Camera Specifications <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2"></th> <th colspan="3">2011</th> <th>2012</th> </tr> <tr> <th>P4 Creative</th> <th>P2</th> <th>P8 LTE</th> <th>P10</th> </tr> </thead> <tbody> <tr> <td><b>Frontal Camera</b></td> <td>2MP</td> <td>2MP</td> <td>2MP</td> <td>2MP</td> </tr> <tr> <td><b>Rear Camera</b></td> <td>3MP</td> <td>3MP</td> <td>3MP</td> <td>5MP</td> </tr> </tbody> </table>		Galaxy Tab	Apple Ipad2	Asus Transformer	Motorola Xoom	Toshiba Thrive	<b>Frontal Camera</b>	2MP	0.3MP	1.3MP	2MP	2MP	<b>Rear Camera</b>	3MP	0.9MP	5MP	5MP	5MP		2011			2012	P4 Creative	P2	P8 LTE	P10	<b>Frontal Camera</b>	2MP	2MP	2MP	2MP	<b>Rear Camera</b>	3MP	3MP	3MP	5MP	<In Charge  Product Planning         [Result]
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		<Long-term plan> Completed Review of applicability of high-resolution camera (Product Planning)																																					

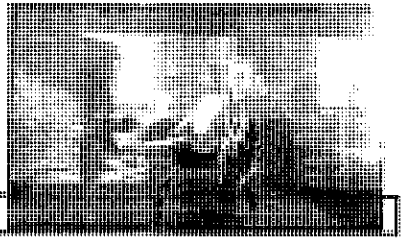

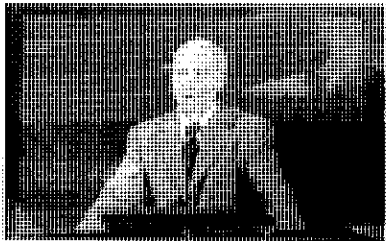

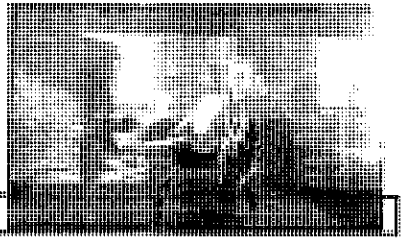

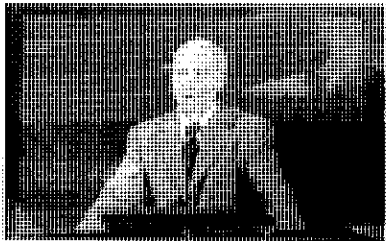
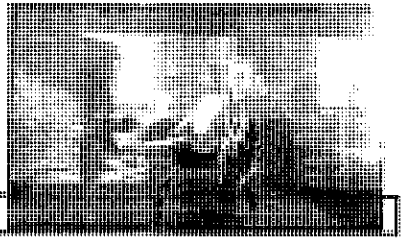

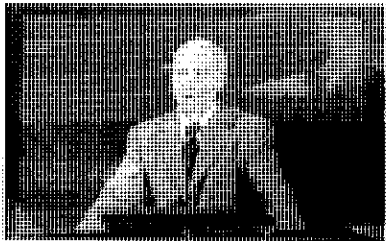
Design

Item No. Design-3	VOC Detail & C.A		In Charge
<Category>	[VOC] <input type="checkbox"/> The location of the volume button and power button is unsatisfactory		<In Charge
Design	[VOC Detail / Root Cause ] - Some customers experience inconvenience as the power button and volume button is close, and when the unit is held vertically, it is especially inconvenient		Design
<Sub Category>	<input type="checkbox"/> Volume button and the power button is next to each other. Too easy to hit the volume button when powering off.		
Key Button	<input type="checkbox"/> Because the power button is on the top left area of the unit, the power button is often unintentionally pressed.		
<Model>			
GT-P7510	<p>Distance between volume and power button (approx 1cm) -&gt; Power button is accidently activated when using volume buttons</p>	<p>When vertically held, side keys are pressed -&gt; during web browsing, unit is often held vertically. -&gt; less of a problem if buttons moved to the right side, but due to the design, it is hard to distinguish left from right. Because of this, when the user simply grabs the unit vertically, the problem persists.</p>	[Result]
	[ Long-term Action Plan ]		
	<input type="checkbox"/> As a complaint that is not part of the reasons for returning the product, distance between buttons and button arrangements should be reviewed for future designs. (Design)		

<long term project  
In Progress  
Future label key bu  
design review  
(Design)



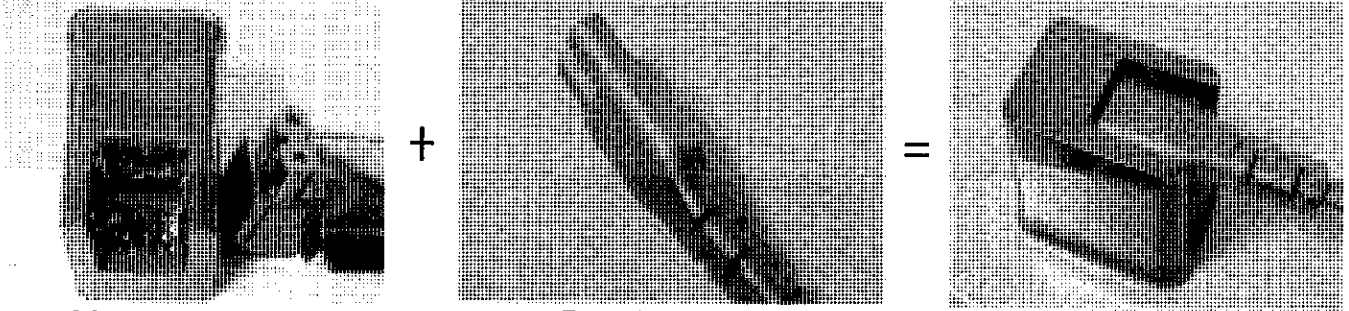
Design

Item No. Design-4  <Category>  Design   <Sub Category> Key Button   <Model>  GT-P7510	VOC Detail & C.A.  [VOC] <input type="checkbox"/> The menu bar (home and cancel keys) at the bottom of the display is inconvenient  [VOC Detail / Root Cause ] - Because the menu bar at the bottom of the display does not disappear, the screen looks small and it gets in the way of enjoyment of video playback.  <table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 33%;">Honeycomb</td> <td style="width: 33%;">Gingerbread</td> <td style="width: 33%;">IOS</td> </tr> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>Menu Bar Does Not Disappear</td> <td>Full Frame Screen</td> <td>Full Frame Screen</td> </tr> </table> <p>-&gt; The menu bar takes up space, and the menus of the menu bar during video playback is displayed as dots. When the screen is touched, the basic menu bar (  ) is displayed.</p> <p>-&gt; Honeycomb concept issue (Identical problems in the basic Video Player and Streaming play)</p> [ Corrective Action ] <input type="checkbox"/> During movie playback and full screen apps, an option which allows for the menu bar to be hidden needs to be added	Honeycomb	Gingerbread	IOS				Menu Bar Does Not Disappear	Full Frame Screen	Full Frame Screen	In Charge <In Charge  S/W Development       [Result] - Short term project In Progress Video Playback Menu S/W Improve (S/W Development)
Honeycomb	Gingerbread	IOS									
											
Menu Bar Does Not Disappear	Full Frame Screen	Full Frame Screen									

Design

Item No. Design-5	VOC Detail & C.A	In Charge																																		
<p>&lt;Category&gt; Design</p> <p>&lt;Sub Category&gt; Remote Control Feature Support</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[VOC]  <input type="checkbox"/> The screen ratio is not appropriate for web browsing or e-books, compared to the ipad</p> <p>[VOC Detail / Root Cause ]                      - P4 screen ratio is inconvenient for web browsing, compared to the ipad.  <input type="checkbox"/> Because the ipad's screen ratio is 4:3, during portrait (vertical) view, the display is wide and convenient for e-books. During landscape view (horizontal), the display is longer and requires less scrolling for web browsing.                      ※ Galaxy Tab VS Ipad2 screen comparison</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Galaxy Tab</th> <th>Apple Ipad2</th> </tr> </thead> <tbody> <tr> <td>Screen Ratio</td> <td>16 : 10</td> <td>4:3</td> </tr> <tr> <td>Screen Resolution</td> <td>1280 x 800</td> <td>1024 x 768</td> </tr> <tr> <td>Good points</td> <td>. Resolution optimized for enjoying wide format movies</td> <td>. Resolution optimized for E-books and viewing magazines. . A lot of information displayed from websites</td> </tr> <tr> <td>Bad points</td> <td>. Information displayed during web browsing with landscape view is relatively less</td> <td>. Empty space created when playing wide-format movies</td> </tr> </tbody> </table> <p>[ Long-term Action Plan ]  <input type="checkbox"/> Because the tablet user's main use includes frequent use of web browsing, e-mail, e-books, a product planning with a multipurpose resolution which accounts for these uses requested.                      &lt;Product Planning Review Results&gt;  <input type="checkbox"/> Google's recommended Honeycomb OS supported display resolution is</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2"></th> <th colspan="3">2011</th> <th>2012</th> </tr> <tr> <th>P4 Creative</th> <th>P2</th> <th>P8 LTE</th> <th>P10</th> </tr> </thead> <tbody> <tr> <td>Screen Resolution</td> <td>1280 X 800</td> <td>1024 X 600</td> <td>1280 X 800</td> <td>2560 X 1600</td> </tr> <tr> <td>Screen Ratio</td> <td>16 : 10</td> <td>16 : 9</td> <td>16 : 10</td> <td>16 : 10</td> </tr> </tbody> </table> <p>16:10</p>		Galaxy Tab	Apple Ipad2	Screen Ratio	16 : 10	4:3	Screen Resolution	1280 x 800	1024 x 768	Good points	. Resolution optimized for enjoying wide format movies	. Resolution optimized for E-books and viewing magazines. . A lot of information displayed from websites	Bad points	. Information displayed during web browsing with landscape view is relatively less	. Empty space created when playing wide-format movies		2011			2012	P4 Creative	P2	P8 LTE	P10	Screen Resolution	1280 X 800	1024 X 600	1280 X 800	2560 X 1600	Screen Ratio	16 : 10	16 : 9	16 : 10	16 : 10	<p>&lt;In Charge Product Planning</p> <p>[Result]</p> <div style="background-color: #cccccc; padding: 5px; font-size: small;">                         -long term project-                          In Progress                          Future Tablet Screen                          Ratio review                          (Product Planning)                     </div>
	Galaxy Tab	Apple Ipad2																																		
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Screen Resolution	1280 X 800	1024 X 600	1280 X 800	2560 X 1600																																
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Design

Item No. Design-6	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; Design</p> <p>&lt;Sub Category&gt; Rear Cover Material</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[VOC] <input type="checkbox"/> Charger TA cable is too short</p> <p>[VOC Detail / Root Cause ] - Because the TA cable is too short, it is difficult to use in an American household or conference room. (related to the lack of accessories reason for returning product)</p> <p>※ Pictures of customers' own lengthening of the cable, found on the internet</p> <div style="text-align: center;">  <p style="display: flex; justify-content: space-around; margin-top: 5px;"> <span>Adaptor Separation</span> <span>+</span> <span>Extension Cable</span> <span>=</span> <span>Adaptor / extension cable connection</span> </p> </div> <p>[ Corrective Action ] <input type="checkbox"/> Review extending the cable length (Extension of the USB cable may become a problem in data communications. The example of the customer above carries risks of accident from submergence to water and/or damaged cable. Improve the design, or develop a separate Long Cable TA)</p>	<p>&lt;In Charge&gt; VPS development</p> <p>[Result]</p> <div style="background-color: #cccccc; padding: 5px; font-size: small;"> <p>&lt;short term project In Progress (Charger cable Lengthening (VPS development))</p> </div>

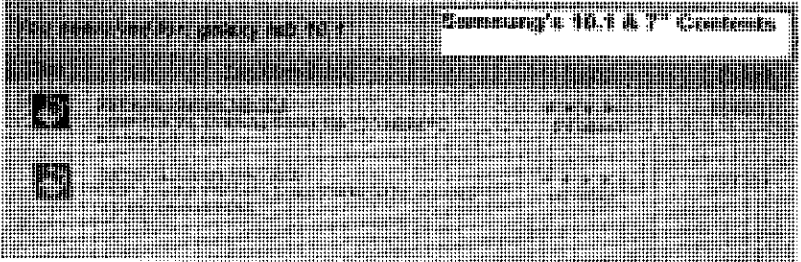
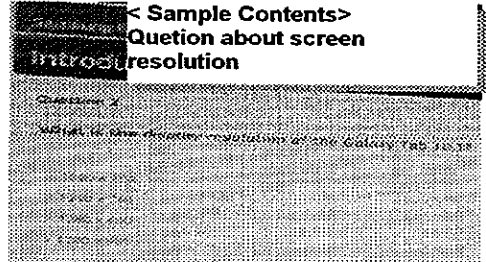
Design

Item No. Design-7	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; Design</p> <p>&lt;Sub Category&gt; Remote Control Feature Support / Rear cover Material / Misc. Accessories</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[VOC]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The addition of a TV remote control feature needed - Usability will be enhanced if a TV remote control feature is added</li> <li><input type="checkbox"/> Complaints about the plastic rear cover material - Due to the plastic material, feels cheap and weak, and easily scratched</li> <li><input type="checkbox"/> Accessory design complaints - Accessory design looks cheap : New Yorkers often speak of "Accessory is Fashion." They cite lack of logos, such as ones present in Apple products, and state that it is like keeping a brand-name wallet in a cheap purse.</li> <li>- Inconvenient because unit cannot be charged while book cover is in use : Book Cover blocks the interface due to its location on the bottom of the tablet</li> </ul> <p>[ Long-term Action Plan ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Addition of a TV Remote Control feature &lt;Product planning review results&gt; <ul style="list-style-type: none"> <li><input type="checkbox"/> Currently, Samsung Remote Control app is downloadable from the Market</li> <li><input type="checkbox"/> Future tablet models are expected to feature IR to support remote control features (P4-C, P2, P8)</li> </ul> </li> <li><input type="checkbox"/> Review of future Tablet Accessory design upgrades : Addition of Samsung Logo, etc. (VPS product planning)</li> </ul>	<p>&lt;In Charge Product Planning / Design / VPS development / VPS product planning</p> <p>[Result]</p> <div style="background-color: #cccccc; padding: 2px;"> <p>&lt;long term project In Progress Adding TV remote feature on future tablets (Product Planning)</p> </div> <div style="background-color: #cccccc; padding: 2px;"> <p>&lt;long term project In Progress Review of future Tablet Accessory design (VPS Product Planning)</p> </div>

Service

Item No. Service-1	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; Service</p> <p>&lt;Sub Category&gt; Returns processing</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[VOC]  <input type="checkbox"/> Data input on returned products are insufficient</p> <p>[ VOC Detail / Root Cause ]  <input type="checkbox"/> When a product is returned, there is an input of return data. However, it is simply done formally and nothing more  <input type="checkbox"/> In most cases, only the customer information is recorded and the rest is put in hastily without regards to recording actual data</p> <p>[ Corrective Action ]  <input type="checkbox"/> Best Buy's cooperation required to effectively and accurately record and turn into database information.  <input type="checkbox"/> Regular sharing of Best Buy return information required  <input type="checkbox"/> Actual customer reason for return and store employee's confirmation needs to be recorded separately.</p>	<p>&lt;In Charge SEA CS</p> <p>[Result]</p> <p style="background-color: #cccccc;">&lt;short term project In Progress BBY return data recording improve (SEA CS)</p>

Service

Item No. Service-2	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; Service</p> <p>&lt;Sub Category&gt; Best Buy Employee Training</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[VOC]  <input type="checkbox"/> Beat Buy Training Contents insufficient</p> <p>[ VOC Detail / Root Cause ]            - There is a lack of information in the e-learning system that is used by Best Buy. Proper product education and troubleshooting for the customer's response is not being performed            ※e-learning system : A system created in-house at Best Buy for training employees for sales and service. The contents are also updated in-house. Most information is for sales, for example, new product release related product specifications and such.  <input type="checkbox"/> There is a mandated program and an optional program. ipad is mandatory, but P4 is optional.  <input type="checkbox"/> Manager level customer service employees personally search the internet to respond to customers.  <input type="checkbox"/> Product repairs and service responses are performed autonomously, lacking any specialized system.</p> <div style="display: flex; align-items: center; justify-content: center;">  <span style="font-size: 2em; margin: 0 10px;">→</span>  </div> <p>[ Corrective Action ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Instead of relying on Best Buy in-house training, a training program executed by Samsung is required (2 parts: Sales, Service)</li> <li><input type="checkbox"/> Regular sharing of information regarding FAQs and Trouble Shooting Guides needed</li> </ul>	<p>&lt;In Charge SEA CS / HQ CS</p> <p>[Result]</p> <p>&lt;short term projec In Progress BBY training contents improvem (SEA CS/HQ CS)</p>

Confirmation of Apple's Education System

Types	Education Process	Case of employee encouragement	Customer education
<p>Case of Company 'A'</p>	<div data-bbox="336 389 787 617"> <p>Operation of own education site</p> <p>* Rather than covering up for deficiency of BBY e-learning system, chose to run its own site</p> </div> <div data-bbox="514 625 598 673"> </div> <div data-bbox="336 673 787 868"> <p>Implementation of online study of Company 'A' for BBY employees</p> <p>* Self-study of about 6 hours of education material, divided into 2 hours each for 3 days</p> </div> <div data-bbox="514 868 598 917"> </div> <div data-bbox="336 917 787 1234"> <p>Compensation for results of study completion</p> <p>* Supplies compensation points for study completion                      → Allows for purchase of various accessory of Company 'A'</p> <p>* Professional certificate for study completion                      → Encouragement through awarding of badges</p> </div>	<p>&lt;Interview of online education of Company 'A' student&gt;</p> <p>Q. Motivation for completion of study?</p> <p>A1 It is fun to collect points and purchase accessories</p> <p>A2 When I wear a professional badge, I get respect from BBY store employees and customers</p> <p>A3 Can be added to resumes</p> <div data-bbox="835 760 1297 1328"> <p>A BBY store employee wearing Professional Badge of Company 'A'</p> </div>	<p>&lt; Video guide of apple.com site &gt;</p> <p>* Route: apple.com → ipad → guide tour</p> <div data-bbox="1386 462 1869 1071"> </div> <p>→ We provide a video guide similar to SPSTV, but organization of the site is tidier than samsung.com and looks easier to access</p>

Service

Item N. Service-3

VOC Detail & C.A

In Charge

<Category>

Service

[ VOC ]

- Due to infrequency and short time frames of deployment of Anti-Company 'A' employees (FMR) at our retail stores, we are not receiving enough support.

[ VOC Detail / Root Cause ]

- Due to lack of FMR manpower of our Company 'A' and short period of deployment for each retail store per operation process, we are not being effective enough in terms of sales/education/response to customers/return prevention.

<Sub Category>

Storer Visit Process

※ Comparisons of level of customer visits between our FMR / Apple Specialist retailers

		Our company	Company A
Frequency of visit	Frequency	<ul style="list-style-type: none"> <li>• High selling stores: once a week</li> <li>• Regular retail: 2~3 times a month</li> </ul>	<ul style="list-style-type: none"> <li>• High selling stores: visits every day</li> <li>• Regular stores: visits once a week</li> <li>* Company H: we are told about one visit a week</li> </ul>
	Length of time	<ul style="list-style-type: none"> <li>• Per retail store 1~2 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Per store 8 hours (almost opening ~ closing time)</li> <li>* At a retail store open 24 hours in downtown New York, Company 'A' employees work 24 hours with 3 rotations</li> </ul>
Activity items		<ul style="list-style-type: none"> <li>• Store display products management, sales/marketing promotion</li> <li>→ In reality, there is a high concentration of TV products and because they have never used tablets before it is impossible to answer store employees and customers</li> </ul>	<ul style="list-style-type: none"> <li>• Store display products management, sales/marketing promotion, store employee education, customer service response, on-site trouble shooting, market issue reported to the headquarter</li> <li>→ Contributes greatly to prevention of returned products on-site due to reliability and lack of knowledge of products</li> </ul>

→ Disguised as a customer and complained to a Specialist from Company 'A' that there is a recognition issue of wireless remote controller in iPad2, he immediately explained that the controller only works for notebooks. (Knowing that this particular accessory is only compatible with notebooks, we requested to return but immediately return prevention protocol was activated)

[ Long-term Action Plan ]

- Need to bench mark Company 'A' and review the solution to our FMR utilization (Appointment of regular employees through FMR Promotion suggested: loyalty ↑ )

<In Charge>  
SEA

[Result]

<Long-term project>  
In Progress  
Improvement of our FMR operation program (SEA corporate)



Usability


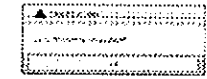



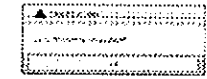



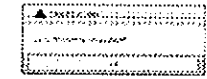


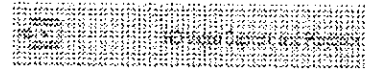
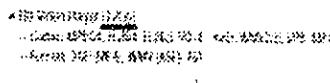
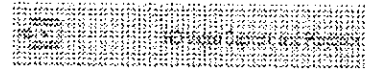
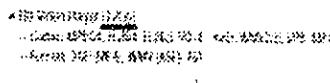
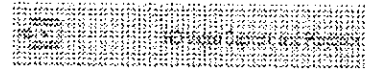
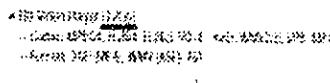
Item No. usability-1	VOC Detail & C.A	In Charge
<p>&lt;Category&gt;</p> <p>Usability</p> <p>&lt;Sub Category&gt;</p> <p>Appl. related</p> <p>&lt;Model&gt;</p> <p>P4</p>	<p>[ VOC ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Netflix / Hulu not supported</li> <li><input type="checkbox"/> Skype's video chatting not supported</li> <li><input type="checkbox"/> No Facebook Application for Tablet</li> </ul> <p>[ VOC Detail / Root Cause ]</p> <ul style="list-style-type: none"> <li>- Complaints/returns due to lack of Tablet products purchase factors movie watching/video chatting/SNS functions geared toward convenience of customers</li> <li><input type="checkbox"/> Does not support popular drama / movie viewing service Netflix / Hulu in America (Android phone or Apple's iphone / ipad support it, but currently unavailable as appl. for Tablets)               <ul style="list-style-type: none"> <li>* <b>Netflix</b>: Video streaming service that provides unlimited viewing of movies / drams with computer or TV f for \$7.99 a month</li> <li>* <b>Hulu</b>: Identical service to Netflix. Monthly fee of \$7.99</li> <li>* <b>Media Hub</b>: For each newly released movie, to own \$14.99~\$17.99, to rent \$2.99~\$3.99. Popular dramas for each episode, to own \$1.99</li> <li>→ In reality, store employees and customers either do not know Media Hub well, or rarely use it.</li> </ul> </li> <li><input type="checkbox"/> Due to issues with Nvidia Tegra 2, Skype's video chatting is not supported. Google's G-talk provides video Chatting but existing Skype users do not want to switch over to another service               <ul style="list-style-type: none"> <li>* * Nvidia's Tegra chip does not support functions for operation of Skype appl.</li> </ul> </li> <li><input type="checkbox"/> Facebook does not have official applications for tablets and there are only applications from third parties.</li> </ul>	<p>&lt;In Charge&gt;</p> <p>Product Plan  </p> <p>/</p> <p>SEA FMR</p> <p>[Result]</p> <p>&lt;Short-term project&gt;</p> <p>Completed Netflix support (Product planning)</p> <p>&lt;Short-term project&gt;</p> <p>Completed Counter-Appl. Intro through FMR (SEA CS)</p>
	<p>[ Corrective Action ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Netflix is scheduled to provide downloads of SD+ pixel (640x480), 1350kbps bit rate streaming through Android Market in mid-October</li> <li><input type="checkbox"/> Corresponding appl. introduction: Netflix → (TW) Media Hub. Skype → G-Talk. Facebook → (TW) social Hub (SEA)</li> </ul> <p>[ Long-term Action Plan]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Late next year, we plan to provide our official VOIP/VT Solution (ChatON's supplemental function)</li> </ul>	<p>&lt;Long-term project&gt;</p> <p>Completed Our VOIPA Solution (Product planning)</p>

Popular App List Laddino Test Results (Provided by BBY)

- Results of P4 trouble shooting test after acquiring popular Appl. List provided by BBY and installing
  - There were problems caused from video related appl. from BBY List
    - : Netflix → Since there is no appl. released for Android Tabs, it is possible to install Appl. for smartphones but display is small
    - : Mobo/Rock Player → cannot playback 1080p level high resolution videos/Lagging occurs

Productive		Kids/Students		Creating and Editing		Entertainment		News		Games	
Fancy Widget	OK	Storytime	OK	AutoCAD	OK	Netflix	NG	CNN	OK	2 Player Reactor	OK
Google Docs	OK	US President	OK	Drums HD	OK	IMDb Movies & TV	OK	NYTimes	OK	Cordy	OK
Evernote	OK	Kid Paint Coloring	OK	My Guitar	OK	Mobo Player	NG	Engadget	OK	Car Conductor	OK
Team Viewer	OK	Etch Sketch Tablet	OK	Sketchbook	OK	Rock Playerlite	NG	Google Finance	OK	Checkers King Free	OK
Banking apps	OK	Animals for Tablets	OK	DrawFree	OK	Movies	OK	Gamefly	OK	Fruit Slice	OK
Dictionary	OK					Sound Hound	OK	News 360	OK	Galaxy in Fire 2 THD	OK
Dropbox	OK									Switch	OK
File Manager HD	OK									Memory for Two	OK
Free Advanced Taks Manager	OK									Racing Moto	OK
Hello-Hello	OK									Traffic Control	OK

Usability

Item No. Usability -2-2	VOC Detail & C.A		In Charge								
<p>&lt;Category&gt;</p> <p>Usability</p> <p>&lt;Sub Category&gt;</p> <p>Appl. related</p> <p>&lt;Model&gt;</p> <p>P4</p>	<p>[ VOC ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Video playback related issues</li> </ul> <p>[ VOC Detail / Root Cause ]</p> <ul style="list-style-type: none"> <li>- Complaints/returns due to movie viewing function, a purchase factor for tablet products, is not supported from the customer's point of view</li> <li><input type="checkbox"/> Mainly high resolution video is not played back or lags                             <ul style="list-style-type: none"> <li>- P4 default video player only shows preview, error pop up appears when played back, while Mobo player or Rock player (Market D/L) can be used to play but it lags</li> </ul> </li> </ul> <table border="1" data-bbox="508 571 1663 896"> <thead> <tr> <th></th> <th>Preview</th> <th>Play</th> </tr> </thead> <tbody> <tr> <td>- Default Player : Preview can be played but pop up appears when played back</td> <td></td> <td></td> </tr> <tr> <td>- Mobo, Rock Player : Can play back but cannot view because it's too slow</td> <td></td> <td></td> </tr> </tbody> </table> <p>=&gt; Due to Nvidia Tegra 2's chipset restrictions, 1080p level high resolution video of several codecs cannot be played back There is no explanation regarding profiles at Nvidia's website; it states that it supports 1080p. - Only supports H.264 based profiles, does not support H.264 Main Profile / High Profile 1080p</p>		Preview	Play	- Default Player : Preview can be played but pop up appears when played back			- Mobo, Rock Player : Can play back but cannot view because it's too slow			<p>&lt;In Charge&gt;</p> <p>SW development / SW verification</p> <p>[Result]</p> <p>&lt;Short-term project&gt; Completed Unit box supplies (Product planning)</p> <p>&lt;Long-term project&gt; In Progress Entertainment performance examination (Product planning)</p>
	Preview	Play									
- Default Player : Preview can be played but pop up appears when played back											
- Mobo, Rock Player : Can play back but cannot view because it's too slow											
	<p>[ Corrective Action ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> It is guided to "HD Video Capture and Playback" in Unit Box, and "HD video player (720p)" in Manual (Correction completed)</li> </ul> <p>[ Long-term Action Plan ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Examine entertainment performance/compatibility of our tablet models in development/planning stages (Product planning)</li> </ul>	<table border="1" data-bbox="1150 1042 1885 1188"> <thead> <tr> <th>Unit Box</th> <th>Manual</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> </tr> </tbody> </table>	Unit Box	Manual							
Unit Box	Manual										
											

Usability

Item No. Usability-3

VOC Detail & C.A

In Charge

<Category>

[ VOC ]

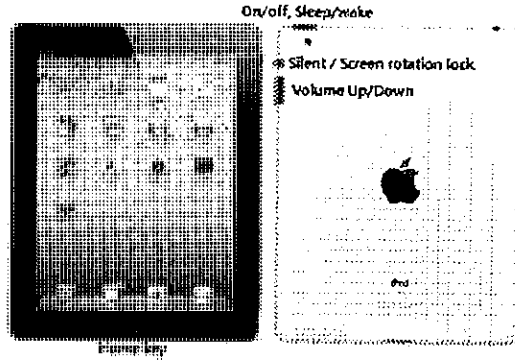
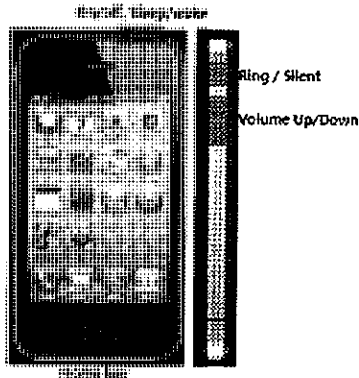
Usability

- Honeycomb is difficult to use
- UI is unfamiliar and difficult to existing Android users and new users return product due to unintuitive UI
- < Case 1 > There is no consistency between HW key and UI.
- [ Comparison of Apple's phone vs. tablet ]

<In Charge

Product  
Planning  
/  
UI/UX - ETC  
/ /  
SW Dev.

<Sub Category>



\* iPad gives an impression of expanding iPhone directly and feels very familiar to existing users

O/S

<Model>

[ Google Ginger Bread vs Honeycomb comparison]

[Result]

P4



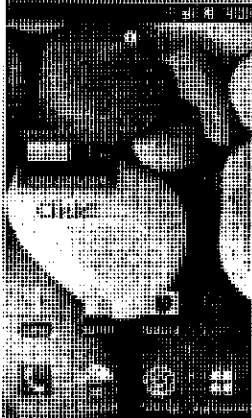
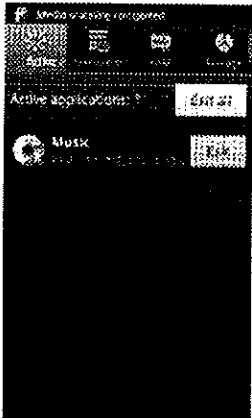
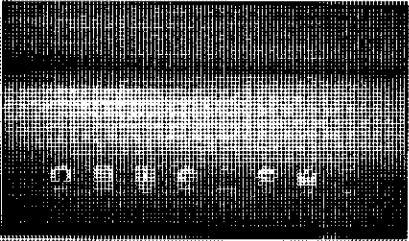
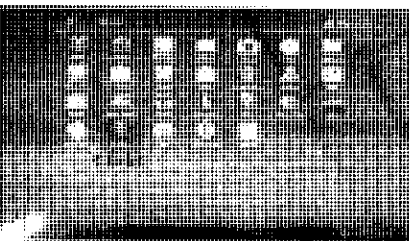
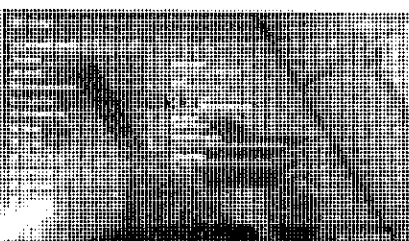
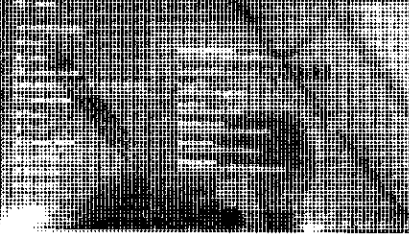
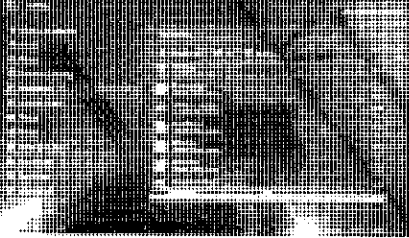
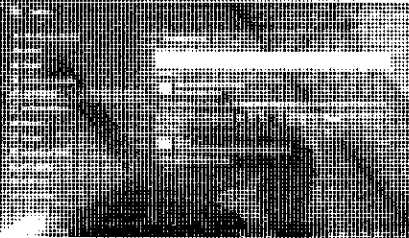
\* UI for tablet changed quite a bit and lacks consistency with existing UI. Unintuitive.

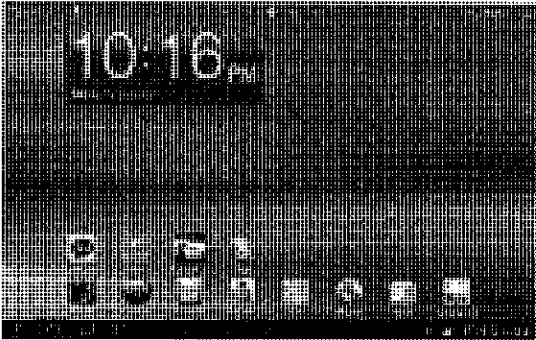
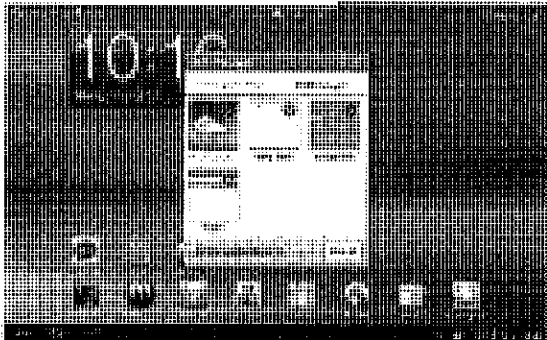

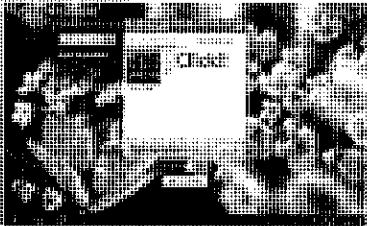


\* Customers do not understand well what each icon on the menu bar means  
In particular Recent/Capture/Widget Bar

→ Key arrangements are different and locations of application icons are different as well.

Item No. Usability-3	VOC Detail & C.A	In Charge
<p>&lt;Category&gt;</p> <p>Usability</p> <p>&lt;Sub Category&gt;</p> <p>O/S</p> <p>&lt;Model&gt;</p> <p>P4</p>	<p>&lt; Case 2 &gt; Setting menu access process difference [ Accessing setting menu in Android phone (TW) ]</p> <div data-bbox="472 341 1123 657"> </div> <p data-bbox="1155 446 1680 544">* In case of GED, one can relatively easily find setting menu through lower menu bar</p> <p>[ Accessing setting menu in Tablet (GED) ]</p> <div data-bbox="472 755 1365 1047"> </div> <p data-bbox="1375 844 1764 1015">* In case of TW, it is possible to access setting menu more readily through the menu bar in the clock section, but to this point neither GED/TW is not familiar to customers</p> <p data-bbox="472 1063 1585 1177">※ Application access menu is located in the upper right corner so first time users of Honeycomb cannot readily find access menu. In addition, customers are confused since icon shapes of phone and tablet versions are different once Application is accessed.</p>	<p>&lt;In Charge&gt;</p> <p>Product planning / UI/UX Design / SW development</p> <p>[Result]</p>

Item No. Usability-3	VOC Detail & C.A	In Charge
<p>&lt;Category&gt;</p> <p>Usability</p> <p>&lt;Sub Category&gt;</p> <p>O/S</p> <p>&lt;Model&gt;</p> <p>P4</p>	<p>&lt; Case 3 &gt; Process termination step is complicated compared to that of Phone [ Process termination in Phone (GB TW) ] → Minimum 2 steps</p> <div style="display: flex; justify-content: space-around;">   </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <ul style="list-style-type: none"> <li>* In GED, Tab/Phone must both identically go through the setting menu and many steps..</li> <li>* In Touchwiz, Tab/Phone both are capable of terminating Appl. immediately through Task Manager (P4 Touchwiz MR FOTA restart: 8/19~)</li> </ul> </div> <p>2. Process termination in Tablet 1) Apps → Settings access</p> <div style="display: grid; grid-template-columns: repeat(3, 1fr); gap: 5px;">       </div>	<p>&lt;In Charge&gt;</p> <p>Product Planning / UI/UX Design / SW Development</p> <p>[Result]</p>

Item No. Usability-3	VOC Detail & C.A	In Charge
<p>&lt;Category&gt;</p> <p>Usability</p> <p>&lt;Sub Category&gt;</p> <p>O/S</p> <p>&lt;Model&gt;</p> <p>P4</p>	<p>2) 'Long-pressing' Home Key' of lower toolbar operates Task Manager</p> <div style="display: flex; justify-content: space-around;">   </div> <p>[ Corrective Action ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Vigorously informing Touchwiz instruction by using FMR/SPSTV (SEA)</li> <li><input type="checkbox"/> Configure Settings icon on Homescreen</li> <li><input type="checkbox"/> Shorten process termination by applying Task Manager in Tablet Touchwiz version</li> </ul> <div style="display: flex; justify-content: space-around;">   </div> <p>[ Long-term Action Plan ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Need to improve Tablet Touchwiz UI for convenience of customers to guarantee intuitiveness and convenience of Honeycomb UI (Product Planning/UI Design/SW Development)</li> </ul>	<p>&lt;In Charge&gt;</p> <p>Product Planning / UI/UX Design / SW Development</p> <p>[Results]</p> <p>&lt;Short-term project&gt; Completed UI inconvenience addressed in Touchwiz (UI/UX Design)</p> <p>&lt;Long-term project&gt; In Progress Touchwiz Additional improvement examination (UI/UX Design)</p>

Usability		
Item No. Usability-4	VOC Detail & C.A	In Charge
<Category>  Usability	<p>[ [ VOC ]  <input type="checkbox"/> There are cases where customers return Tablets thinking they have the same capabilities as a regular Laptop, Netbook.</p> <p>[ [ VOC Detail / Root Cause ]  <input type="checkbox"/> - Tablets are returned because their document processing capabilities and speed fall short of expected PC performance.</p> <p><input type="checkbox"/> Tablet and Netbook / Notebook has the same speed / expect such performance and purchase, then returns product</p> <p><input type="checkbox"/> Simple document process/Wants to modify but programs such as MS office are not supported.</p> <p><input type="checkbox"/> Consumer awareness of Quick Office program provided by Samsung is low, and there is a resistance toward making new revision for use</p> <p>* Most of customers do not know that Quick Office, a preloaded appl. is a document processing appl, and struggle because they do not know how it will work even when they do run it. ( Instead of learning new instruction, would rather not purchase it.</p> <p>※ In Apple's case, the office program (Keynote, Pages, Numbers) used in notebook for MAC is produced for tablet and is on sale at App. store</p>	<In Charge>  Product Planning / UI/UX Design / SW Development
<Sub Category>  Performance	<p><input type="checkbox"/> In case of Keyboard dock provided by us, it is difficult to carry it around and due to its lack of SD card slot / USB port, in order to transfer saved documents in PC, it necessitates purchase of additional accessories (SD card / USB connector)</p>	[Result]
<Model>  P4	<p>[ [ Corrective Action ]  <input type="checkbox"/> In process of developing Accessory that combines a leather case and a BT Keyboard</p> <p>[ [ Long-term Action Plan ]  <input type="checkbox"/> Need to find additional solution for improvement of Tablet document processing capability</p>	<p>&lt;Short-term Project&gt;  Completed  BT Keyboard development  (VPS Product Planning)</p> <p>&lt;Long-term Project&gt;  In Progress  Tablet document processing capability improvement  (Product Planning/SW Development)</p>



사용성

Item No. Usability -5	VOC Detail & C.A	In Charge																								
<Category>  Usability	[ VOC ] <input type="checkbox"/> Booting takes too long  [ VOC Detail / Root Cause ] <input type="checkbox"/> The time it takes to display "Galaxy tab 10.1" logo after pressing power button to boot is too long compared to those of models by competitors so users do not know whether it's booting and think booting is slow.	<In Charge>  SW Development																								
<Sub Category>  O/S	[ Results from testing standard store display samples ]  <table border="1" data-bbox="451 609 1669 933"> <thead> <tr> <th></th> <th>Length of time between power on and logo display</th> <th>Vibration during booting</th> <th>Total booting time</th> </tr> </thead> <tbody> <tr> <td>Galaxy Tab(Samsung)</td> <td>6sec</td> <td>X</td> <td>30sec</td> </tr> <tr> <td>Transformer (Asus)</td> <td>4sec</td> <td>X</td> <td>40sec</td> </tr> <tr> <td>Thr ive(Thosiba)</td> <td>3sec</td> <td>0</td> <td>25sec</td> </tr> <tr> <td>Iconia(Acer)</td> <td>4sec</td> <td>0</td> <td>40sec</td> </tr> <tr> <td>Xoom(Motorola)</td> <td>4sec</td> <td>X</td> <td>27sec</td> </tr> </tbody> </table>		Length of time between power on and logo display	Vibration during booting	Total booting time	Galaxy Tab(Samsung)	6sec	X	30sec	Transformer (Asus)	4sec	X	40sec	Thr ive(Thosiba)	3sec	0	25sec	Iconia(Acer)	4sec	0	40sec	Xoom(Motorola)	4sec	X	27sec	[Result]  <Short-term Project> In Progress Booting recognition improvement (SW Development)
	Length of time between power on and logo display	Vibration during booting	Total booting time																							
Galaxy Tab(Samsung)	6sec	X	30sec																							
Transformer (Asus)	4sec	X	40sec																							
Thr ive(Thosiba)	3sec	0	25sec																							
Iconia(Acer)	4sec	0	40sec																							
Xoom(Motorola)	4sec	X	27sec																							
<Model>  P4	[ Corrective Action ] <input type="checkbox"/> Request made to consider making logo appear earlier or vibrate when booting takes too long so that users can recognize more easily																									

Product Quality

Item No. Prod. Qual -1 -1

VOC Detail & C.A

In Charge

<Category>

Product Quality

[ VOC ]

Watermark appearance

[ VOC Detail / Root Cause ]

Watermark appears and customers return

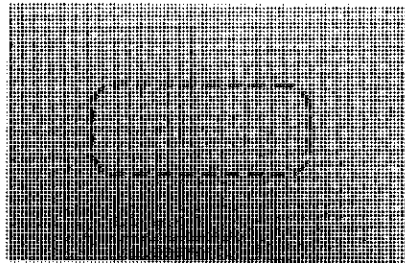
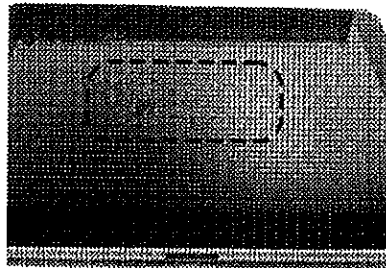
→ This is a sample before modification for watermark was implemented. Watermark appears due to influx of air at the rear of LCD.

<In Charge

H/W Development  
/  
Apparatus  
Verification  
/  
Reliability

<Sub Category>

Defects



<Model>

P4

[ Corrective Action ]

Before attaching tapes on both sides of LCD, perform air removal procedure and apply 0.3t double-sided tapes/0.55t sponge poron, completed (7/16)

Sort bulk LCD and commit them (use A, B grades), completed, apply grade C HC to TSP, completed (8/3)

Remove 2 LCD bracket rubbers, adhere double-sided electric conduction tape, completed (8/3)

Final confirmation items by countries

[ Result ]

<Short-term  
project>  
Completed  
Addressing  
Watermark  
(Devel./verification)

TSP / LCD items	Applicable countries
HC TSP + outmoded LCD	Europe, CIS, China, the Americas, Central/South America, Domestic,
Outmoded TSP = AG LCD	Southeastern Asia, Southwestern Asia, Central Asia, Central/South America

\* HC : Hard Coating

\* AG : Anti Glare

Product Quality

Item No. Product Quality-2	VOC Detail & C.A	In Charge						
<p>&lt;Category&gt; Product Quality</p> <p>&lt;Sub Category&gt; Malfunction</p> <p>&lt;Model&gt; P4</p>	<p>[ VOC ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Power does not turn on</li> </ul> <p>[ VOC Detail / Root Cause ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Lock up occurs when H/W/ resets and boots (EWP modification completed)             <ul style="list-style-type: none"> <li>→ Lock up occurs due to operation errors from APS Mode (auto power saving) of eMMC memory</li> <li>Complete application of S/W modification (KMB) by turning off APS mode</li> </ul> </li> <li><input type="checkbox"/> Display does not start while LCD backlight is on (EWP modification completed)             <ul style="list-style-type: none"> <li>→ T2 wake up timing is delayed b6 300ms and LCD does not turn on (spec: within 50ms)</li> <li>Application of S/W (KMB) without code that causes delay completed</li> <li>※ T2 is time it takes for signal to be relayed from AP Chip to LVDS Chip (Repeater)</li> </ul> </li> </ul> <p>※ T2는 AP 칩에서 LVDS 칩(Repeater)까지 signal이 걸리는 시간</p> <table border="1" data-bbox="504 771 1155 917"> <thead> <tr> <th colspan="2">T2: @ Wake up</th> </tr> </thead> <tbody> <tr> <td>Recommended Spec.</td> <td><math>0 \leq T2 \leq 50ms</math></td> </tr> <tr> <td>P4 model defects measurement</td> <td>331ms</td> </tr> </tbody> </table>	T2: @ Wake up		Recommended Spec.	$0 \leq T2 \leq 50ms$	P4 model defects measurement	331ms	<p>&lt;In Charge&gt;</p> <p>S/W Development / S/W Verification</p> <p>[Result]</p>
T2: @ Wake up								
Recommended Spec.	$0 \leq T2 \leq 50ms$							
P4 model defects measurement	331ms							
	<p>[ Corrective Action ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> During EWP TF, complete analysis and application of modified S/W (KMB version)</li> </ul>	<p>&lt;Short-term project Completed Defective power/display fixed (devel./verification)&gt;</p>						

Product Quality

Item No. Product Quality-3

VOC Detail & C.A

In Charge

<Category>

[ VOC ]

□ S/W Freeze, Lock up, Lagging

Product Quality

[ VOC Detail / Root Cause ]

1. During browsing the Internet, loading speed decreases (lagging) with sites that contain many photos / videos / flash advertisement

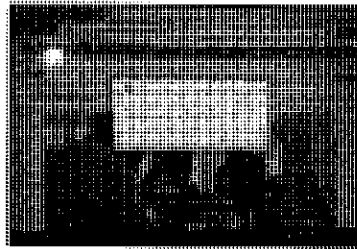
2. While running Apps (Youtube, CNN, BBC etc.), force close occurs often. Several Apps are not displayed on the entire screen

<In Charge

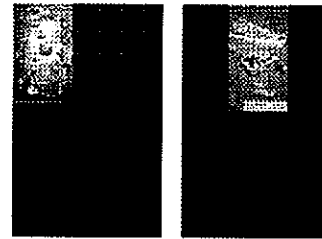
S/W  
Development  
/  
S/W Verification

<Sub Category>

Malfunction/no  
n-malfunction



- Force close -



- Does not display on the entire screen -


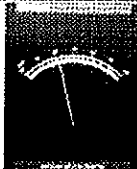


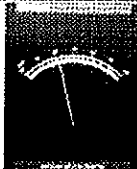


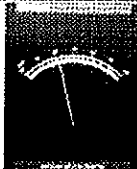



<Model>

[ Corrective Action ]

1. Loading speed decrease in sites with many photos / videos / flash
  - In TW version KMB (basic setting with flash on), decrease of speed is a known issue and it will be corrected in MR 2<sup>nd</sup> version (late August)
2. Issues with 3<sup>rd</sup> party applications themselves that are not compatible with Tablet PCs (Force close occurs 100% of the time when BBC App. is used but Company "M"'s Zoom has the same issues)
  - Problematic applications during EWP process: pandahome, openhome6, Kids ABC letters
  - Problematic application during store visits: BBC application

[Result]

<Short-term  
project>  
Completed  
Lagging  
fixed,  
reflected on  
MR v.2  
(Devel./verifi  
cation)

Product Quality		VOC Detail & C.A		In Charge									
Item No. Product Quality-4													
<Category> Product Quality	<input type="checkbox"/> App. operation errors, 6 cases - Chrome, Firefox not installed, Google market App download, installation don't work too well - Youtube App. does not run well - After resetting, Quick office App disappears → Either reappear as 20EA (8/23~) or does not reappear. Need detailed reappearance route or procurement of defective samples			<Short-term project> In Progress App. error reappearing (development/verification)									
<Sub Category> Malfunction	<input type="checkbox"/> WiFi access issues, 6 cases - WiFi signal drops often, does not connect to Network and operate normally after rebooting - WiFi Antenna bar appears lower than Note PC (Compared to mobile devices, equal performance) ※ WiFi comparisons between models (using WiFi Analyzer App.)			<Short-term project> Completed No issue with product performance (Development/verification)									
<Model> GT-P7510	<table border="1"> <thead> <tr> <th>P7510</th> <th>D700</th> <th>19000</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td>Between 70~80dBm</td> <td>Between 70~80dBm</td> <td>Between 70~80dBm</td> </tr> </tbody> </table>		P7510	D700	19000				Between 70~80dBm	Between 70~80dBm	Between 70~80dBm		
P7510	D700	19000											
													
Between 70~80dBm	Between 70~80dBm	Between 70~80dBm											
	<input type="checkbox"/> USB does not charge, takes too long to charge TA, 3 cases - While in LCD on status, it is displayed that USB is not charging (  ), and while in power off status, it displays that USB is charging (  ) - P4 charging currents			<Short-term project> Completed Product concept (Development/Verification)									
	<table border="1"> <tr> <td>USB charging current</td> <td>500mA</td> </tr> <tr> <td>TA charging current</td> <td>1.5A</td> </tr> </table>	USB charging current	500mA	TA charging current	1.5A								
USB charging current	500mA												
TA charging current	1.5A												
	→ When USB cable is connected to PC, it charges but because the charging current is too small, it displays that it's not being charged (concept) <input type="checkbox"/> Charging operation defect, 2 cases → 20EA does not reappear, need to acquire reappearance route and defective samples - Charging icon stops at a specific %, after rebooting displays normally - Does not charge due to defective TA												

Product Quality

Item No. Product Quality-5

VOC Detail & C.A

In Charge

<Category>

Product Quality Usability

- Short battery life, 2 cases  
→ Compared to models from other companies, larger battery capacity, and consumption time is 10 hrs, about the same as other models

Model	Battery capacity
iPad2	6600mAh
Galaxy Tab 10.1	7000mAh

<Short-term project>  
Completed  
No issue with product performance (Development/Verification)

<Sub Category>

Defects

- While using, overheating at the top left corner (AP neighboring section) and overheating during Youtube video playback (time used 10~15 min), 2 cases
- Resetting during the use, 1 case
- Does not recognize touch, 1 case  
- In process of procuring defective EWP TF sample and analyzing parts

<Short-term project>  
In Progress  
Issue being reproduced (Development/Verification)

<Model>

GT-P7510

- Error caused by overly sensitive Auto Brightness, 1 case  
- Either maintain the brightest state, the darkest state, or alternate between bright and dark states  
→ Either TF team/SW verification team is reproducing it (8/23~) or is not being reproduced.  
→ TF team/SW verification team is reproducing (8/23~) or is not being reproduced.
- Inconvenience due to sensitive horizontal and vertical screen transitions, 1 case  
→ TF team/SW verification team is reproducing (8/23~) or is not being reproduced.

■ GT-P7510 (P4) EWP Progress Items

- Among 203 returned samples procured, 164 actual defects, 39 NTFs

Divisions	No.	Symptoms	Quantity	Causes	Progress Items and Solutions	A person in charge	Completion
Equipment (105)	1	Watermark	85 units	Due to air influx in the rear side of LCD, it splashes around and watermarks appear	Additional process of rolling to remove air before adherence of tapes on both sides of LCD, and then tapes are adhered	Sangjin Lee Manager	Completed
	2	Incomplete TSP	15 units	Adhesion point between LCD Bracket and double-sided tapes for TSP detached (Tape 2034B applied)	- TSP double-sided tape item change application completed (2034B → 2038B) - Rear assembly Jig modified (Rear interference part outlet 1mm) completed - LCD Bracket Hook part, "C" Cut applied, completed	Sangjin Lee Manager	Completed
	3	Emission, LCD Crack	3 units	IF bundle emission damages (no outer damages) 2 units Left top corner TSP crack (no outer mark from external contact) 1 unit	Crack from external force : Confirmed in screw selection in assembly Rear bulk supplier focus item Crack caused by customer errors	Sangjin Lee Manager	Completed
	4	Rear Protrusion	2 units	Screw attached to rear adhesive double sided tape	Manufacturing failure case added	Sangmin Lee Manager	Completed
H/W (35)	5	No Power	13 units	After turning power on, when resetting with Power Key, power does not turn on, 12 units 30 PIN I/F Connector damaged, 1 unit	Turn APS mode off and change moviNAND controller reset voltage (S/W modification) Add tapes to both sides of Connector unit	Sangryul Park Principal Yoonjae Lee Manager	Completed
	6	Touch recognition defect	6 units	Touch IC bulk defects, 2 units TSP bulk defect assumed, 1 unit TSP Con. Actuator does not close, 1 unit TSP overflow occurs during log analysis, 1 unit Touch mis-recognition	Analyzing bulk suppliers When dismantling, sample damaged, impossible to analyze additionally Manufacturing failure cases added Analyzing bulk suppliers Specialized skill determined to be of superior quality, additionally analyzing hw verification	Kyungduk Dept. head Sangmin Lee Manager Yoonjae Lee Manager	In Progress
	7	Display defect	6 units	LCD FPCB defects, 2 units LVDS_RX_3N data Pk-Pk Level lower compared to qualified goods, 2 units FOG pressure unit line's pad corroded by alien substance, 1 unit Scheduled to further analyze after LVDS IC change, 1 unit	Manufacturing failure case added Filter determined to be of superior quality, scheduled to verify after SET re-mounted Supersonic washer cleaning to be performed during manufacturing (once a week), 1 unit Additionally analyzing, 1 unit	Sangmin Lee Manager Kyungduk Jung, Dept. Head	In Progress

H/W (35)	8	Camera defect	6 units	Camera bulk defect assumed, 1 unit U900 bulk defect assumed, 1 unit Camera lens unit oil influx, 3 units Liquid foreign substance in camera, 1 unit	Analyzing patron suppliers (8/13~) U900 corroded – manufacturing focus control requested Manufacturing focus control requested Washing step added (6/14~)	Kyungduk Jung Dept. Head Yoonjae Lee Manager	In Progress
	9	Key operation defect	2 units	When side key FPCB is changed, operates normally, 1 unit Key FPCB damaged, 1 unit	Dome corroded due to submersion (consumer's error) Manufacturing focus control reported	Kyungduk Jung Dept. Head Samgmin Lee Manager	Completed
	10	Flash mis-operation	2 units	V_BATTERY generates less voltage, 3V, and low DC resistance at VAP_CORE_1.2V bundle	Analyzing AP parts in B'd condition, completed (8/10) → Analyzing after forwarding bulk to America (~8/27)	Kyungduk Jung Dept Head	In Progress
	11	Acceleration sensor defect	1 unit	Gyro sensor bulk defect assumed	Gyro sensor determined to be of superior quality during IC parts examination Re-examining after SET re-mounted (8/18~)	Yoonjae Lee Manager	In Progress
S/W (24)	12	Wake up doesn't work	5 units	LCD T2 timing issue	T2 timing delay estimated to be 50ms (6/27)	Kwonsoo Kim Lead Engineer	Completed
	13	NO Power	5 units	Power doesn't turn on (after battery is taken out and put back in, it's the same)	5 units – NAND area damaged due to rooting	Sengwon Sun Lead Engineer	Completed
	14	Booting initialization lock up	4 units	Rooting, 3 units Memory defect, 1 unit	1 unit – not screened in DDR memory bulk (strengthen screening from 7/20)	Inhwan Chang Lead Engineer Uiseok Hong Lead Engineer	Completed
	15	Samsung logo lock up	3 units	3 <sup>rd</sup> party homescreen execution error	3 <sup>rd</sup> party application's own error	Inhwan Chang Lead Engineer	Completed
	16	During use lock up	3 units	Random exception.kernel panic (memory defect assumed)	3 units – not screened in DDR memory bulk (screening strengthened starting 7/20)	Sangryul Park Lead Engineer	Completed
	17	Display blackening	2 units	3 <sup>rd</sup> party appl. execution error, 1 unit Rooting, 1 unit	3 <sup>rd</sup> party application's own error After confirming rooting rate, attempted rooting with super user appl.	Inhwan Chang Lead Engineer Woochang Lee Lead Engineer	Completed
	18	Infinite resetting	1 unit	ext4-fs error, 1 unit	After inserting decoding, automation testing of the problem completed (8/2~8/15) cannot reproduce	Seungwon Sun Lead Engineer	Completed
	19	D/L mode access	1 unit	Rooting	After confirming rooting rate, attempted rooting with super user appl.	Inhwan Chang Lead Engineer	Completed



Process Part

Item No.	VOC Detail & C.A	In Charge														
<Category> Process	[ VOC ] <input type="checkbox"/> Kies/FOTA speed slow (SEA Corporate)  [ P4 Kies/FOTA update progress ] (Korean 8/24 midnight cumulative standard) - Speed depends on customer's Internet speed setting, but FOTA's performance is low, and need to address almost negligible part for Kies															
<Sub Category> FOTA/Kies	<table border="1"> <thead> <tr> <th>Division</th> <th>Upgrade completion progress</th> <th>Upgrade average time spent</th> </tr> </thead> <tbody> <tr> <td>FOTA (Pull/Push)</td> <td>16,013 cases (25%)</td> <td>32.8 min (about 96KB per sec)</td> </tr> <tr> <td>KIES</td> <td>694 cases (1%)</td> <td>17.6 min (about 176KB per sec)</td> </tr> <tr> <td>Sell-thru</td> <td>64,447 units</td> <td>KMB version: 188MB (Touchwiz first MR)</td> </tr> </tbody> </table>	Division	Upgrade completion progress	Upgrade average time spent	FOTA (Pull/Push)	16,013 cases (25%)	32.8 min (about 96KB per sec)	KIES	694 cases (1%)	17.6 min (about 176KB per sec)	Sell-thru	64,447 units	KMB version: 188MB (Touchwiz first MR)	<table border="1"> <tr> <td>* From SEA Co., after FOTA Pull Upgrade, 14 min, about 223KB per sec</td> </tr> <tr> <td>* From SEC Co., after Market Appl. D/L, about 174KB per sec (282MB Game attempted)</td> </tr> </table>	* From SEA Co., after FOTA Pull Upgrade, 14 min, about 223KB per sec	* From SEC Co., after Market Appl. D/L, about 174KB per sec (282MB Game attempted)
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Terminals with successful Update	3,234 units	Success rate: 94.42%														
	[ Corrective Action ] <input type="checkbox"/> Customer FOTA induction strengthening policy applied. - Provide Quick Guide (Product Planning) - Perform upgrade service by providing BBY Geek Squad one-click Tool (HQ CS)															

Process Part

BBY Process Part

[ Newly Purchasing Customer ] : Products of superior quality

[ Customer Product Purchasing Steps ]: Existing products of superior quality

In Box

New Customer

Existing Customer

Store Display

- ☞ Provide Quick Guide (Product Planning)
- \* Included contents
  1. Our call center number
  2. SPSTV URL
  3. Long Press Pwr Key Reset Guide
  4. FOTA instruction guide
  5. Media Hub / Quick Office Promotion

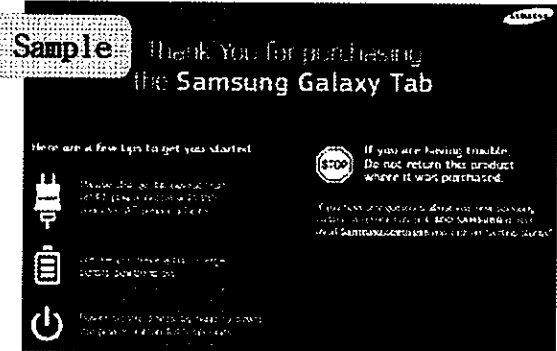
Twitter/Face Book

- ☞ Quick Guide Promotion (SEA operation)

- ☞ Equip Quick Guide next to store display (SEA business group)
- \* Included contents identical

Call Center Support

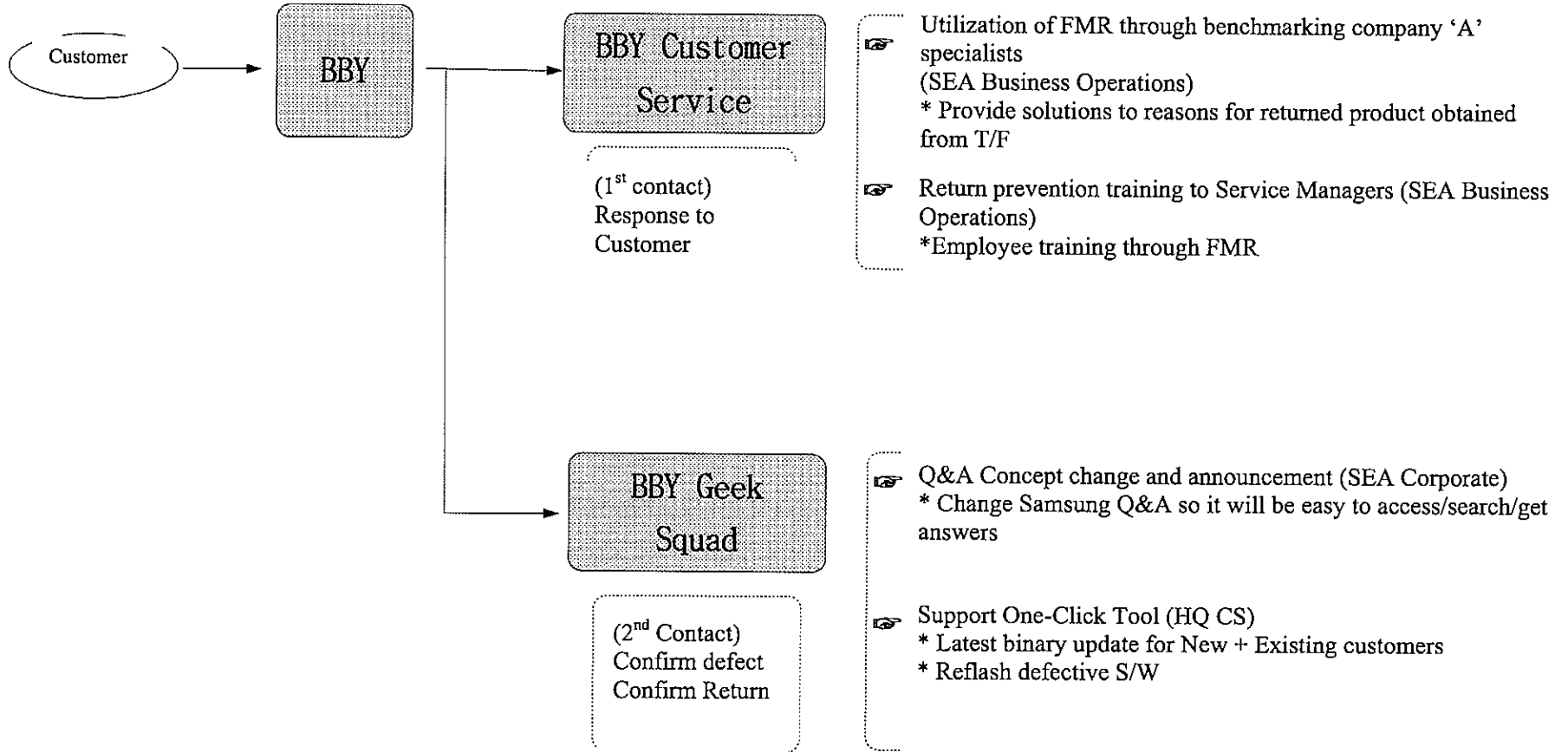
- ☞ Disseminate Trouble Shooting Guide (SEA CS)
- \* T/F team derive countermeasure regarding reasons for return
- ☞ Provide Remote Access Service (HQ CS)
- \* Develop Tablet remote support service



Process Part

BBY Process Part

[Customer Returns Product]



Process Part

BBY 프로세스 부분 요약

<Galaxy Tab Return Improvement>

<New Production Product Purchase>	<Existing Production Product Purchase>	<Existing Purchase Customer>	<Call Center>	<Customer Returns Product>
<p>Quick guide pamphlet inserted in the box</p> <p>Quick Guide Contents                      - C/C Number Stated                      - SPSN URL and APK Information                      - Reset Concept Stated                      - FOTA method information                      - Media Hub, Quick Office information</p>	<p>Quick guide pamphlet installed at the display</p>	<p>Quick guide distribution through SEA Twitter / Facebook                      (Use of phone numbers, mail, etc. customer information not allowed)</p>	<p>Agent Training</p> <ul style="list-style-type: none"> <li>- Quick guide distribution</li> <li>- T/F, T/S results sharing/training</li> <li>- Expansion of the use of samsung.com and Q&amp;A page</li> <li>- Remote access service (long-term solution)</li> </ul>	<p>BBY Customer Service (Using FMR)</p> <ul style="list-style-type: none"> <li>- Benchmark company 'A' to train T/F results (improvement solution)</li> <li>- Distribute T/S, return prevention training</li> </ul> <p>Geek Squad (Product defect detection and confirming returned products)</p> <ul style="list-style-type: none"> <li>- Change the samsung.com Q&amp;A concept so that users can easily access and use answers to product issues</li> <li>- Support One Click Tool to allow the latest binary updates to existing and new customers (Defective software reflash)</li> </ul>

北美 P4(P7510 WiFi) BBY 매장 방문 T/F 報告

2011年 8月

無線事業部

## I . 목적

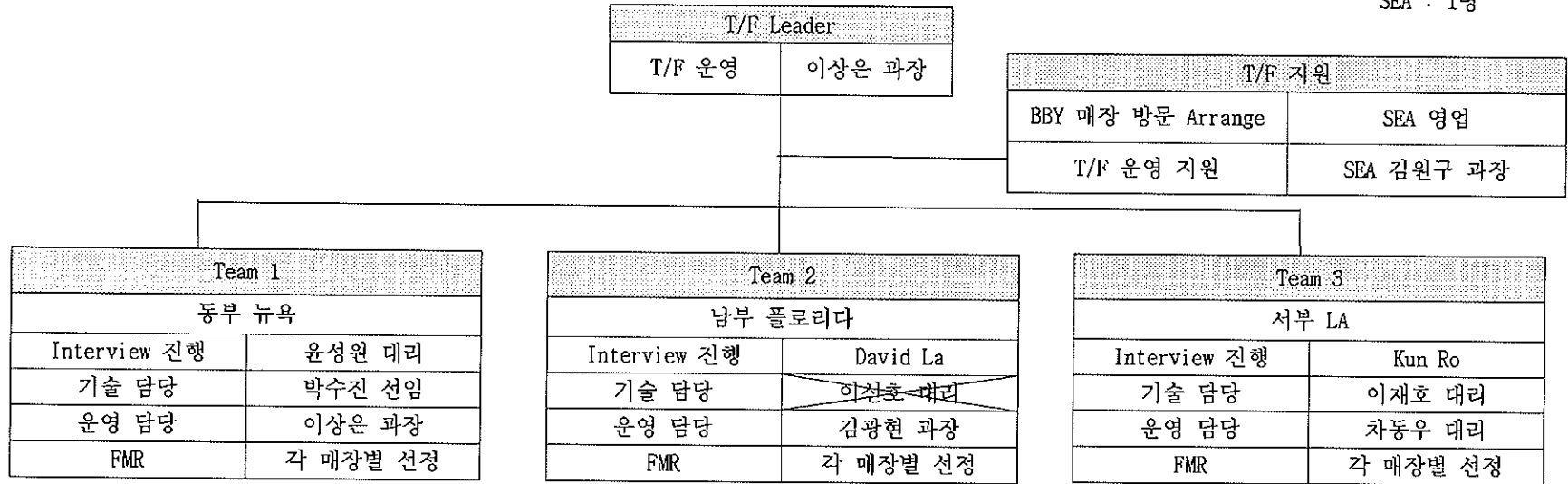
- 북미 P4 Wifi 모델의 최대 거래선인 BBY 매장 중 High Return 30개 매장 방문을 통해, 리턴 사유 조사 및 리턴 감소를 위한 개선 Item 도출

## II . 진행 方向

- 1) T/F 구성 : 본사 TF팀(CS/개발/제품기술/상품기획/영업)+STA+SEA+FMR 인력으로 각 조당 3명, 3개조 운영
- 2) 조사 지역 : New York, Florida, Los Angeles 3개지역 총 30개 매장 방문 (8/15~19)
- 3) 조사 대상 : Store Manager, Sales & Service Manager/Staff, Technician, Customer
- 4) 조사 사항 : 구매사유, 변심/고장/비고장 리턴 사유, 사용성 불만 등 등 Check List를 통한 Survey 실시
- 5) 추진 일정 :
  - 매장 방문 조사 : 8/15 ~ 8/19일 (5일간)
  - SEA 협업을 통한 T/F팀 과제 도출 : 8/20 ~ 8/23일
  - SEA/CS에서 지속 진행해야 할 프로세스 개선 부분은 10월末 목표
  - P4 Wifi 모델의 비고장 리턴 집중 개선 後 Verizon/Sprint P4 황전개

### III. BBY 매장 방문 T/F 조직도

\* 실제 매장 방문 인력  
 HQ : 6명  
 STA : 1명  
 SEA : 1명



■ 방문 일정

Weeks	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2nd	8	9	10	11	12 SEA 집합/미팅	13 T/F 사전준비 완료	14 각 지역 이동/ 매장 초기 방문
3rd	15 매장 방문 진행	16	17	18	19 매장 방문 완료 중간 보고	20 SEA 집합/미팅	21
4th	22	23 과제 도출완료 완료 보고	24 과제 진행 및 추가 과제 도출	25	26	27	28

#### IV. Survey 진행 현황

##### [ 매장 방문 결과 ]

- Best Buy Worst Return 발생지역의 30개 매장 위주로 조사 진행

Interview 장소		방문장소	조사인원	비고	
매장	Best Buy	New York	30	120 (직원 100, 고객 20)	<ul style="list-style-type: none"> <li>· 매장 매니저</li> <li>· 판매 직원</li> <li>· 고객서비스 직원</li> <li>· 기술 직원 (Geek Squad)</li> <li>· 일반 고객 (Tablet 흥미 고객)</li> </ul>
		Los Angeles			
		Florida			
	Verizon	2	4		

※ 고객과의 직접적인 인터뷰는 고객 대응 및 영업에 지장을 주지 않기 위해, 대부분의 매장에서 허락이 되지 않으며, 간략히 구매 사유 및 불편/불만 사항 인터뷰만 진행

##### [ Survey List ]

- Seg별(영업/사용/제품/디자인/서비스성)로 총 50개 질문 리스트 구성

→ BBY 대부분의 직원 수준이 통신 사업자 직원보다 예상 이상으로 차이가 발생하여, 설문 1일차부터 질문 리스트를 가감 수정하여, 총 26개 질문으로 수정.

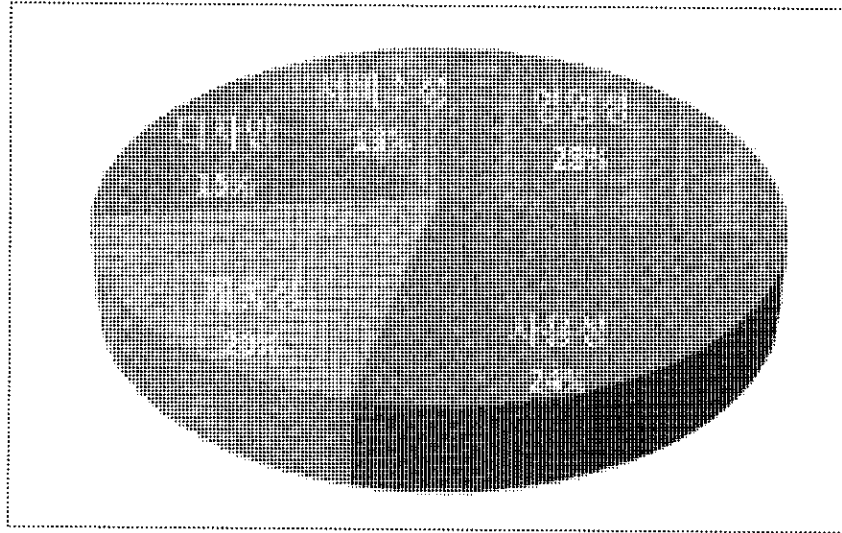
: 26개 질문도 Full로 대답할 수 있는 수준 및 시간을 가진 직원은 10% 미만.

(다품종 제품 취급으로 Tablet 전문성 결여, 대부분 Tablet 사용해 본 적 없음)

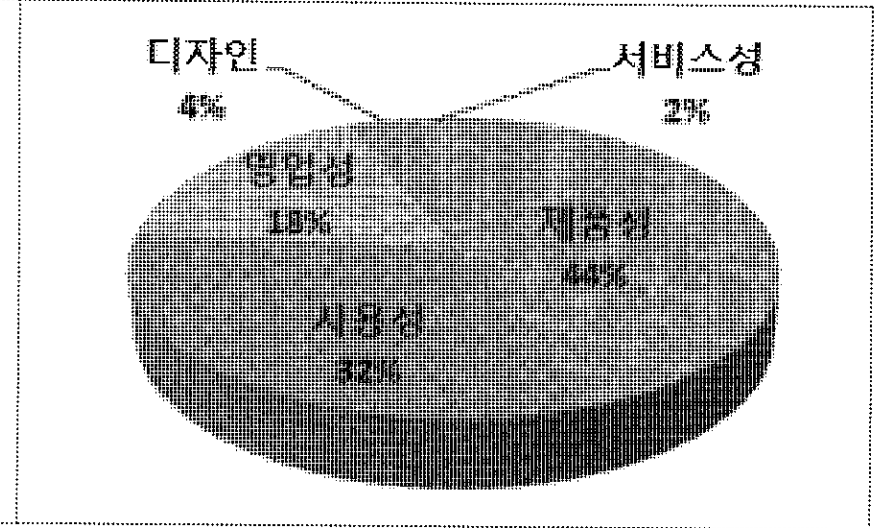


## V. Survey VOC 현황

【 당사 P4 관련 VOC 367件 】



【 실제 P4 리턴 관련 69件 】



## VI. 과제 도출 현황

구분	VOC(件)	점유율	개선 도출	점유율
영업성	105	28%	12	29%
사용성	91	24%	10	24%
제품성	71	20%	8	19%
디자인	58	15%	9	21%
서비스성	42	13%	3	7%
총계	367	100%	42	100%

## VII. 과제화 진행

\* 완료율 : 38% (16건/42)

과제번호	구분	VOC 요약	기간	과제 도출	책임자	진행	
영업1-1	영업성	고객 구매사유와 제품간 Gap 발생	단기	구매 포인트의 기대치에 못 미치는 부분 과제화	T/F팀	完	
영업1-2			장기	차기 Tablet 모델에 대한 수평검토	개발관리	進	
영업2-1		구매 계층별 요구하는 특화기능 만족도 낮음	단기	구매 포인트의 기대치에 못 미치는 부분 과제화	T/F팀	完	
영업2-2			장기	Tablet에 특화된 Feature 강화	상품기획	進	
영업3		매장 내 제품재고 부족	단기	매장 내 제품재고 부족에 대한 대책수립	SEA 영업	進	
영업4-1		Accessory 재고부족/경쟁력개선 필요	단기	Accessory 재고 부족에 대한 대책 수립	HQ,SEA영업	進	
영업4-2			장기	Accessory 경쟁력 개선을 위한 대책 수립	VPS 상기	進	
영업5-1		매장 내 장소선정 및 전시상태 미흡	단기	전시상태 즉 개선	SEA 영업	進	
영업5-2			장기	BBY 전시전략 개선	SEA 영업	進	
영업5-3			장기	Retail Mode 개선	S/W개발	進	
영업6		제품홍보 부족 및 이벤트성 리턴 발생	단기	A社 Specialist 매장 상주제도 벤치마킹	SEA법인	進	
영업7		Unit 색상 미 표기로 인한 리턴	단기	Unitbox Label 내 컬러사양 표기 기 완료	HQ 영업	完	
디자인1-1		디자인	외부 연결단자 지원 안함으로 리턴	단기	외부 연결 Accessory 판매 확대 필요	HQ,SEA영업	進
디자인1-2				장기	차기 Tablet 모델에 외부 연결단자 추가	상품기획	完
디자인2	타 Tablet 대비 카메라 화질 떨어짐		장기	향후 Tablet 고화소 카메라 적용검토	상품기획	完	
디자인3	볼륨키,전원키 위치에 대한 불편		장기	향후 Tablet 키버튼 디자인 검토	디자인	進	
디자인4	Display 하단 메뉴바 항상보임 불만		장기	Full Screen 기능실행 시 Hidden 가능 옵션 추가	S/W개발	進	
디자인5	화면 비율 불만		장기	향후 Tablet 화면비율 검토	상품기획	完	
디자인6	TA 케이블 길이 짧음 불만		단기	충전기 케이블 길이 연장 검토	VPS 개발	進	
디자인7	TV 리모컨 추가 희망		장기	TV 리모컨 기능 추가 검토	상품기획	完	
		악세서리 디자인 불만	장기	향후 Tablet Accessory 디자인 고급화 검토	VPS 상기	進	

과제번호	구분	VOC 요약	기간	과제 도출	책임자	진행
서비스1	서비스	BBY 고객리턴에 대한 정보입력 미흡	단기	BBY 리턴 데이터 입력 개선	SEA CS	진
서비스2		BBY Training System 및 콘텐츠 미흡	장기	BBY 교육 콘텐츠 향상	SEA CS	진
서비스3		FMR 인력 BBY 매장 상주시간 부족	장기	A社 벤치마킹 및 당사 FMR 활용 극대화 방안 수립	SEA법인	진
사용성1-1	사용성	Tablet 주요 사용하는 기능 미 지원으로 리턴	단기	Tablet용 Netflix 지원 검토	상품기획	完
사용성1-2			단기	주요 사용하는 기능에 대한 대안 App 안내	SEA CS	完
사용성1-3			장기	당사 VoIP/VT Solution 지원	상품기획	完
사용성2-1		고해상도 동영상 재생 시 느림	단기	Unit Box에 지원가능 해상도 표기 기 완료	HQ영업	完
사용성2-2			장기	개발/기획 시 Tablet Entertainment 성능/호환 검토	상품기획	진
사용성3-1		Honycomb OS 사용법 어려움	장기	직관성과 편리성 확보 위한 Tablet용 Touchwiz 보완	UI 디자인	完
사용성3-2			장기	Touchwiz 추가개선 검토	UI 디자인	完
사용성4-1		Laptop의 편리성,성능을 기대하고 구입 후 기대치 미치지 못하여 리턴	단기	가죽케이스 BT Keyboard 결합된 Accessory 개발완료	VPS 상기	完
사용성4-2			장기	Tablet 제품군의 Office 작업력 향상 방안 수립	상품기획	진
사용성5		부팅시간 오래걸림	단기	부팅시간 인지 개선	S/W개발	진
제품성1	제품성	Water Mark 발생하여 리턴	단기	EWP TF 기 수정완료	H/W개발	完
제품성2		No Power로 인한 리턴	단기	EWP TF 기 수정완료	S/W개발	完
제품성3		Flash 많은 사이트 Lagging	단기	Flash 사이트 Lagging 문제 : MR2차 개선반영 예정	S/W개발	完
제품성4,5		App동작, WiFi 접속, USB 충전 오류 등	단기	대부분 비고장 이슈로 재현시험 후 즉개선 예정	S/W검증	진

### VIII. 리턴 부분

Category	Sub Cat.	리턴사유	건수	세부 사항
제품성 44%	고장 (25%)	Freeze 위터마크 충전 불량 빛샘 Force Close Wifi 전원키 화면 불량 Touch Vol Key	11% 4% 2% 1% 1% 1% 1% 1% 1% 1%	웹 브라우저 (특히 Flash가 많은 사이트나 Flash 팝업 발생시) 사용 시 위터마크 충전 안됨 (TA 불량) 빛샘 BBC App, 웹브라우저 Wifi 접속 불량 No Power No Display (Backlight on) 터치 인식 안됨 볼륨키 작동 안됨
	비고장 (17%)	Lagging Sync 안됨 Wifi Batt life Audio Appl.	8% 2% 2% 2% 1% 1%	Lagging (Flash 광고 사이트 접속, 3D Game 실행시, 다수의 프로세스 실행시 등) PC Sync 안됨 Wifi 성능불량 Batt Life 짧음 AC3 audio codec 깨짐 Reset 후 Quick office App 사라짐
사용성 32%	O/S (19%)	Honeycomb	10%	Honeycomb O/S 사용법이 어려움 (셋팅 메뉴 찾기 어려움, UI가 비 직관적, 최적화 앱 부족)
		ipad 교환	9%	Ipad2로 교환
	Appl. 관련 (8%)	Netflix/Hulu	3%	Netflix/Hulu 지원 안됨
		Skype	5%	Skype 기능 미지원
성능 (6%)	성능 부족	6%	PC 수준의 성능을 원함 (속도 및 문서 작업 환경이 부족함)	

### VIII. 리턴 부분 (Cont'd)

Category	Sub Cat.	리턴사유	점유율	세부 사항
영업성 18%	홍보 부문 (4%)	제품 지식	4%	제품에 대한 지식/정보가 없이 구매
	단순변심 (6%)	단순변심	5%	제품에 대한 호기심으로 구입 후리턴 (처음부터 리턴을 전제하여 구입한 케이스 및 콘서트 참석 프로모션등)
	Accessory (3%)	종류	2%	Accessory 종류 부족
		재고 부족	1%	Accessory 재고 부족 (Keyboard dock)
	구매부분 (2%)	재고 부족	2%	32G 재고 부족
	가격부분 (2%)	가격	2%	구입 후 가격 사유로 리턴
사양오류 (2%)	컬러	2%	박스 라벨 컬러 사양 미기입으로 리턴 발생	
디자인 4%	상품 컨셉 (4%)	SD/HDMI/USB	3%	SD, USB, HDMI 기능 미지원
		Wireless Printer	1%	wireless printer 기능이 없어 리턴함
서비스성 2%	업그레이드 (1%)	Upgrade	1%	업그레이드 안됨 (FOTA 서비스 안됨)
총합계			100%	

IX. 주요 VOC 부분 (유효하지 않다고 판단되는 내용은 제외)

Category	Sub Category	Item	점유율	VOC 요약
영업성 28%	구매부분	구매 사유	7%	주로 Entertain(Game/동영상, 사진감상/웹브라우징/이메일) 및 업무, 학습용(문서작업)으로 구매
		구매 계층	3%	주로 20~30대에 집중되어 있음
		재고 부족	2%	특히 32G 모델의 재고가 부족하여 리턴 발생
	Accessory	종류/재고부족	3%	액세서리 종류 및 재고가 부족하여 판매 및 리턴에 영향을 주고 있음
		매장 전시	위치/전시상태	3%
	홍보 부문	제품 지식 부족	2%	제품 지식이 부족한 상태에서 구매한 고객들이 리턴함.
	단순변심	단순변심	2%	제품에 대한 호기심 및 프로모션 행사로 인해 구매 후 14일 이내 리턴
	기타	사양 오류	3%	Box 컬러 사양 미표기로 인해 구매후 색상 변경을 위해 리턴
사용성 24%	Appl. 관련	Netflix/Hulu	3%	Netflix/Hulu 미지원으로 불만 및 리턴 발생
		Skype	2%	Skype 미지원으로 불만 및 리턴 발생
		동영상	1%	동영상이 재생이 되지 않거나 느림 발생
		기타	4%	Honeycomb Appl. 부족 및 각종 Crash 발생 등
	O/S	Honeycomb	4%	Honeycomb 사용성이 어려움으로 인한 불만 및 리턴 발생
		ipad 교환	2%	Honeycomb 사용성 어려움 및 P4 전반 불만으로 인해 ipad2로 교환
		기타	1%	부팅 시간이 오래걸리며, 부팅이 되고 있는지에 대한 notice 발생이 너무 늦음
	UI/UX	UI/UX	1%	터치 위즈에 대한 속도 느낌, Auto Bright/Rotation이 너무 민감함 등
	호환성	PC Sync	2%	Mass storage 모드 기능 안됨으로 인해 PC Sync 어려움
	성능	성능 부족	2%	PC 수준의 속도 및 호환성, 문서 작업성이 기대치 이하여서 리턴 발생

### IX. 주요 VOC 부분 (Cont'd)

Category	Sub Category	Item	점유율	VOC 요약
제품성 20%	고장	Freeze	5%	웹/동영상/App. 사용시 Freeze
		Force Close	1%	App. 사용시 Force close 발생
		Wifi	1%	Wifi 연결 안됨
		위티마크	1%	위티마크로 인한 리턴
	비고장	기타	3%	충전불량, LCD 불량, 터치 불량, 빛샘 등
		Lagging	3%	다수 App. 실행 및 3D Game, Flash 많은 웹 사용시 Lagging 발생
		App.	2%	구글 마켓 접속이 잘 안됨 등
		Rooting	1%	루팅 후 리턴 및 매장에 루팅 요청
	기타	3%	발열, Wifi 성능 불만, Batt Life 불만 등	
디자인 15%	상품 컨셉	SD/HDMI/USB	6%	SD/HDMI/USB Slot을 지원하지 않음으로 인한 불만 및 리턴
		기타	3%	카메라 화소가 부족함, TV 리모콘 기능 필요, wireless printer 기능 없음 등
	외관	키버튼, 화면크기 등	4%	볼륨키와 전원키가 인접하여 불편, 화면 비율이 웹 브라우징 시 불편함, 플라스틱 커버가 싸보임.
		충전기	1%	충전기 케이블 길이 짧음
	Accessory	기타	2%	액세서리 디자인이 저렴해 보임, Book Cover 사용시 충전을 할 수 없는 구조라 불편 등
서비스성 13%	Training	E-learning	3%	BBY 트러블 슈팅 시스템 및 교육 시스템상 Tablet 관련 정보 부족
		Geek Squad	3%	BBY Technitian의 트러블 슈팅 능력이 상당히 부족
		FMR	1%	FMR 인력의 매장 상주 시간이 너무 짧아서 비 효율적
		Apple Specialist	1%	Apple사는 매장에 종일 상주하여, 영업/서비스에 상당히 효율적임
	시스템	리턴사유 입력	1%	리턴 사유를 제대로 파악하지 않고, 형식적으로 입력하거나 미입력
총합계			367	

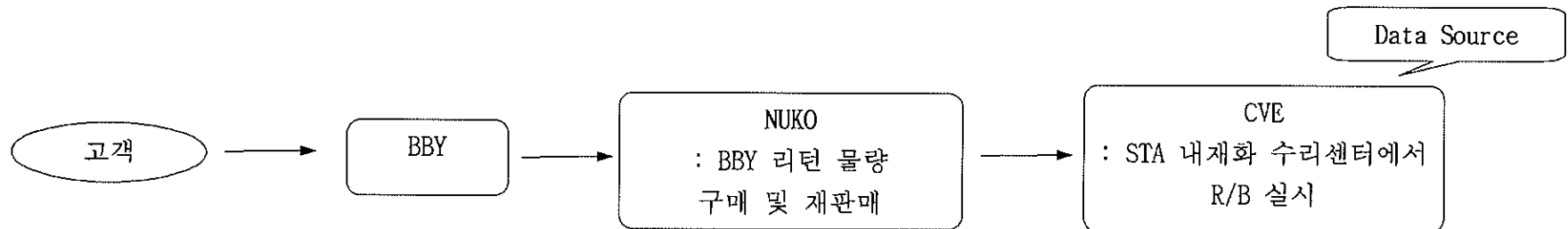
# X. 리턴 현황

## [ P4 리턴 Trend ]

(SEA 집계)

항 목		7월		8월				비 고
		29주	30주	31주	32주	33주	34주	
BBY 총 리턴율	누적 리턴율	2.8%	12.3%	12.6%	15.1%	16.6%	15.8%	* 로직 : $\frac{\text{누적 (14일 이내+14일 이후 리턴건)}}{\text{(누적 Sell thru - 직전 4주판매)}}$  ※ 판매 4주 이내 리턴되는 수량은 0.13%로써, 직전 4주 판매를 분모에서 제외함.
	누적 리턴건	564	3,691	4,582	6,466	8,155	8,714	
	누적 Sell-thru (당월제외)	19,900	30,018	36,425	42,811	49,124	55,188	
	누적 Sell-thru (당월포함)	41,533	50,165	57,234	64,447	70,699	81,946	

### ※ 세부 리턴 프로세스 및 데이터 Source

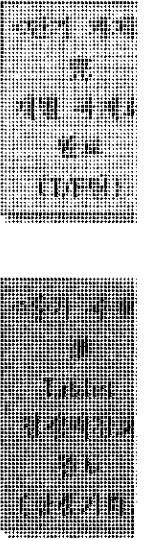




영업성

Item No. 영업-1	VOC Detail & C.A	In Charge																																																			
<Category>	[ VOC ] <input type="checkbox"/> 당사 P4 Tablet 제품에 대한 고객들의 구매 사유 조사 (매장 Sales Rep. 및 Tablet 구매 고객 문의)	<In Charge>																																																			
영업성	[ VOC Detail / Root Cause ] - 테블릿을 주로 구매하는 사유와 P4 제품간의 Gap이 있어 기대치를 만족 못하고 있음.	T/F팀 / 개발관리																																																			
<Sub Category>	<table border="1"> <thead> <tr> <th>P4 구매 사유</th> <th>세부 사항</th> <th>응답수</th> <th>참여율</th> <th>Tablet 개선/향상 부분</th> </tr> </thead> <tbody> <tr> <td>Entertain 용도</td> <td>게임 및 영화/사진 감상용 (주로 32G 모델 선호하며 TV 또는 Projector에 연결하여 사용 선호)</td> <td>7</td> <td>23%</td> <td>HDMI Adaptor 매장 미보급 Netflix 서비스 지원 안됨 Tegra2 동영상 재생 성능부족 Media/Music Hub 인지 부족</td> </tr> <tr> <td>O/S 부분</td> <td>Android 시스템을 선호하며 Flash를 지원하기 때문</td> <td>5</td> <td>16%</td> <td>Honey Comb 사용성 어려움</td> </tr> <tr> <td rowspan="4">업무/학습용</td> <td>문서작업</td> <td>6</td> <td>19%</td> <td>Quick Office 인지 및 성능부족</td> </tr> <tr> <td>주식 관리</td> <td>1</td> <td>3%</td> <td>특이 문제 없음</td> </tr> <tr> <td>Email (주로 16G 모델선호)</td> <td>3</td> <td>10%</td> <td>특이 문제 없음</td> </tr> <tr> <td>웹 브라우저 (주로 16G 모델선호)</td> <td>3</td> <td>10%</td> <td>Flash 많은 site 접속시 느림</td> </tr> <tr> <td rowspan="2">디자인 부분</td> <td>이동성, 가벼움</td> <td>4</td> <td>13%</td> <td>당사 이동성, 가벼움 디자인 우수</td> </tr> <tr> <td>화질이 좋아서</td> <td>1</td> <td>3%</td> <td>특이 문제 없음</td> </tr> <tr> <td>기타</td> <td>wifi 선호 (Mobile Hotspot이 있으므로)</td> <td>1</td> <td>3%</td> <td>특이 문제 없음</td> </tr> <tr> <td colspan="2">합계</td> <td>31</td> <td>100%</td> <td></td> </tr> </tbody> </table>	P4 구매 사유	세부 사항	응답수	참여율	Tablet 개선/향상 부분	Entertain 용도	게임 및 영화/사진 감상용 (주로 32G 모델 선호하며 TV 또는 Projector에 연결하여 사용 선호)	7	23%	HDMI Adaptor 매장 미보급 Netflix 서비스 지원 안됨 Tegra2 동영상 재생 성능부족 Media/Music Hub 인지 부족	O/S 부분	Android 시스템을 선호하며 Flash를 지원하기 때문	5	16%	Honey Comb 사용성 어려움	업무/학습용	문서작업	6	19%	Quick Office 인지 및 성능부족	주식 관리	1	3%	특이 문제 없음	Email (주로 16G 모델선호)	3	10%	특이 문제 없음	웹 브라우저 (주로 16G 모델선호)	3	10%	Flash 많은 site 접속시 느림	디자인 부분	이동성, 가벼움	4	13%	당사 이동성, 가벼움 디자인 우수	화질이 좋아서	1	3%	특이 문제 없음	기타	wifi 선호 (Mobile Hotspot이 있으므로)	1	3%	특이 문제 없음	합계		31	100%		[Result]
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구매 사유	※ ASUS社 Transformer Tablet 주 구매 포인트 - HDMI/SD Slot 지원 및 접히는 Key board Dock 지원 ※ Apple社 iPad2 Tablet 주 구매 포인트 - 노트북/휴대폰/MP3와 같은 family Product로 사용성 익숙																																																				
<Model>	[ Corrective Action ] <input type="checkbox"/> 구매 포인트의 기대치에 미치지 못하는 부분 즉시 개선 (각 아이템별 별도 과제화함) [ Long-term Action Plan ] <input type="checkbox"/> 차기 Tablet 모델에 대해 P4 개선 사항 수평전개																																																				
GT-P7510																																																					

영업성

Item No. 영업-2	VOC Detail & C.A		In Charge											
<Category>	<p>[ VOC ]</p> <p><input type="checkbox"/> 당사 P4 Tablet 제품에 대한 고객들의 구매 계층 조사 (매장 Sales Rep. 문의)</p> <p>[ VOC Detail / Root Cause ]</p> <p>- Honeycomb O/S의 사용성이 직관적이지 않고, Tablet 각 구매 계층이 요구하는 특화 기능의 만족도도 낮음으로써, 기존 Royal 고객이 많은 A사 대비 고객층이 얇음.</p>		<In Charge>											
영업성			T/F팀 / 상품기획											
<Sub Category>														
구매 계층														
<Model>														
GT-P7510														
연령/직업	<table border="1"> <thead> <tr> <th colspan="2" data-bbox="1010 485 1115 514">당사 P4</th> <th data-bbox="1545 493 1713 522">Apple iPad2</th> </tr> </thead> <tbody> <tr> <td data-bbox="506 704 638 734">연령/직업</td> <td data-bbox="674 558 1457 980"> <p>■ 구매 고객이 20~30대에 집중되어 있음</p> <ul style="list-style-type: none"> <li>- 대학생 : 문서 작업/Note Taking (넷북 대신 사용)</li> <li>- 비즈니스맨 : Presentation/e-mail 체크 (노트북 대신 휴대)</li> <li>- 기존 Android 스마트폰 유저 : 큰 화면의 게임/동영상</li> <li>- Early Adaptor : 신제품에 대해 무조건 구매/사용</li> <li>- 일반 유저 : 집에서 게임 및 영화/사진 감상</li> </ul> </td> <td data-bbox="1472 623 1787 883"> <p>구매 연령대 및 직업이 다양하며, 성별에 큰 차이가 없음.</p> <p>기존 iPhone/Mac book 등 Family Product 사용자</p> </td> </tr> <tr> <td data-bbox="537 940 606 969">성별</td> <td colspan="2" data-bbox="674 940 1457 980"> <p>■ 남자 80%, 여자 20% (Not Friendly UI for woman)</p> </td> </tr> <tr> <td data-bbox="506 1057 638 1086">특이 사항</td> <td colspan="2" data-bbox="674 989 1457 1167"> <ul style="list-style-type: none"> <li>* Florida 지역은 중남미보다 싼 가격 때문에, 중남미 관광객이 많이 구매 함.</li> <li>* 뉴욕 시내 지역도 타국가 보다 싼 가격으로 인한, 관광객 구매가 있음.</li> <li>* 뉴욕 시내 지역은 비즈니스맨들이 휴대성 뿐 아니라 디자인 측면도 주요 구매 요소가 되며, 악세사리 디자인까지 중요시 함.</li> </ul> </td> </tr> </tbody> </table>	당사 P4		Apple iPad2	연령/직업	<p>■ 구매 고객이 20~30대에 집중되어 있음</p> <ul style="list-style-type: none"> <li>- 대학생 : 문서 작업/Note Taking (넷북 대신 사용)</li> <li>- 비즈니스맨 : Presentation/e-mail 체크 (노트북 대신 휴대)</li> <li>- 기존 Android 스마트폰 유저 : 큰 화면의 게임/동영상</li> <li>- Early Adaptor : 신제품에 대해 무조건 구매/사용</li> <li>- 일반 유저 : 집에서 게임 및 영화/사진 감상</li> </ul>	<p>구매 연령대 및 직업이 다양하며, 성별에 큰 차이가 없음.</p> <p>기존 iPhone/Mac book 등 Family Product 사용자</p>	성별	<p>■ 남자 80%, 여자 20% (Not Friendly UI for woman)</p>		특이 사항	<ul style="list-style-type: none"> <li>* Florida 지역은 중남미보다 싼 가격 때문에, 중남미 관광객이 많이 구매 함.</li> <li>* 뉴욕 시내 지역도 타국가 보다 싼 가격으로 인한, 관광객 구매가 있음.</li> <li>* 뉴욕 시내 지역은 비즈니스맨들이 휴대성 뿐 아니라 디자인 측면도 주요 구매 요소가 되며, 악세사리 디자인까지 중요시 함.</li> </ul>		[Result]
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	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> 구매 포인트의 기대치에 미치지 못하는 부분 즉시 개선 (각 아이템별 별도 과제화함)</p> <p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> A사 대비 편리성이든 전문성이든 특화된 Feature 강화 필요 (상품기획)</p>													



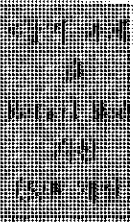
영업성

Item No. 영업-3	VOC Detail & C.A	In Charge												
<p>&lt;Category&gt;</p> <p>영업성</p> <p>&lt;Sub Category&gt;</p> <p>P4 제품 재고 부족</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> P4 Tablet 재고 부족</p> <p>[ VOC Detail / Root Cause ]</p> <p>- 9/30개(30%) 매장에서 P4 재고 부족 언급.</p> <table border="1" data-bbox="472 418 1835 708"> <thead> <tr> <th>유형</th> <th>매장</th> <th>비고</th> </tr> </thead> <tbody> <tr> <td>32G 모델 재고 부족</td> <td>5개소</td> <td>16G 先구입 후 리턴하여 32G 모델로 교체</td> </tr> <tr> <td>P4 전반 재고 부족</td> <td>4개소</td> <td>매장 당 재고가 1~2대 밖에 없거나, 전혀 없어서 iPad2를 대신 구입하는 케이스도 발생</td> </tr> <tr> <td>총 재고 부족 매장</td> <td>9/30개 (30%)</td> <td></td> </tr> </tbody> </table>	유형	매장	비고	32G 모델 재고 부족	5개소	16G 先구입 후 리턴하여 32G 모델로 교체	P4 전반 재고 부족	4개소	매장 당 재고가 1~2대 밖에 없거나, 전혀 없어서 iPad2를 대신 구입하는 케이스도 발생	총 재고 부족 매장	9/30개 (30%)		<p>&lt;In Charge&gt;</p> <p>SEA 영업</p>
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<p>&lt;Model&gt;</p> <p>GT-P7510</p>	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> 재고 부족에 대한 사유 조사 및 대책 수립 필요 (SEA 영업)</p> <p>1. BBY 지역별/매장별 재고 재조사 필요 (특히 32G 모델)</p> <p>2. 당사는 재고가 많이 있는 것으로 파악되나, BBY 실제 매장에서 재고가 부족한 사유 파악 필요. (BBY 물류 및 CPFR 프로세스 등 검토)</p>	<p>[Result]</p> <p>&lt;당기 과제 進 査 査 査&gt; (SEA영업)</p>												

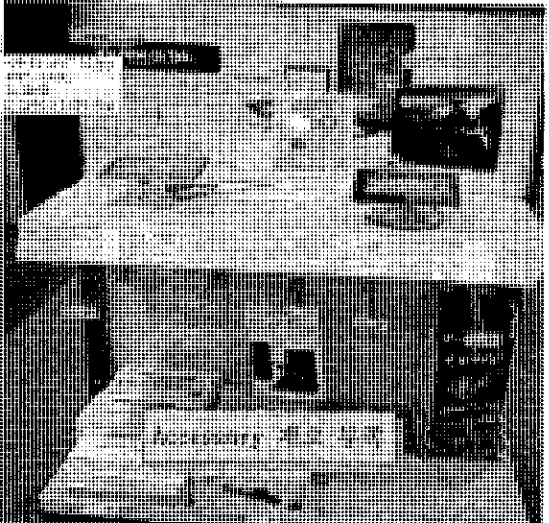

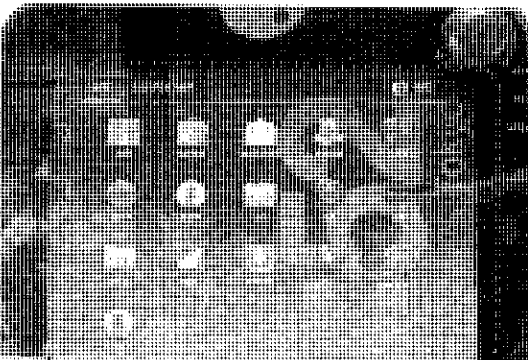
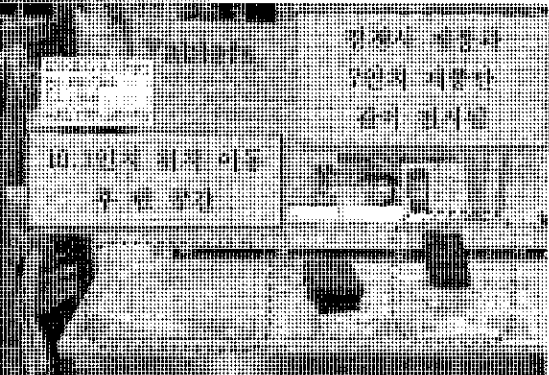
영업성

Item No. 영업-4	VOC Detail & C.A		In Charge																																																																										
<Category> 영업성	[ VOC ] <input type="checkbox"/> P4 악세사리 종류 및 재고 부족 [ VOC Detail / Root Cause ] - 대부분의 매장에 Accessory 재고가 없거나 종류가 부족하여 판매 및 리턴에 영향을 미친다고 피드백.		<In Charge> HQ 영업																																																																										
<Sub Category> 악세사리 종류 및 재고 부족	<table border="1"> <thead> <tr> <th>유형</th> <th>비고</th> <th>매장 공통 의견</th> </tr> </thead> <tbody> <tr> <td>재고 부족</td> <td>방문한 대부분의 매장이 USB/SD Adaptor 재고가 아예 없거나 부족함. (2/30개소에서만 USB Adaptor 있음을 확인함)</td> <td rowspan="2">판매 및 리턴에 영향을 미치고 있으나 해결이 안되고 있음.</td> </tr> <tr> <td>종류 부족 불만</td> <td>Apple사 대비 Accessory 종류가 부족하여 판매 및 리턴에 영향을 미침</td> </tr> </tbody> </table>	유형	비고	매장 공통 의견	재고 부족	방문한 대부분의 매장이 USB/SD Adaptor 재고가 아예 없거나 부족함. (2/30개소에서만 USB Adaptor 있음을 확인함)	판매 및 리턴에 영향을 미치고 있으나 해결이 안되고 있음.	종류 부족 불만	Apple사 대비 Accessory 종류가 부족하여 판매 및 리턴에 영향을 미침																																																																				
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<Model> GT-P7510	[ 경쟁사 악세사리 종류 비교 ] <table border="1"> <thead> <tr> <th>제조사</th> <th>Samsung</th> <th>Apple</th> <th>HP</th> <th>Agus</th> <th>Motorola</th> <th>Toshiba</th> </tr> <tr> <th>모델</th> <td>Galaxy Tab</td> <td>Ipad2 Wifi</td> <td>Touch Pad</td> <td>Transformer</td> <td>Xoom</td> <td>Thrive</td> </tr> <tr> <th>가격 (\$)</th> <td>499.99</td> <td>499.99</td> <td>399.99</td> <td>399.99</td> <td>499.99</td> <td>429.99</td> </tr> </thead> <tbody> <tr> <td rowspan="2">Accessory</td> <td>스케</td> <td>6</td> <td>289</td> <td>4</td> <td>2</td> <td>5</td> <td>11</td> </tr> <tr> <td>Case</td> <td>2</td> <td>183</td> <td>1</td> <td>0</td> <td>1</td> <td>6</td> </tr> <tr> <td rowspan="2">BBY Site 조사 기준</td> <td>Dock</td> <td>2</td> <td>37</td> <td>2</td> <td>1</td> <td>1</td> <td>2</td> </tr> <tr> <td>Cable / Connectors</td> <td>1</td> <td>14</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> </tr> <tr> <td rowspan="3">3rd Party 제품 포함</td> <td>Screen protection</td> <td>1</td> <td>26</td> <td>1</td> <td>1</td> <td>1</td> <td>2</td> </tr> <tr> <td>Charger / Adapters</td> <td>0</td> <td>12</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> </tr> <tr> <td>Stylus</td> <td>0</td> <td>17</td> <td>0</td> <td>0</td> <td>0</td> <td>1</td> </tr> </tbody> </table>		제조사	Samsung	Apple	HP	Agus	Motorola	Toshiba	모델	Galaxy Tab	Ipad2 Wifi	Touch Pad	Transformer	Xoom	Thrive	가격 (\$)	499.99	499.99	399.99	399.99	499.99	429.99	Accessory	스케	6	289	4	2	5	11	Case	2	183	1	0	1	6	BBY Site 조사 기준	Dock	2	37	2	1	1	2	Cable / Connectors	1	14	0	0	1	0	3rd Party 제품 포함	Screen protection	1	26	1	1	1	2	Charger / Adapters	0	12	0	0	1	0	Stylus	0	17	0	0	0	1		[Result]
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영업성

Item No. 영업-5	VOC Detail & C.A		In Charge									
<Category>  영업성	[ VOC ] <input type="checkbox"/> P4 Tablet 매장 전시 상태 조사  [ VOC Detail / Root Cause ] - 모든 매장에서 P4 전시 위치는 Tablet과 떨어진 곳에 전시되어 있으며, 대부분 매장에서 P4 Tablet 전시 상태가 양호하지 못함		<In Charge>  SEA 영업 / SW 개발									
<Sub Category>  매장 전시	<table border="1"> <thead> <tr> <th data-bbox="451 479 556 511">유형</th> <th data-bbox="850 479 913 511">당사</th> <th data-bbox="1438 479 1564 511">A사 비교</th> </tr> </thead> <tbody> <tr> <td data-bbox="462 592 535 673">전시 위치</td> <td data-bbox="577 527 1186 755">                             .경쟁사 Tablet은 별도 Booth가 없인 한 군데 모여 있음.                              .당사는 Tablet이 모여 있는 곳에서 단독으로 떨어져 있음.                              .당사는 P4, P1, PC 모두 따로 흩어져 있음.                         </td> <td data-bbox="1207 600 1816 682">                             .Family 제품이 Apple 자체 Booth에 함께 모여 있음.                         </td> </tr> <tr> <td data-bbox="462 868 535 950">전시 상태</td> <td data-bbox="577 763 1186 1079">                             .Retail Mode가 제대로 작동되고 있지 않거나, 제대로 설치되어 있지 않음.                              * 8.9인치 Retail Mode가 설치된 매장도 뉴욕 2개소 확인됨.                              .각종 호환에 문제가 있는 Appl. 설치 및 다수 Appl. 실행으로 인해 Lagging 발생하여 체험 불가능한 단말도 확인됨                         </td> <td data-bbox="1207 771 1816 1079">                             .Apple은 Specialist(애플직원)가 매장에 상주하며, 항상 전시용 IT 제품을 관리함.                              .i-tunes 계정이 있어야 Appl.설치가 가능하므로, Specialist가 매일 없는 매장도 설치된 Appl.이 별로 없음.                              .Appl 실행 중 Home key 빠져 나오면 Task 종료되므로 Lagging 현상 없음                         </td> </tr> </tbody> </table>		유형	당사	A사 비교	전시 위치	.경쟁사 Tablet은 별도 Booth가 없인 한 군데 모여 있음. .당사는 Tablet이 모여 있는 곳에서 단독으로 떨어져 있음. .당사는 P4, P1, PC 모두 따로 흩어져 있음.	.Family 제품이 Apple 자체 Booth에 함께 모여 있음.	전시 상태	.Retail Mode가 제대로 작동되고 있지 않거나, 제대로 설치되어 있지 않음. * 8.9인치 Retail Mode가 설치된 매장도 뉴욕 2개소 확인됨. .각종 호환에 문제가 있는 Appl. 설치 및 다수 Appl. 실행으로 인해 Lagging 발생하여 체험 불가능한 단말도 확인됨	.Apple은 Specialist(애플직원)가 매장에 상주하며, 항상 전시용 IT 제품을 관리함. .i-tunes 계정이 있어야 Appl.설치가 가능하므로, Specialist가 매일 없는 매장도 설치된 Appl.이 별로 없음. .Appl 실행 중 Home key 빠져 나오면 Task 종료되므로 Lagging 현상 없음	[Result]      
유형	당사	A사 비교										
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<Model>  GT-P7510	[ Corrective Action ] <input type="checkbox"/> 최적의 전시 상태 유지를 위한 대책 수립 필요 (SEA 영업)  [ Long-term Action Plan ] <input type="checkbox"/> BBY 매장 전시에 대한 Synergy 효과를 위한 근본 전략 수립 필요 (SEA 영업) <input type="checkbox"/> Retail Mode 개선 - 전시용 셋트가 고객에 의해 Lagging등의 문제가 발생하지 않고 최적의 상태를 유지하도록 대책 수립 (S/W개발)											

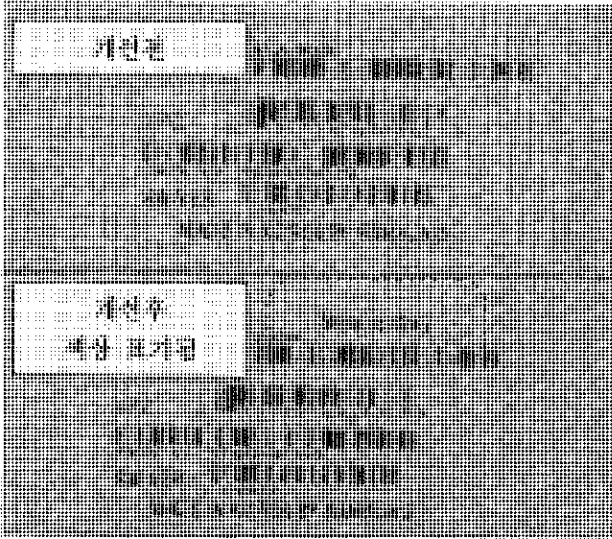
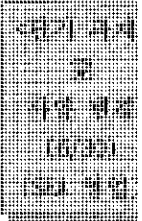
매장 전시 상태 비교 사진

유형	당사	A사 비교	기타경쟁사
전시 위치	<p>&lt; 홀로 떨어진 곳에 별도 Booth 운영 &gt;</p> 	<p>&lt; A사 상주 직원에 의해 관리되며, IT 제품이 모여 있음.&gt;</p>  <p>A사 상주 Specialist</p> <p>Family Product가 함께 전시되어 있음.</p>	<p>&lt; Toshiba사의 관리가 안된 Case &gt;</p>  <p>고객에 의해 중국어 UI가 설치된 이후 매장직원도 그대로 방치해둔 상태 : 고객이 체험하기 어려운 상황</p>
			

영업성

Item No. 영업-6	VOC Detail & C.A		In Charge									
<Category>  영업성	[ VOC ] <input type="checkbox"/> 제품에 대한 고객들의 사전 제품 지식 부족 및 단순 변심 리턴  [ VOC Detail / Root Cause ] - 제품 홍보 부족 및 정확한 제품 정보 전달이 구매 이전에 되지 않았고, 영업성 프로모션 행사에 의해 리턴이 발생하는 경우		<In Charge>  SEA 법인									
<Sub Category>  제품 홍보  <Model>  GT-P7510	<table border="1"> <thead> <tr> <th data-bbox="604 477 663 509">유형</th> <th data-bbox="884 477 947 509">매장</th> <th data-bbox="1381 477 1451 509">비고</th> </tr> </thead> <tbody> <tr> <td data-bbox="478 688 789 721">제품에 대한 지식 부족</td> <td data-bbox="856 667 974 745">7/30개소 (23%)</td> <td data-bbox="1035 529 1808 891">                             고객들이 당사 제품 혹은 Tablet에 대한 정확한 사전지식 없이 구매하여 14일 이내 리턴                              &lt; Case &gt;                              1. Apple ipad2인줄 알고 구매 후 리턴한 고객유형이 가장 많다고 함. (BBY Sales Rep.)                              2. Android 제품인 줄 모르고 구매 후 리턴                              3. Florida 관광객 밀집 매장은 고객이 사전에 제품 정보를 미리 파악 후 바로 구매 후 리턴도 적다고 함.                         </td> </tr> <tr> <td data-bbox="527 997 737 1029">단순 변심 리턴</td> <td data-bbox="856 976 974 1053">6/30개소 (20%)</td> <td data-bbox="1035 907 1787 1122">                             제품에 대한 호기심 및 리턴을 전제하여 구매                              &lt; Case &gt;                              1. Just Try를 위해, 상승적인 구매 고객이 있다고 함.                              2. 뉴욕 지역 Ne-Yo 콘서트 참석을 위해, P4 구매한 후 콘서트 종료 후 많이 리턴함                         </td> </tr> </tbody> </table>		유형	매장	비고	제품에 대한 지식 부족	7/30개소 (23%)	고객들이 당사 제품 혹은 Tablet에 대한 정확한 사전지식 없이 구매하여 14일 이내 리턴 < Case > 1. Apple ipad2인줄 알고 구매 후 리턴한 고객유형이 가장 많다고 함. (BBY Sales Rep.) 2. Android 제품인 줄 모르고 구매 후 리턴 3. Florida 관광객 밀집 매장은 고객이 사전에 제품 정보를 미리 파악 후 바로 구매 후 리턴도 적다고 함.	단순 변심 리턴	6/30개소 (20%)	제품에 대한 호기심 및 리턴을 전제하여 구매 < Case > 1. Just Try를 위해, 상승적인 구매 고객이 있다고 함. 2. 뉴욕 지역 Ne-Yo 콘서트 참석을 위해, P4 구매한 후 콘서트 종료 후 많이 리턴함	[Result]
유형	매장	비고										
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[ Long-term Action Plan ] <input type="checkbox"/> A사 벤치 마킹하여 당사 FMR 조직 운영 방안 개선 필요 (A사 만큼의 Resource가 가용치 않을 경우 기존 FMR 직원 Promotion을 통한 정직원 채용 제안 : 충성도 및 동기 부여 상승 효과 기대)												

영업성

Item No. 영업-7	VOC Detail & C.A	In Charge
<p>&lt;Category&gt;</p> <p>영업성</p> <p>&lt;Sub Category&gt;</p> <p>사양 오류</p> <p>&lt;Model&gt;</p> <p>GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> 제품 구매 후 잘못된 컬러로 인해 리턴</p> <p>[ VOC Detail / Root Cause ]</p> <p>- Unit Box에 색상 사양 표시가 되지 않아, 잘못된 색상 구매 후 변경을 위해 리턴 (2/30개 매장) (판매 초기 이슈로 기 조치 완료함 : 6/30일)</p> 	<p>&lt;In Charge&gt;</p> <p>HQ 영업</p>
	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> BOX에 컬러 사양 표기 기 수정 완료 (HQ 영업)</p>	<p>[Result]</p> 




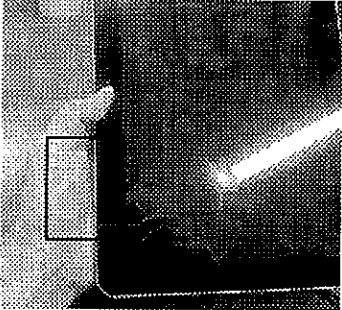

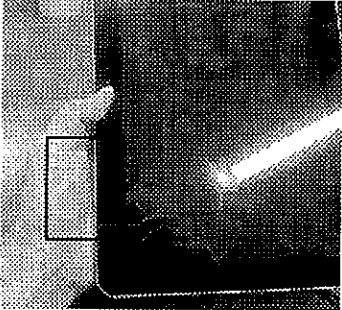

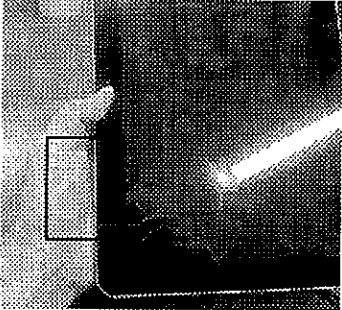

디자인

Item No. 디자인-1	VOC Detail & C.A	In Charge																																																				
<p>&lt;Category&gt; 디자인</p> <p>&lt;Sub Category&gt; SD/USB/HDMI 단자 없음 및 USB 충전안됨</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> HDMI, SD, USB Slot이 없어 불편함, 특히 SD Slot 없어 불편하다는 VOC가 많음</p> <p>[ VOC Detail / Root Cause ]</p> <p>- SD/HDMI/USB Slot을 지원하지 않음으로 인한 불만 및 리턴 발생</p> <p><input type="checkbox"/> 비지니스 목적의 경우 랩탑 대신 Tablet을 가지고 다니는데, HDMI로 프로젝터 PT를 할수 있음</p> <p><input type="checkbox"/> USB포트가 있을 시 외부 콘텐츠를 저장하기가 쉬우나, Galaxy Tab의 경우 PC연결해야 해서 번거로움</p> <p><input type="checkbox"/> 어댑터가 있더라도 가지고 다니기 번거로우며 잃어버릴 우려가 있으므로 불편함</p> <p><input type="checkbox"/> 다른 Interface보다 SD Slot이 없는게 가장 불편하다</p> <p><input type="checkbox"/> USB 케이블로 PC 연결 시 충전이 안되어 불편하다</p> <p>※ Tablet 제조사별 외부 Port 현황</p> <table border="1" data-bbox="457 743 1822 1052"> <thead> <tr> <th>제조사</th> <th>Samsung</th> <th>Apple</th> <th>HP</th> <th>Asus</th> <th>Motorola</th> <th>Toshiba</th> </tr> <tr> <th>모델</th> <th>Galaxy Tab</th> <th>Ipad2</th> <th>Touch</th> <th>Transformer</th> <th>Xoom</th> <th>Thrive</th> </tr> </thead> <tbody> <tr> <td>가격 (\$)</td> <td>499.99</td> <td>499.99</td> <td>399.99</td> <td>399.99</td> <td>499.99</td> <td>429.99</td> </tr> <tr> <td rowspan="5">Port</td> <td>HDMI</td> <td>x</td> <td>x</td> <td>x</td> <td>o</td> <td>o</td> </tr> <tr> <td>USB</td> <td>x</td> <td>x</td> <td>x</td> <td>x</td> <td>o</td> </tr> <tr> <td>Micro USB</td> <td>x</td> <td>x</td> <td>o</td> <td>x</td> <td>o</td> </tr> <tr> <td>SD card</td> <td>x</td> <td>x</td> <td>x</td> <td>x</td> <td>o</td> </tr> <tr> <td>Micro SD card</td> <td>x</td> <td>x</td> <td>x</td> <td>o</td> <td>o</td> </tr> </tbody> </table> <p>[ Corrective Action ]</p> <p><input type="checkbox"/> 기 개발 완료된 Accessory 공급 개선 (HQ 영업)</p> <p>* P4 개발 완료 Accessory 종류 (9종)</p> <p>: Desk Dock / Keyboard Dock / BT Keyboard + Case / Book Cover / Leather Pouch Powerpack / USB Connector / SD Card Connector / HDMI Adopter Cable</p> <p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> 향후 Tablet SD/HDMI/USB Slot 적용 검토 결과 : P4-C, P2, P8, P10 차후 SD Slot 적용 예정</p>	제조사	Samsung	Apple	HP	Asus	Motorola	Toshiba	모델	Galaxy Tab	Ipad2	Touch	Transformer	Xoom	Thrive	가격 (\$)	499.99	499.99	399.99	399.99	499.99	429.99	Port	HDMI	x	x	x	o	o	USB	x	x	x	x	o	Micro USB	x	x	o	x	o	SD card	x	x	x	x	o	Micro SD card	x	x	x	o	o	<p>In Charge</p> <p>&lt;In Charge&gt; HQ 영업 / 상품기획</p> <p>[Result]</p>
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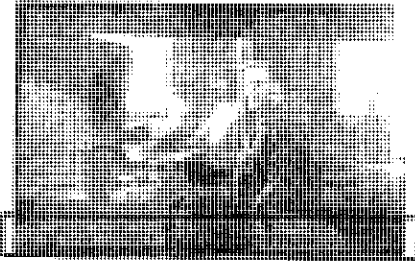
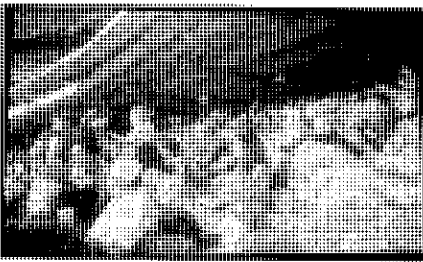
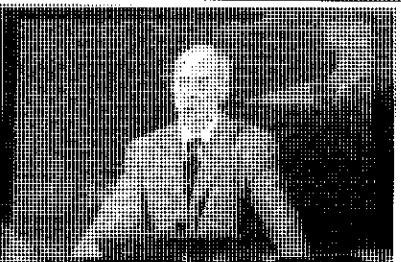

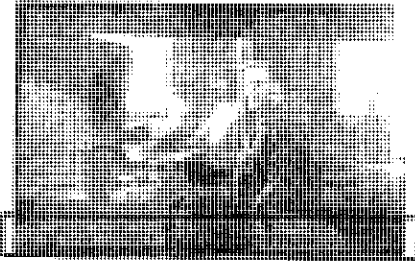
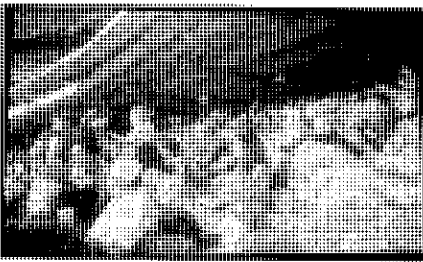
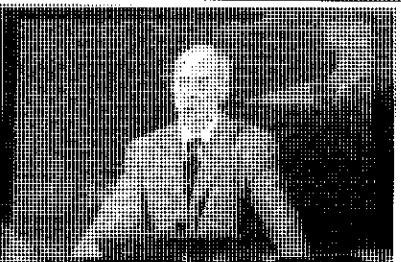
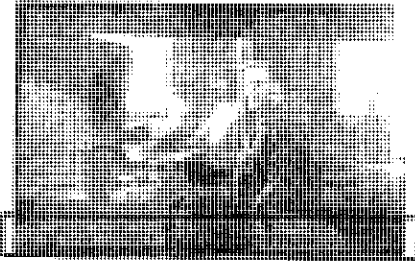
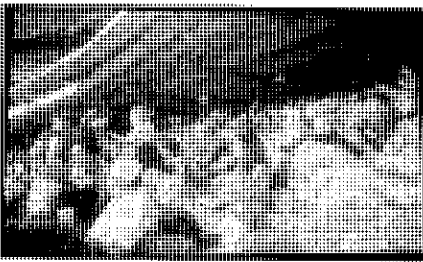
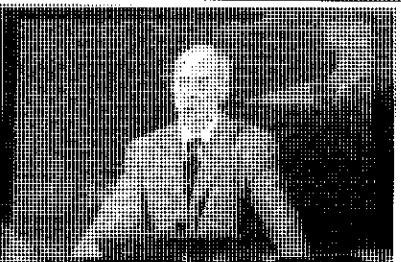
디자인

Item No. 디자인-2	VOC Detail & C.A	In Charge																			
<p>&lt;Category&gt; 디자인</p> <p>&lt;Sub Category&gt; 카메라 화질</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> 카메라 화질이 떨어짐</p> <p>[ VOC Detail / Root Cause ]</p> <p>- Tablet 특성상 Camera 화소가 휴대폰보다 높지 않으나, 폰대비 혹은 타사 테블릿 대비 불만임.</p> <p><input type="checkbox"/> 카메라 화질이 제품 가격 및 타 제조사 제품에 비해 떨어진다</p> <p><input type="checkbox"/> 전면카메라가 소비자가 보유하고 있는 랩탑에 비해 화질이 떨어진다</p> <p>※ Tablet 제조사별 카메라 화소 현황</p> <table border="1" data-bbox="451 641 1837 771"> <thead> <tr> <th></th> <th>Galaxy Tab</th> <th>Apple Ipad2</th> <th>Asus Transformer</th> <th>Motorola Xoom</th> <th>Toshiba Thrive</th> </tr> </thead> <tbody> <tr> <td>전면</td> <td>2MP</td> <td>0.3MP</td> <td>1.3MP</td> <td>2MP</td> <td>2MP</td> </tr> <tr> <td>후면</td> <td>3MP</td> <td>0.9MP</td> <td>5MP</td> <td>5MP</td> <td>5MP</td> </tr> </tbody> </table> <p>→ A社 만큼 카메라에 비중을 확실히 적게 둔 것도 아니고, 타 경쟁사대비 우위에 있는 것도 아닌 컨셉으로 차별화가 없음.</p>		Galaxy Tab	Apple Ipad2	Asus Transformer	Motorola Xoom	Toshiba Thrive	전면	2MP	0.3MP	1.3MP	2MP	2MP	후면	3MP	0.9MP	5MP	5MP	5MP	<p>&lt;In Charge&gt; 상품기획</p>	
	Galaxy Tab	Apple Ipad2	Asus Transformer	Motorola Xoom	Toshiba Thrive																
전면	2MP	0.3MP	1.3MP	2MP	2MP																
후면	3MP	0.9MP	5MP	5MP	5MP																
	<p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> 리턴 사유가 아닌 만족도 부분으로 타사 경쟁 우위 혹은 비중 약화에 대한 상품기획 검토 필요</p> <p>&lt; 상품기획 검토 결과 &gt;</p> <p><input type="checkbox"/> '11~'12년 Tablet 카메라 사양</p> <table border="1" data-bbox="525 1177 1680 1356"> <thead> <tr> <th rowspan="2"></th> <th colspan="3">'11년</th> <th>'12년</th> </tr> <tr> <th>P4 Creative</th> <th>P2</th> <th>P8 LTE</th> <th>P10</th> </tr> </thead> <tbody> <tr> <td>전면</td> <td>2MP</td> <td>2MP</td> <td>2MP</td> <td>2MP</td> </tr> <tr> <td>후면</td> <td>3MP</td> <td>3MP</td> <td>3MP</td> <td>5MP</td> </tr> </tbody> </table>		'11년			'12년	P4 Creative	P2	P8 LTE	P10	전면	2MP	2MP	2MP	2MP	후면	3MP	3MP	3MP	5MP	<p>[Result]</p>
	'11년			'12년																	
	P4 Creative	P2	P8 LTE	P10																	
전면	2MP	2MP	2MP	2MP																	
후면	3MP	3MP	3MP	5MP																	

디자인

Item No. 디자인-3	VOC Detail & C.A	In Charge				
<p>&lt;Category&gt; 디자인</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> 볼륨키와 전원키의 위치가 마음에 안듬</p> <p>[ VOC Detail / Root Cause ]</p> <p>- 볼륨키 와 전원키가 인접하여 불편을 겪는 고객이 있으며, 세로 그림이 잦은 경우 불편함.</p> <p><input type="checkbox"/> 전원키와 볼륨키가 붙어있어 Power off 시도 시 볼륨키가 눌린다</p> <p><input type="checkbox"/> 전원키가 왼쪽 상단에 있어 세로 사용 시 의도치 않게 볼륨, 전원키가 눌린다</p>	<p>&lt;In Charge&gt; 디자인</p>				
<p>&lt;Sub Category&gt; 키 버튼</p>	<table border="1"> <tr> <td data-bbox="575 594 1016 862">  </td> <td data-bbox="1289 578 1629 886">  </td> </tr> <tr> <td data-bbox="537 967 1052 1049"> <p>볼륨키와 전원키 간격(약 1cm) → 볼륨키 작동시 전원키 오작동 발생</p> </td> <td data-bbox="1136 902 1776 1130"> <p>세로 그림 시 Side Key 눌림 → 웹브라우징 시 세로 모드를 많이 사용함. → Side key가 우측으로 오게 잡으면 문제되지 않으나, 디자인상 좌우 구분이 쉽지 않아 무심코 세로로 잡다보면 해당 불편 발생</p> </td> </tr> </table>			<p>볼륨키와 전원키 간격(약 1cm) → 볼륨키 작동시 전원키 오작동 발생</p>	<p>세로 그림 시 Side Key 눌림 → 웹브라우징 시 세로 모드를 많이 사용함. → Side key가 우측으로 오게 잡으면 문제되지 않으나, 디자인상 좌우 구분이 쉽지 않아 무심코 세로로 잡다보면 해당 불편 발생</p>	<p>[Result]</p>
						
<p>볼륨키와 전원키 간격(약 1cm) → 볼륨키 작동시 전원키 오작동 발생</p>	<p>세로 그림 시 Side Key 눌림 → 웹브라우징 시 세로 모드를 많이 사용함. → Side key가 우측으로 오게 잡으면 문제되지 않으나, 디자인상 좌우 구분이 쉽지 않아 무심코 세로로 잡다보면 해당 불편 발생</p>					
<p>&lt;Model&gt; GT-P7510</p>	<p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> 리턴 사유가 아닌 불편함 부분으로 향후 디자인 시 해당 사용성도 고려한 키 간격 및 배치 검토 (디자인)</p>					

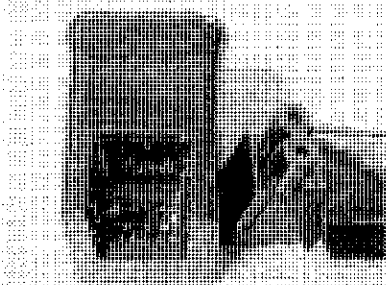
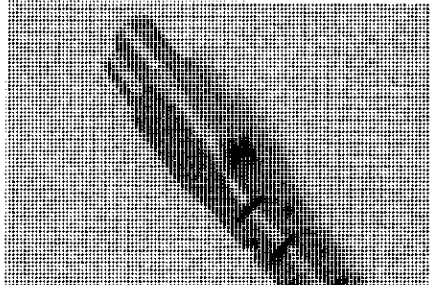
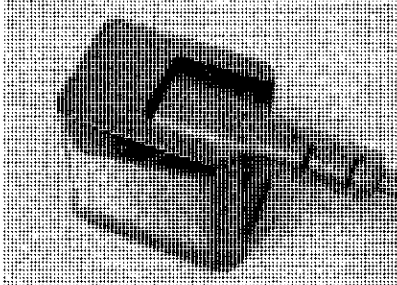
디자인

Item No. 디자인-4	VOC Detail & C.A	In Charge									
<p>&lt;Category&gt; 디자인</p> <p>&lt;Sub Category&gt; 키 버튼</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> Display면 하단에 메뉴바(홈키, 취소키)가 있어 불편하다</p> <p>[ VOC Detail / Root Cause ]</p> <p>- 동영상 재생시 화면 하단에 메뉴바가 사라지지 않아 화면 좁아 보이며 영화재생 시 눈에 거슬려 불편.</p> <table border="1" data-bbox="443 472 1822 854"> <thead> <tr> <th data-bbox="443 472 898 526">Honeycomb</th> <th data-bbox="898 472 1360 526">Gingerbread</th> <th data-bbox="1360 472 1822 526">IOS</th> </tr> </thead> <tbody> <tr> <td data-bbox="443 526 898 797">  </td> <td data-bbox="898 526 1360 797">  </td> <td data-bbox="1360 526 1822 797">  </td> </tr> <tr> <td data-bbox="443 797 898 854">하단 메뉴바 사라지지 않음</td> <td data-bbox="898 797 1360 854">플 프레임 화면</td> <td data-bbox="1360 797 1822 854">플 프레임 화면</td> </tr> </tbody> </table> <p>→ 메뉴바가 공간을 차지하며, 동영상 플레이시 메뉴바의 메뉴는 점으로 표시되어 있음. 화면 터치시 기본 메뉴바(  )가 활성화 됨.</p> <p>→ Honeycomb 컨셉 이슈(기본 Video Player 및 Streaming 재생시 동일)</p> <p>[ Corrective Action ]</p> <p><input type="checkbox"/> 영화재생 및 Full Screen App 실행 시 하단 메뉴바가 Hidden 가능하도록 Option 추가 필요.</p>	Honeycomb	Gingerbread	IOS				하단 메뉴바 사라지지 않음	플 프레임 화면	플 프레임 화면	<p>&lt;In Charge&gt; S/W 개발</p> <p>[Result]</p> <div data-bbox="1864 1094 2011 1312" style="border: 1px solid black; padding: 2px;"> <p>이단기 과제 비 동영상 메뉴 동영상 재생 (완료)</p> </div>
Honeycomb	Gingerbread	IOS									
											
하단 메뉴바 사라지지 않음	플 프레임 화면	플 프레임 화면									


디자인

Item No. 디자인-5	VOC Detail & C.A	In Charge																																		
<p>&lt;Category&gt; 디자인</p> <p>&lt;Sub Category&gt; 리모컨 기능 지원</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> 화면 비율이 ipad에 비해 웹 브라우징이나 E-Book에 적당하지 않다</p> <p>[ VOC Detail / Root Cause ]</p> <p>- P4 화면 비율이 ipad 대비 웹브라우징 시 불편함.</p> <p><input type="checkbox"/> ipad의 스크린 비율은 4:3이라서 Portrait(세로화면)일 때는 좌우가 넓어서 E-Book을 볼 때 편하고, Landscape(가로화면)일 때는 위아래가 길기 때문에 웹 브라우징 시 스크롤이 많이 필요치 않다.</p> <p>※ Galaxy Tab VS Ipad2 화면 비교</p> <table border="1" data-bbox="451 609 1816 917"> <thead> <tr> <th></th> <th>Galaxy Tab</th> <th>Apple Ipad2</th> </tr> </thead> <tbody> <tr> <td>화면 비율</td> <td>16 : 10</td> <td>4 : 3</td> </tr> <tr> <td>화면 해상도</td> <td>1280 X 800</td> <td>1024 X 768</td> </tr> <tr> <td>장 점</td> <td>.와이드포맷 영화 감상 최적화 된 해상도</td> <td>.E-Book, 잡지 리딩에 최적화 된 해상도 .웹 브라우저에 보이는 정보량이 많음</td> </tr> <tr> <td>단 점</td> <td>.가로화면으로 웹 브라우징 시 한 화면에 보이는 정보량이 상대적으로 적음</td> <td>.와이드포맷 영화 재생 시 상/하단 여백 발생</td> </tr> </tbody> </table> <p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> Tablet 사용자의 주용도가 동영상 재생 뿐만 아니라, 웹 브라우징, E-Mail, E-Book 기능의 사용빈도도 높음. 이를 감안하여 범용성을 가진 해상도 상품기획 검토 요청.</p> <p>&lt; 상품기획 검토 결과 &gt;</p> <p><input type="checkbox"/> Google에서 recommend 하는 Honeycomb OS 지원하는 화면 해상도가 16:10 임.</p> <table border="1" data-bbox="514 1177 1680 1356"> <thead> <tr> <th rowspan="2"></th> <th colspan="3">'11년</th> <th>'12년</th> </tr> <tr> <th>P4 Creative</th> <th>P2</th> <th>P8 LTE</th> <th>P10</th> </tr> </thead> <tbody> <tr> <td>화면 해상도</td> <td>1280 X 800</td> <td>1024 X 600</td> <td>1280 X 800</td> <td>2560 X 1600</td> </tr> <tr> <td>화면 비율</td> <td>16 : 10</td> <td>16 : 9</td> <td>16 : 10</td> <td>16 : 10</td> </tr> </tbody> </table>		Galaxy Tab	Apple Ipad2	화면 비율	16 : 10	4 : 3	화면 해상도	1280 X 800	1024 X 768	장 점	.와이드포맷 영화 감상 최적화 된 해상도	.E-Book, 잡지 리딩에 최적화 된 해상도 .웹 브라우저에 보이는 정보량이 많음	단 점	.가로화면으로 웹 브라우징 시 한 화면에 보이는 정보량이 상대적으로 적음	.와이드포맷 영화 재생 시 상/하단 여백 발생		'11년			'12년	P4 Creative	P2	P8 LTE	P10	화면 해상도	1280 X 800	1024 X 600	1280 X 800	2560 X 1600	화면 비율	16 : 10	16 : 9	16 : 10	16 : 10	<p>&lt;In Charge&gt; 상품기획</p> <p>[Result]</p>
	Galaxy Tab	Apple Ipad2																																		
화면 비율	16 : 10	4 : 3																																		
화면 해상도	1280 X 800	1024 X 768																																		
장 점	.와이드포맷 영화 감상 최적화 된 해상도	.E-Book, 잡지 리딩에 최적화 된 해상도 .웹 브라우저에 보이는 정보량이 많음																																		
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	'11년			'12년																																
	P4 Creative	P2	P8 LTE	P10																																
화면 해상도	1280 X 800	1024 X 600	1280 X 800	2560 X 1600																																
화면 비율	16 : 10	16 : 9	16 : 10	16 : 10																																

디자인

Item No. 디자인-6	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; 디자인</p> <p>&lt;Sub Category&gt; Rear Cover 재질</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> 충전 TA 케이블 길이가 짧음</p> <p>[ VOC Detail / Root Cause ]</p> <p>- TA 케이블 길이가 짧아 미국 가정 및 회의실에 연결하여 사용하기에 불편함. (악세사리 부족 리턴 사유와 연관됨)</p> <p>※ Cable 길이가 짧아(1m) 인터넷에 고객이 임의로 케이블 연장한 사진</p> <div style="display: flex; align-items: center; justify-content: center;">  <span style="margin: 0 10px;">+</span>  <span style="margin: 0 10px;">=</span>  </div> <p style="display: flex; justify-content: space-around; margin-top: 5px;"> <span>이렇게 분리</span> <span>연장 케이블</span> <span>이렇게와 연장 케이블 결합</span> </p> <p>[ Corrective Action ]</p> <p><input type="checkbox"/> 충전기 케이블 길이 연장 검토 (USB Cable부 연장 시 데이터 통신에 문제가 될 수 있으며, 고객과 동일한 방법은 디자인 및 침수/파손에 의한 사고 위험성이 있으므로 디자인을 개선하거나, Long Cable TA 별도 개발)</p>	<p>&lt;In Charge&gt; VPS개발</p> <p>[Result]</p> <div style="border: 1px solid black; padding: 2px; width: fit-content; margin-top: 10px;"> <p>충전기 케이블 길이 연장 VPS 개발</p> </div>

디자인

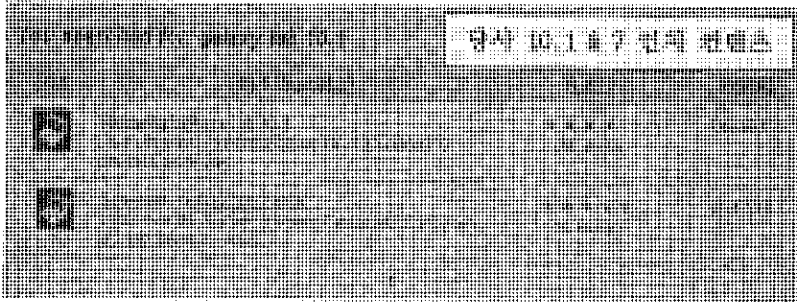
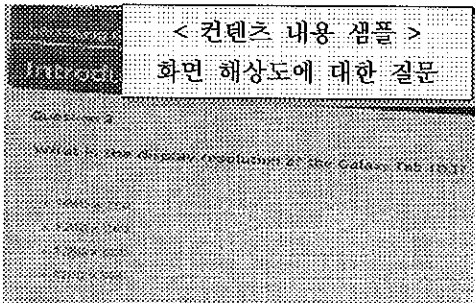
Item No. 디자인-7	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; 디자인</p> <p>&lt;Sub Category&gt; 리모컨 기능 지원 / Rear Cover 재질 / Accessory 기타</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> TV 리모컨 기능 추가필요 - TV 리모컨 기능이 추가되면 사용성이 좋아질 것이다</p> <p><input type="checkbox"/> Rear Cover 의 재질이 플라스틱으로 인한 불만 - 플라스틱 재질로 인해 값싼 느낌이 나며, 약해 보이고, Scratch가 많이 남</p> <p><input type="checkbox"/> Accessory 디자인 불만 - 액세서리 디자인이 저렴해 보임 : Newyorker들은 "Accessory is Fashion"이라는 얘기를 하며, Apple과 같은 Logo도 없고 저렴해 보여, 마치 명품 지갑을 허름한 가방에 넣고 다니는 격이라고 함. - Book Cover 사용시 충전을 할 수 없는 구조라 불편 : Interface가 Tablet 하단부에 있어 Book Cover에 막히는 구조</p>	<p>&lt;In Charge&gt; 상품기획 / 디자인 / VPS개발 / VPS상품기:</p>
<p>&lt;Model&gt; GT-P7510</p>	<p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> TV 리모컨 기능 추가 &lt; 상품기획 검토 결과 &gt;</p> <p><input type="checkbox"/> 현재 Market에서 Samsung Remote Control 앱 다운로드 가능</p> <p><input type="checkbox"/> 향후 Tablet 모델에 IR 탑재하여 remote control 기능 지원 예정 (P4-C, P2, P8)</p> <p><input type="checkbox"/> 향후 Tablet Accessory 디자인 고급화 검토 : Samsung Logo추가 등. (VPS 상품 기획)</p>	<p>[Result]</p> 

서비스

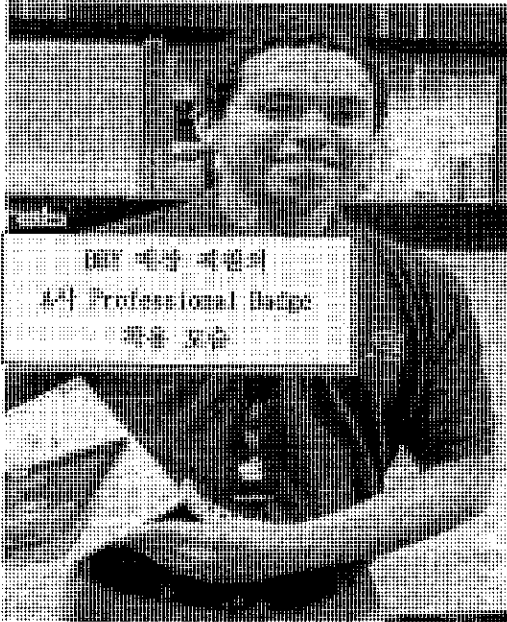
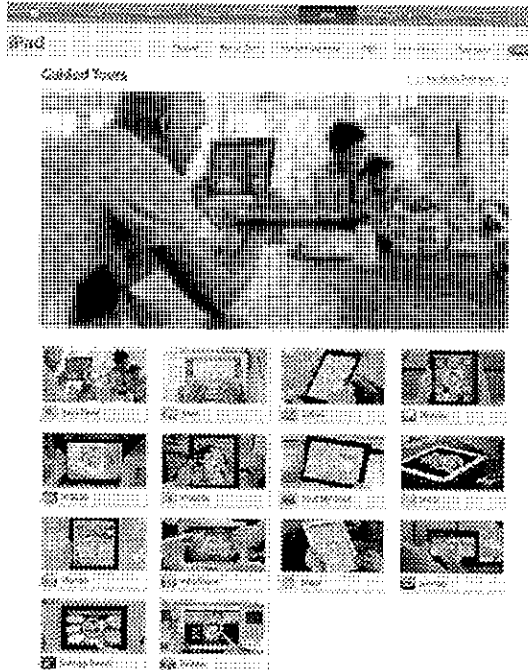
Item No. 서비스-1	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; 서비스</p> <p>&lt;Sub Category&gt; Return 처리 프로세스</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> 리턴 제품에 대한 정보 입력 미흡</p> <p>[ VOC Detail / Root Cause ]</p> <p><input type="checkbox"/> 제품 리턴 발생 시 전산에 리턴 정보는 입력을 하나 형식적으로 입력 하는데 그침</p> <p><input type="checkbox"/> 고객 증상만 간단히 확인하고 단순변심으로 입력하는 경우가 대부분임</p>	<p>&lt;In Charge&gt; SEA CS</p>
<p>&lt;Model&gt; GT-P7510</p>	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> 고객 리턴발생 시 정확한 데이터 입력 및 DB화 할 수 있도록 Best Buy와 협의 필요</p> <p><input type="checkbox"/> Best Buy 리턴 정보 정기적 공유화 필요</p> <p><input type="checkbox"/> 리턴정보 입력 시 실제 고객 리턴사유와 매장직원 확인결과를 구분하여 입력 필요</p>	<p>[Result]</p> <p>리턴 발생 원인 해결 개선 결과</p>



서비스

Item No. 서비스-2	VOC Detail & C.A	In Charge
<p>&lt;Category&gt; 서비스</p> <p>&lt;Sub Category&gt; Best Buy 직원 Training</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> Best Buy Training Contents 미흡</p> <p>[ VOC Detail / Root Cause ]</p> <p>- Best Buy에서 사용하는 e-learning이라는 시스템에 Contents가 부족하여, 적절한 제품 교육 및 고객 대응을 위한 트러블 슈팅이 되지 않고 있음.</p> <p>※ e-learning 시스템 : Best Buy에서 매장 직원들에게 판매 및 서비스를 위해 자체 구축한 시스템으로 컨텐츠 또한 자체적으로 업데이트하며, 주로 신제품 출시관련 스펙 등 판매를 위한 정보 존재</p> <p><input type="checkbox"/> 필수 의무 교육과 옵션 교육이 있으며, ipad는 의무/P4는 옵션임.</p> <p><input type="checkbox"/> 실제 고객 서비스 담당 매니저급 직원들은 개인적으로 인터넷 검색을 통해 고객 대응 중.</p> <p><input type="checkbox"/> 제품 수리 및 서비스 대응을 위한 별도 시스템 없이 자체적으로 대응함</p> <div style="display: flex; align-items: center; justify-content: center;">  <div style="margin: 0 20px;">→</div>  </div> <p>[ Corrective Action ]</p> <p><input type="checkbox"/> Best Buy 자체 교육이 아닌, 당사 차원에서 진행하는 교육필요 (Sales Part, Service Part 2개 부분)</p> <p><input type="checkbox"/> 정기적으로 FAQ 및 Trouble Shooting Guide 정보 공유 필요</p>	<p>&lt;In Charge&gt; SEA CS / HQ CS</p> <p>[Result]</p> <p>당사 자체 교육 컨텐츠 확대 교육 실시</p>

Apple사 교육 시스템 확인

유형	교육 프로세스	직원 Encourage 사례	고객 교육
A사 사례	<p>자체 교육용 Site 운영</p> <p>* BBY e-learning 시스템의 부족함을 커버하지 않고 자체 site를 운영 방식 채택</p> <p style="text-align: center;">↓</p> <p>BBY 직원 A사 온라인 학습 실시</p> <p>* 약 6시간의 교육 분량을 하루 2시간씩 3일 정도 자체 학습</p> <p style="text-align: center;">↓</p> <p>학습 수료 성과 보상</p> <p>* 교육 수료시 보상 Point 제공 → A社 각종 약세사리 구매가능 → A社 제품을 구매하는 계기발생</p> <p>* 교육 수료시 Professional 인증 → 뱃지 수여를 통한 Encourage</p>	<p>&lt;A사 온라인 교육 수료자들 인터뷰 결과&gt;</p> <p>Q. 교육 수료를 하게 된 계기?</p> <p>A1. Point를 모으는 재미와 약세사리 구입에 작은 재미를 느낀다.</p> <p>A2. Professional Badge를 차고 있으면 BBY 매장 직원 및 고객들로부터 인정을 받을 수 있다.</p> <p>A3. Resume에 경력을 추가할 수 있다.</p> 	<p>&lt; apple.com 사이트의 동영상 가이드 &gt;</p> <p>*경로: apple.com → ipad → guide to</p>  <p>→ 당사 SPSTV와 유사한 동영상 가이드 제공되나, Site 구성이 samsung.com 보다 깔끔하여 접근이 쉬워 보임.</p>

서비스

Item No. 서비스-3	VOC Detail & C.A	In Charge															
<p>&lt;Category&gt; 서비스</p> <p>&lt;Sub Category&gt; 매장 방문 프로세스</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> A사 대비 당사직원(FMR) 매장 상주빈도 및 시간이 짧아 충분한 지원을 받지 못하고 있음.</p> <p>[ VOC Detail / Root Cause ]</p> <p>- 당사 FMR 인력 규모 및 운영 프로세스 상 매장당 상주 시간이 짧아, 판매/교육/고객대응/리턴방지 활동의 충분한 효과를 내지 못하고 있음.</p> <p>※ 당사 FMR / Apple Specialist 매장 방문수준 비교</p> <table border="1" data-bbox="472 560 1827 1128"> <thead> <tr> <th colspan="2"></th> <th>당 사</th> <th>A사</th> </tr> </thead> <tbody> <tr> <td rowspan="2">방문 빈도</td> <td>빈도</td> <td>.판매량 높은 매장 : 주 1회 .일반 매장 : 월 2-3회</td> <td>.판매량 높은 매장 : 매일 상주 .일반 매장 : 주 1회 방문 * H사 : 주 1회 정도 방문한다고 함</td> </tr> <tr> <td>체류 시간</td> <td>.매장당 1~2시간</td> <td>.매장당 8시간 (거의 Open ~ Close까지) * 뉴욕 중심가의 24시간 Open 매장의 경우 A사 직원도 3 shift 체제로 24시간 근무</td> </tr> <tr> <td>활동 사항</td> <td></td> <td>.매장 전시 제품 관리, 판매/마케팅 홍보, 매장 직원 및 고객 서비스 대응 → 실제 TV 제품에 많이 집중되어 있고, Tablet은 사용해 본 적도 없어, 매장 직원 및 고객 응대가 불가능.</td> <td>.매장 전시 제품 관리, 판매/마케팅 홍보, 매장 직원 교육, 고객 서비스 대응, 현장 트러블 슈팅, 시장 이슈 본사 리포트 → 현장에서 비교장성 및 제품 지식 부족으로 인한 리턴 방지에 큰 역할. 시장 문제 및 고객 동향 즉각 피드백.</td> </tr> </tbody> </table> <p>→ 고객을 가장하여 A사 Specialist에게 무선 리모콘 컨트롤러가 ipad2에서 인식 문제가 있다고 리턴할 것 처럼 불만을 얘기한 결과, 노트북에서만 되는 컨트롤러 임을 즉각 설명함. (원래 해당 악세사리는 노트북에서만 호환되는 것임을 알고, 문의했으나 즉각 리턴 방지 활동함)</p> <p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> A사 벤치 마킹 및 당사 FMR 활용 방안 검토 필요(FMR Promotion을 통한 정직원 채용 제안:충성도↑)</p>			당 사	A사	방문 빈도	빈도	.판매량 높은 매장 : 주 1회 .일반 매장 : 월 2-3회	.판매량 높은 매장 : 매일 상주 .일반 매장 : 주 1회 방문 * H사 : 주 1회 정도 방문한다고 함	체류 시간	.매장당 1~2시간	.매장당 8시간 (거의 Open ~ Close까지) * 뉴욕 중심가의 24시간 Open 매장의 경우 A사 직원도 3 shift 체제로 24시간 근무	활동 사항		.매장 전시 제품 관리, 판매/마케팅 홍보, 매장 직원 및 고객 서비스 대응 → 실제 TV 제품에 많이 집중되어 있고, Tablet은 사용해 본 적도 없어, 매장 직원 및 고객 응대가 불가능.	.매장 전시 제품 관리, 판매/마케팅 홍보, 매장 직원 교육, 고객 서비스 대응, 현장 트러블 슈팅, 시장 이슈 본사 리포트 → 현장에서 비교장성 및 제품 지식 부족으로 인한 리턴 방지에 큰 역할. 시장 문제 및 고객 동향 즉각 피드백.	<p>&lt;In Charge&gt; SEA</p> <p>[Result]</p>
		당 사	A사														
방문 빈도	빈도	.판매량 높은 매장 : 주 1회 .일반 매장 : 월 2-3회	.판매량 높은 매장 : 매일 상주 .일반 매장 : 주 1회 방문 * H사 : 주 1회 정도 방문한다고 함														
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사용성

Item No. 사용성-1	VOC Detail & C.A	In Charge
<Category>	<p>[ VOC ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Netflix / Hulu 지원 안됨</li> <li><input type="checkbox"/> Skype 의 화상 채팅 지원 안됨</li> <li><input type="checkbox"/> Table 용 Facebook Application 없음</li> </ul>	<In Charge
사용성		<p>상품기획 / SEA FMR</p>
<Sub Category>	<p>[ VOC Detail / Root Cause ]</p> <ul style="list-style-type: none"> <li>- Tablet 제품 구매 요소인 영화감상/화상채팅/SNS 기능이 고객 편의 위주로 지원되지 않아 불만/리턴</li> <li><input type="checkbox"/> 미국에서 드라마 / 영화 감상으로 인기 있는 서비스인 Netflix / Hulu 지원 안됨 (Android phone 이나 Apple 의 iphone / ipad 는 지원되나, Tablet용 appl. 현재 미지원)</li> <li>※ <b>이슈</b>: 한달에 \$7.99 지불하면 computer 나 TV 를 통해 영화 / 드라마를 무제한으로 감상할 수 있는 동영상 스트리밍 서비스. 전세계적으로 2천5백만명 가입되어 있음</li> <li>※ <b>대안</b>: Netflix 와 동일한 서비스. 한달에 \$7.99 지불함</li> <li>※ Media Hub : 최신 영화 편당 Own \$14.99~\$17.99, Rent \$2.99~\$3.99, 인기 드라마 편당 Own \$1.99 → 실제 매장 직원 및 고객들은 Media Hub를 잘 모르거나, 거의 사용하지 않음.</li> </ul>	[Result]
Appl. 관련		<p>&lt;단기 과제 完 Netflix 차 (상품기획)</p>
<Model>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Nvidia Tegra2 의 문제로 인해 Skype 의 화상 채팅이 지원되지 않음. Google 의 G-talk 에서 화상 채팅을 제공하나 기존 Skype 사용자의 경우 다른 서비스로 변경하는 것을 원하지 않음</li> <li>※ Nvidia 의 Tegra chip 에서 skype appl. 구동을 위한 기능을 지원하지 않음.</li> <li><input type="checkbox"/> facebook에서 Tablet 을 위해 제작된 공식 어플은 없으며 서드파티에서 제작된 어플만 있음</li> </ul>	<p>&lt;단기 과제 完 대안 appl. 제공 안 함 (SEA FMR)</p>
P4		
	<p>[ Corrective Action ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Netflix 는 10월 중순경, SD+ pixel(640x480), 1350kbps bit rate streaming으로 Android Market 을 통해 download 지원 예정</li> <li><input type="checkbox"/> 대안 appl. 안내 : Netflix → (TW)Media Hub, Skype → G-talk, Facebook → (TW)social hub (SEA)</li> </ul> <p>[ Long-term Action Plan ]</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 내년 하반기, 당사 공식 VOIP/VT Solution 지원 예정 (ChatON의 부가 기능) 서비스 지원 예정</li> </ul>	<p>&lt;장기 과제 完 당사 VOIP/V Solution 지 (상품기획)</p>

사용성

인기 App List Lagging Test 결과 (BBY 제공)

□ BBY에서 제공한 인기 Appl. List를 입수하여 설치 후 P4 문제점 발생 테스트 결과

- BBY List에 의한 Appl.은 동영상 관련 Appl.에서 문제 발생.

: Netflix → Android Tab용 appl.이 출시되지 않아, 스마트폰용 Appl.을 설치가능하나 화면이 작게나옴.

: Mobo/Rock Player → 1080p급 고화질 동영상 재생시 재생안됨/Lagging 발생

Productive		Kids/Students		Creating and Editing		Entertainment		News		Games	
Fancy Widget	OK	Storytime	OK	AutoCAD	OK	Netfilx	NG	CNN	OK	2 Player Reactor	OK
Google Docs	OK	US President	OK	Drums HD	OK	IMDb Movies & TV	OK	NYTimes	OK	Cordy	OK
Evernote	OK	Kid Paint Coloring	OK	My Guitar	OK	Mobo Player	NG	Engadget	OK	Car Conductor	OK
Team Viewer	OK	Etch Sketch Tablet	OK	Sketchbook	OK	Rock Playerlite	NG	Google Finance	OK	Checkers King Free	OK
Banking apps	OK	Animals for Tablets	OK	DrawFree	OK	Movies	OK	Gamefly	OK	Fruit Slice	OK
Dictionary	OK					Sound Hound	OK	News 360	OK	Galaxy in Fire 2 THD	OK
Dropbox	OK									Switch	OK
File Manager HD	OK									Memory for Two	OK
Free Advanced Taks Manager	OK									Racing Moto	OK
Hello-Hello	OK									Traffic Control	OK

# 사용성

Item No. 사용성-2	VOC Detail & C.A		In Charge									
<Category>	<p>[ VOC ]</p> <p><input type="checkbox"/> 동영상 재생 관련 문제</p> <p>[ VOC Detail / Root Cause ]</p> <p>- Tablet 제품 구매 요소인 영화감상 기능이 고객 관점에서 지원되지 않아 불만/리턴</p> <p><input type="checkbox"/> 주로 고화질 동영상이 재생이 안되거나 느리게 재생 됨</p> <p>- P4 Default video player는 Preview만 보여지며, Play시 오류 Pop up 발생, Mobo player or Rock player(Market D/L) 사용시 재생은 되나 느리게 재생 됨</p>		<In Charge>									
사용성			SW 개발 / SW 검증									
<Sub Category>			[Result]									
Appl. 관련	<table border="1"> <thead> <tr> <th></th> <th>Preview</th> <th>Play</th> </tr> </thead> <tbody> <tr> <td data-bbox="516 634 1035 704">- Default Player : Preview는 되나 재생시 Pop up 뜸</td> <td data-bbox="1094 607 1394 743"></td> <td data-bbox="1402 607 1766 743"></td> </tr> <tr> <td data-bbox="516 786 1035 855">- Mobo, Rock Player : 재생은 되나 느려서 볼 수 없음</td> <td data-bbox="1094 748 1394 906"></td> <td data-bbox="1402 748 1766 906"></td> </tr> </tbody> </table>			Preview	Play	- Default Player : Preview는 되나 재생시 Pop up 뜸			- Mobo, Rock Player : 재생은 되나 느려서 볼 수 없음			<p>&lt;단기 과제 完 Unit Box 수 (상품기획)</p>
	Preview	Play										
- Default Player : Preview는 되나 재생시 Pop up 뜸												
- Mobo, Rock Player : 재생은 되나 느려서 볼 수 없음												
<Model>	<p>=&gt; Nvidia Tegra 2 칩셋 제약 사항으로 일부 코덱의 1080p급 고화질 동영상 재생이 안됨, Nvidia사 web상에는 Profile에 대한 설명은 없으며 1080p를 지원한다고 되어 있음.</p> <p>- H.264 base Profile만 지원, H.264 Main Profile / High Profile 1080p 미지원</p>		<p>단기 과제 중 개발 단계 완료 예정</p>									
P4	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> Unit box에 "HD Video Capture and Playback", Manual에 "HD video player(720p)"로 Guide 되어 있음 (기 수정 완료)</p>		<table border="1"> <thead> <tr> <th>Unit Box</th> <th>Manual</th> </tr> </thead> <tbody> <tr> <td data-bbox="1220 1105 1633 1214"></td> <td data-bbox="1640 1105 2011 1214"> <p>4. HD Video Player (720p)</p> <p>- Default: 720P, 30FPS, H.264, 30-1, 50Hz, 5000mAh, 10%, 5000mAh</p> <p>- Format: 352x288, 640x480, 720P</p> </td> </tr> </tbody> </table>	Unit Box	Manual		<p>4. HD Video Player (720p)</p> <p>- Default: 720P, 30FPS, H.264, 30-1, 50Hz, 5000mAh, 10%, 5000mAh</p> <p>- Format: 352x288, 640x480, 720P</p>					
Unit Box	Manual											
	<p>4. HD Video Player (720p)</p> <p>- Default: 720P, 30FPS, H.264, 30-1, 50Hz, 5000mAh, 10%, 5000mAh</p> <p>- Format: 352x288, 640x480, 720P</p>											
	<p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> 당사 개발단계/기획단계 Tablet 모델에 대한 Entertainment 성능/호환부분 검토 (상품기획)</p>											

사용성

Item No. 사용성-3

VOC Detail & C.A

In Charge

<Category>

[ VOC ]

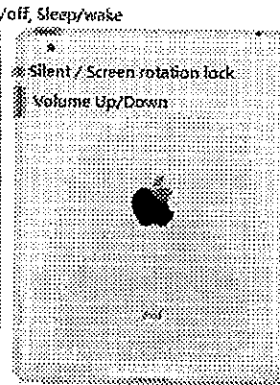
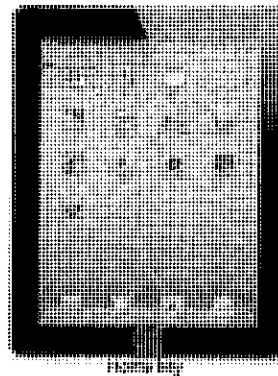
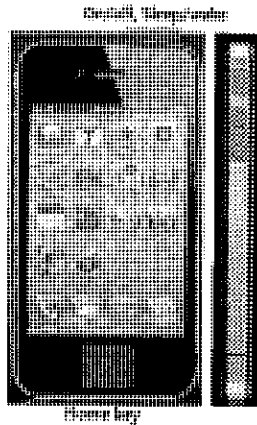
사용성

□ Honeycomb 사용법이 어려움

- UI가 기존 Android 사용자들에게도 친숙하지 않고 어려우며, 최초 사용자는 비직관적 UI로 리턴.

< 사례 1 > HW Key 및 UI의 일관성이 없음.

[ Apple사 Phone vs Tablet 비교 시 ]



\* ipad는 i-phone을 그대로 확대해 놓은 느낌으로, 기존 사용자에게 매우 친숙

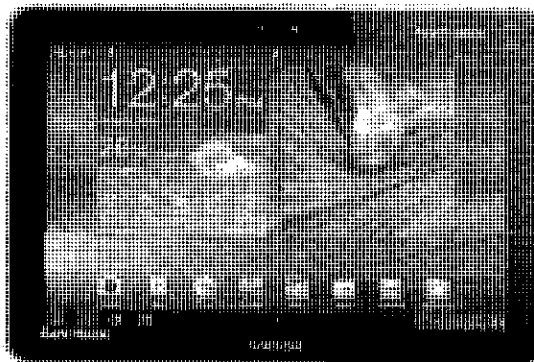
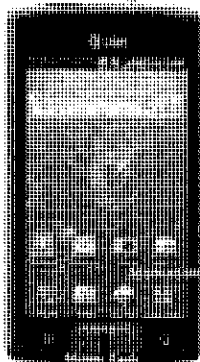
<Sub Category>

O/S

<Model>

P4

[ Google Ginger Bread vs Honeycomb 비교 시 ]



\* Tablet용 UI가 상당히 많이 바뀌었고, 기존 UI와 일관성이 없고, 비직관적임.



\* 고객들은 메뉴바의 아이콘들이 무엇을 의미하는지 잘 모름. 특히 Recent/Capture/Widget Bar

→ Key 구성이 다르며 빈번하게 사용하는 Application 아이콘 위치도 다름

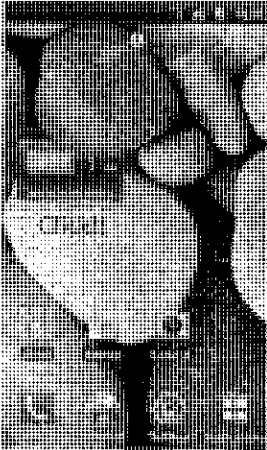

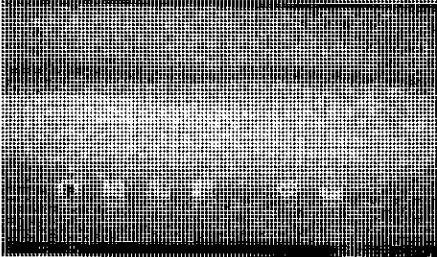
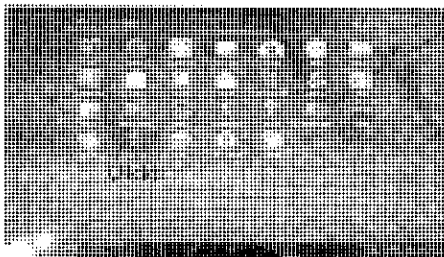
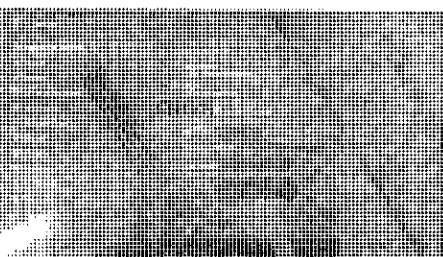
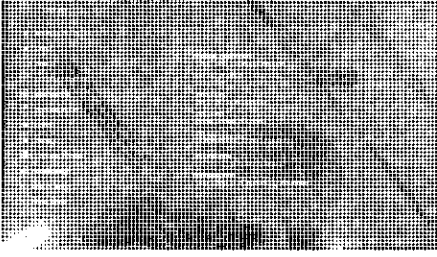
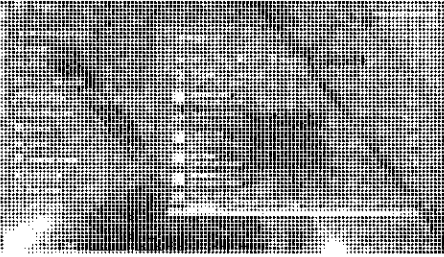
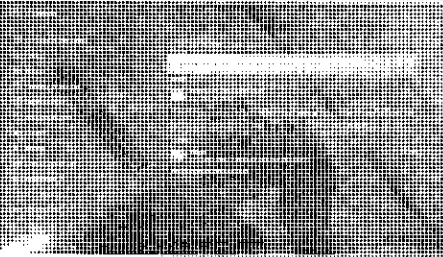
<In Charge>

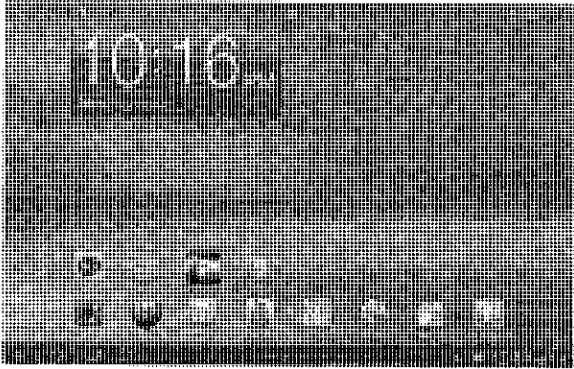
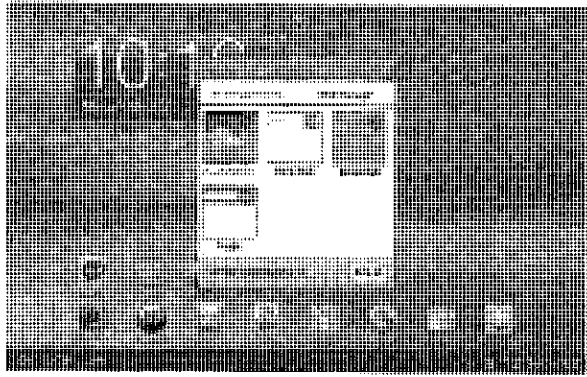

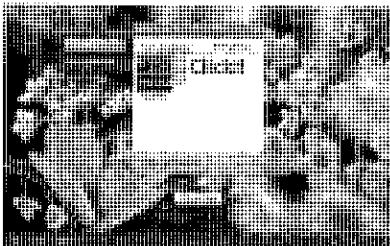
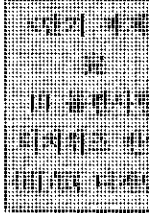
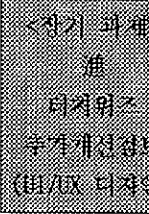
상품기획 / UI/UX 디자인 / SW개발

[Result]

Item No. 사용성-3	VOC Detail & C.A.	In Charge
<p data-bbox="218 167 365 196">&lt;Category&gt;</p> <p data-bbox="247 264 336 293">사용성</p> <p data-bbox="186 500 392 529">&lt;Sub Category&gt;</p> <p data-bbox="264 597 315 626">O/S</p> <p data-bbox="233 829 338 859">&lt;Model&gt;</p> <p data-bbox="268 922 302 951">P4</p>	<p data-bbox="443 219 982 248">&lt; 사례 2 &gt; Setting 메뉴 진입 과정 상이</p> <p data-bbox="474 267 1157 297">[ Android Phone(TW) 에서 setting 메뉴 진입 시 ]</p> <div data-bbox="478 321 1171 651"> </div> <p data-bbox="1203 440 1759 537" style="border: 1px solid black; padding: 5px;">* GED의 경우도 하단 Menu Bar를 통해 Setting 메뉴를 비교적 쉽게 찾을 수 있음.</p> <p data-bbox="474 699 1052 729">[ Tablet(GED) 에서 seting 메뉴 진입 시 ]</p> <div data-bbox="478 760 1423 1073"> </div> <p data-bbox="1444 873 1850 1040" style="border: 1px solid black; padding: 5px;">* TW의 경우는 시계부분 메뉴바를 통해 보다 쉽게 셋팅메뉴 접근이 가능하나, 아직까지 GED/TW 모두 고객들에게 보편적이지 않음.</p> <p data-bbox="485 1101 1703 1227">※ Application 진입 메뉴가 오른쪽 상단에 위치하여 처음 Honeycomb 을 접하는 사용자는 진입 메뉴를 쉽게 찾지 못하며 Application 진입 이후 Setting 아이콘 모양이 phone / Tablet 버전의 상이하며 사용자에서 혼란을 줌</p>	<p data-bbox="1877 186 2018 215">&lt;In Charge&gt;</p> <p data-bbox="1898 277 2018 306">상품기획</p> <p data-bbox="1948 326 1969 355">/</p> <p data-bbox="1866 375 2018 404">UI/UX 디자인</p> <p data-bbox="1948 423 1969 453">/</p> <p data-bbox="1913 472 2003 501">SW개발</p> <p data-bbox="1898 841 2011 870">[Result]</p>




Item No. 사용성-3	VOC Detail & C.A	In Charge
<p>&lt;Category&gt;</p> <p>사용성</p> <p>&lt;Sub Category&gt;</p> <p>O/S</p> <p>&lt;Model&gt;</p> <p>P4</p>	<p>&lt; 사례 3&gt; Process 종료 과정이 Phone 에 비해 복잡함  [ Phone (GB TW) 에서 process 종료 ] → 최소 2단계</p> <div style="display: flex; justify-content: space-around;">   </div> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <ul style="list-style-type: none"> <li>* GED의 경우는 Tab/Phone 모두 동일하게 셋팅 메뉴 진입을 통해 여러 단계를 거쳐야 함.</li> <li>* Touchwiz는 Tab/Phone 모두 Task Manager를 통해 바로 Appl. 종료 가능함. (P4 Touchwiz MR FOTA 제시작 : 8/19일~)</li> </ul> </div> <p>2. Tablet 에서 process 종료  1) Apps → Settings 진입</p> <div style="display: grid; grid-template-columns: repeat(3, 1fr); gap: 5px;">       </div>	<p>&lt;In Charge&gt;</p> <p>상품기획 / UI/UX 디자인 / SW개발</p> <p>[Result]</p>

Item No. 사용성-3	VOC Detail & C.A	In Charge
<p data-bbox="216 155 369 185">&lt;Category&gt;</p> <p data-bbox="243 250 338 279">사용성</p> <p data-bbox="184 488 394 518">&lt;Sub Category&gt;</p> <p data-bbox="260 583 317 612">O/S</p> <p data-bbox="233 818 344 847">&lt;Model&gt;</p> <p data-bbox="268 911 306 940">P4</p>	<p data-bbox="470 155 1367 185">2) 하단 Toolbar의 Home Key 'long-press'하면 Task Manager 작동</p> <div data-bbox="474 204 1045 570">  </div> <div data-bbox="1108 204 1692 578">  </div> <p data-bbox="411 586 716 615">[ Corrective Action ]</p> <ul style="list-style-type: none"> <li data-bbox="426 634 1318 664"><input type="checkbox"/> FMR/SPSTV 등을 활용한 터치위즈 사용법 적극 안내 실시 (SEA)</li> <li data-bbox="426 683 951 712"><input type="checkbox"/> Settings 아이콘 Homescreen에 배열</li> <li data-bbox="426 773 1556 802"><input type="checkbox"/> Tablet Touchwiz 버전에도 Task Manager 기 적용되어 Process 종료 과정 단축됨</li> </ul> <div data-bbox="453 821 842 1065">  </div> <div data-bbox="863 821 1251 1065">  </div> <p data-bbox="411 1130 772 1159">[ Long-term Action Plan ]</p> <ul style="list-style-type: none"> <li data-bbox="426 1179 1791 1256"><input type="checkbox"/> Honeycomb UI에 대해 직관성과 편리성 확보를 위해 Tablet Touchwiz UI를 보다 고객 편의 위주로 개선 필요 (상품기획/UI 디자인/SW개발)</li> </ul>	<p data-bbox="1881 172 2018 201">&lt;In Charge&gt;</p> <p data-bbox="1896 266 2018 295">상품기획</p> <p data-bbox="1948 315 1969 344">/</p> <p data-bbox="1864 363 2018 393">UI/UX 디자인</p> <p data-bbox="1948 412 1969 441">/</p> <p data-bbox="1906 461 1997 490">SW개발</p> <p data-bbox="1896 829 2007 859">[Result]</p> <div data-bbox="1860 878 2007 1089">  </div> <div data-bbox="1860 1105 2007 1317">  </div>

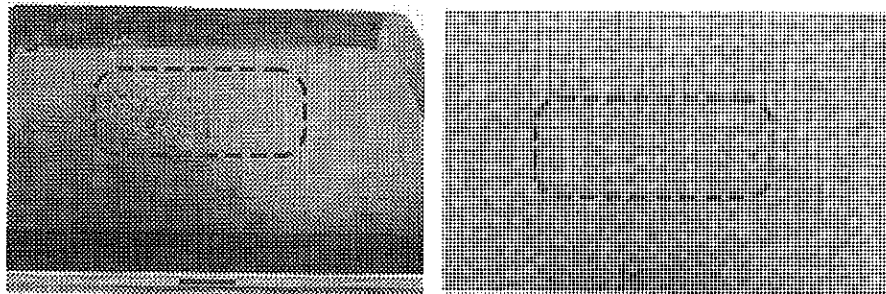
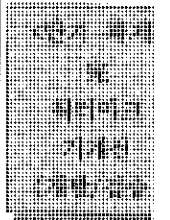
사용성

Item No. 사용성-4	VOC Detail & C.A	In Charge
<Category>	<p>[ VOC ]</p> <p><input type="checkbox"/> Tablet을 일반 Laptop, Netbook과 동일한 성능으로 생각하여 구매 후 리턴하는 경우가 있음</p>	<In Charge>
사용성	<p>[ VOC Detail / Root Cause ]</p> <p>- Tablet의 문서 작업 능력 및 속도가 기대치인 PC 성능에 미치지 못하여 리턴</p>	영업 / 상품기획 / SW개발
<Sub Category>	<p><input type="checkbox"/> Tablet 과 넷북 / 노트북이 동일한 속도 / 성능을 기대하고 구매후 반품</p>	SW개발
성능	<p><input type="checkbox"/> 간단한 문서작업/수정을 원하나 MS office 와 같은 프로그램이 지원되지 않음.</p> <p><input type="checkbox"/> 당사가 제공하는 Quick Office 프로그램에 대한 고객 인지도가 낮고, 사용을 위해 신규 계정을 만드는 것에 대해서 거부감이 있음</p> <p>* Preload Appl.인 Quick Office가 문서 작업 appl.인 줄 모르는 고객들이 대부분이며, 실행을 시켜줘도 실제 사용을 어떻게 할지 몰라서 고민함. (새로 사용법을 공부하느니 구매 안함)</p> <p>※ Apple 의 경우에는 MAC 용 노트북에서 사용하는 office 프로그램 (Keynote, Pages, Numbers)을 tablet 용으로 제작하여 App. store에서 판매중</p>	[Result]
<Model>	<p><input type="checkbox"/> 당사에서 제공하는 Keyboard dock의 경우 휴대가 어렵고 SD card slot / USB port 가 없어 PC에 저장된 문서를 이동하기 위해서는 추가 약세사리(SD card / USB connector) 구입이 필요함</p>	<p>리턴률 ↓ 리턴율 ↓ 리턴율 ↓ 리턴율</p>
P4	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> 가죽케이스와 BT Keyboard 가 결합된 Accessory 개발중</p> <p>[ Long-term Action Plan ]</p> <p><input type="checkbox"/> Tablet 문서 작업력 향상을 위한 추가 방안 모색 필요. (상품기획/SW 개발)</p>	<p>&lt;상기 과제 ↓ 완료 ↓ 문서 작업력 향상 (상품기획/ SW개발)</p>

사용성

Item No. 사용성-5	VOC Detail & C.A	In Charge																								
<Category>	<p>[ VOC ]</p> <p><input type="checkbox"/> Booting 시간이 오래 걸림</p> <p>[ VOC Detail / Root Cause ]</p> <p><input type="checkbox"/> Power button을 눌러 Booting을 할 때 "Galaxy tab 10.1" Logo가 Display 될 때까지 시간이 다른 경쟁사 모델에 대비해 오래 걸려 사용자가 Booting을 하고 있는 건지 아닌지 모르며, Booting이 느리다고 생각함</p>	<In Charge>																								
사용성		SW개발																								
<Sub Category>	[ 매장 전시 시료 기준 측정 결과 ]																									
O/S	<table border="1"> <thead> <tr> <th></th> <th>Power on에서 Logo Display까지 시간</th> <th>Booting시 진동</th> <th>총 Booting 시간</th> </tr> </thead> <tbody> <tr> <td>Galaxy Tab(Samsung)</td> <td>6sec</td> <td>X</td> <td>30sec</td> </tr> <tr> <td>Transformer(Asus)</td> <td>4sec</td> <td>X</td> <td>40sec</td> </tr> <tr> <td>Thrive(Thosiba)</td> <td>3sec</td> <td>0</td> <td>25sec</td> </tr> <tr> <td>Iconia(Acer)</td> <td>4sec</td> <td>0</td> <td>40sec</td> </tr> <tr> <td>Xoom(Motorola)</td> <td>4sec</td> <td>X</td> <td>27sec</td> </tr> </tbody> </table>		Power on에서 Logo Display까지 시간	Booting시 진동	총 Booting 시간	Galaxy Tab(Samsung)	6sec	X	30sec	Transformer(Asus)	4sec	X	40sec	Thrive(Thosiba)	3sec	0	25sec	Iconia(Acer)	4sec	0	40sec	Xoom(Motorola)	4sec	X	27sec	
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Xoom(Motorola)	4sec	X	27sec																							
<Model>																										
P4	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> Booting 시간이 오래 걸리는 경우 Logo를 빨리 띄우거나 진동이 오게 하여 사용자로 하여금 인식이 용이하도록 개선 검토 요청.</p>	[Result]																								
																										

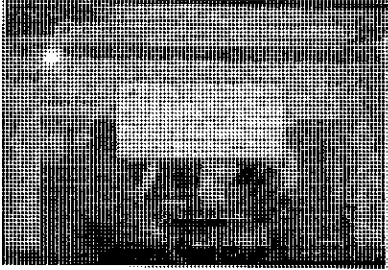
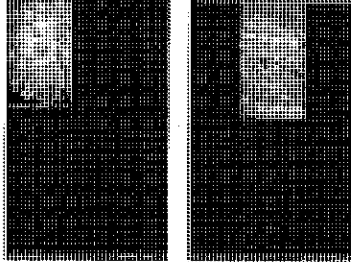
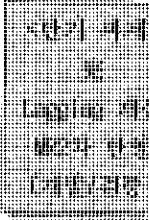
제품성

Item No. 제품성-1	VOC Detail & C.A	In Charge						
<p>&lt;Category&gt;</p> <p>제품성</p> <p>&lt;Sub Category&gt;</p> <p>고장</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> Watermark 발생</p> <p>[ VOC Detail / Root Cause ]</p> <p><input type="checkbox"/> Watermark 발생하여 고객 Return → Watermark 개선전 시료이며, LCD 배면에 Air유입으로 Water mark 발생</p> 	<p>&lt;In Charge&gt;</p> <p>H/W개발 / 기구검증 / 신뢰성</p>						
<p>&lt;Model&gt;</p> <p>P4</p>	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> LCD양면 Tape부착 전 Air제거 작업 후 0.3t 양면 Tape/0.55t Sponge Poron 적용 完(7/16일)</p> <p><input type="checkbox"/> LCD단품 등급 선별 투입(A, B급 사용) 完, C급 HC TSP에 적용 完(8/3일)</p> <p><input type="checkbox"/> LCD Bracket Rubber 2곳 삭제, 양측 도전 Tape 2개소 부착 完(8/3일)</p> <p><input type="checkbox"/> 국가별 사양 최종 확정 안</p> <table border="1" data-bbox="493 1031 1617 1209"> <thead> <tr> <th>TSP / LCD 사양</th> <th>적용 국가</th> </tr> </thead> <tbody> <tr> <td>HC TSP + 구형 LCD</td> <td>유럽, CIS, 중국, 미주, 중남미, 국판, 일본</td> </tr> <tr> <td>구형 TSP + AG LCD</td> <td>동남아, 서남아, 중아, 중남미</td> </tr> </tbody> </table> <p>* HC : Hard Coating * AG : Anti Glare</p>	TSP / LCD 사양	적용 국가	HC TSP + 구형 LCD	유럽, CIS, 중국, 미주, 중남미, 국판, 일본	구형 TSP + AG LCD	동남아, 서남아, 중아, 중남미	<p>[Result]</p> 
TSP / LCD 사양	적용 국가							
HC TSP + 구형 LCD	유럽, CIS, 중국, 미주, 중남미, 국판, 일본							
구형 TSP + AG LCD	동남아, 서남아, 중아, 중남미							

제품성

Item No. 제품성-2	VOC Detail & C.A	In Charge						
<Category>	<p>[ VOC ]</p> <p><input type="checkbox"/> Power on 되지 않음</p> <p>[ VOC Detail / Root Cause ]</p> <p><input type="checkbox"/> Lock up 발생하여 H/W Reset 시 부팅중 Lock up (EWP 개선 완료)</p> <p>→ eMMC memory 의 APS Mode (auto power saving) 동작 오류로 인해 Lock up 발생</p> <p>APS mode 를 off 하는 것으로 S/W 변경(KMB) 적용 완료</p>	<In Charge>						
제품성		S/W개발 / S/W검증						
<Sub Category>	<p><input type="checkbox"/> LCD Backlight on 상태에서 화면이 들어 오지 않음 (EWP 개선 완료)</p> <p>→ T2 Wake up 타이밍이 300ms Delay되면서 LCD on 안됨 (spec:50ms이내)</p> <p>Delay 유발하는 Code 삭제한 S/W(KMB) 적용완료</p> <p>※T2는 AP Chip에서 LVDS Chip(Repeater)까지 signal 전달되는 시간</p>	[Result]						
고장								
<Model>	<table border="1"> <thead> <tr> <th></th> <th>T2 @ Wake up</th> </tr> </thead> <tbody> <tr> <td>권장 SPEC.</td> <td>0 ≤ T2 ≤ 50ms</td> </tr> <tr> <td>P4 model 불량 측정결과</td> <td>331ms</td> </tr> </tbody> </table>		T2 @ Wake up	권장 SPEC.	0 ≤ T2 ≤ 50ms	P4 model 불량 측정결과	331ms	
	T2 @ Wake up							
권장 SPEC.	0 ≤ T2 ≤ 50ms							
P4 model 불량 측정결과	331ms							
P4	<p>[ Corrective Action ]</p> <p><input type="checkbox"/> EWP TF 시 분석완료 및 개선 S/W 적용 완료 (KMB버전)</p>	<p>개발 기안서 검토 기안서 검정 기안서 개발 완료서</p>						

제품성

Item No. 제품성-3	VOC Detail & C.A	In Charge
<Category>	<p>[ VOC ]</p> <p><input type="checkbox"/> S/W Freeze, Lock up, Lagging</p> <p>[ VOC Detail / Root Cause ]</p> <p>1. 인터넷 사용 중 사진 / 동영상 / Flash 광고가 많이 포함된 사이트에서 로딩 속도 저하(Lagging) 발생</p>	<In Charge
제품성		S/W개발 / S/W검증
<Sub Category>	<p>2. App 실행 시(youtube, CNN, BBC 등) 자주 Force close 발생, 일부 App은 전체 화면에 Display 되지 않음</p>	
고장/비고장	<div style="display: flex; justify-content: space-around; align-items: center;">   </div>	
<Model>	<p>- Force close -                      - 전체 화면 Display 안됨 -</p>	
	<p>[ Corrective Action ]</p> <p>1. 사진 / 동영상 / Flash 많은 사이트 로딩속도 저하</p> <p style="padding-left: 20px;">- TW버전 KMB(Flash on 기본설정)에서 속도저하 현상은 Known issue이며 MR2차 버전(8월말) 개선예정 (flash 기사 프레임의 좌우화살표 클릭 시 전환속도 느림 등)</p> <p>2. Tablet PC와 호환되지 않는 3'rd party 어플 자체 이슈</p> <p style="padding-left: 20px;">(BBC App. 사용시 100% force close 발생하나 M社 Zoom 역시 동일)</p> <p style="padding-left: 20px;">- EWP활동 시 문제 어플 : pandahome, openhome6, Kids ABC letters</p> <p style="padding-left: 20px;">- 매장 방문 시 문제 어플 : BBC어플</p>	[Result]
		

제품성

Item No. 제품성-4

VOC Detail & C.A

In Charge

<Category>

제품성

- App 동작 오류 6건
  - Chrome, Firefox install 안됨, 구글마켓 App 다운로드, install 잘 안됨
  - YouTube App 동작 잘 안됨
  - Reset 후 Quick office App 사라짐  
→ 20EA로 재현 중(8/23~)이나 재현 안되고 있음. 상세 재현경로 혹은 불량시료 입수 필요

<단기 과제  
完  
제품 컨셉  
개발/검증  
(개발/검증)

<Sub Category>


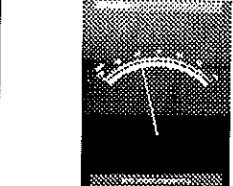
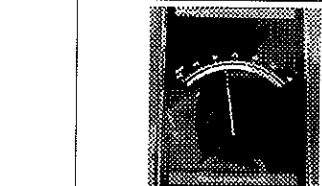
고장

- WiFi 접속 문제 6건
  - WiFi 시그널이 자주 Drop됨, Network 연결 안되어 재부팅 후 정상 동작함
  - WiFi 안테나 바가 NotePC 기기대비 낮게 뜸  
(휴대용 디바이스 간 비교 시 동등 성능)
  - ※ 모델 간 WiFi 성능 비교(WiFi Analyzer App. 사용)

<단기 과제  
完  
제품 컨셉  
개발/검증  
(개발/검증)

<Model>

GT-P7510

P7510	D700	I9000
		
70~80dBm 사이	70~80dBm 사이	70~80dBm 사이

- USB 충전 되지 않음, TA 충전시 시간이 오래 걸림 3건
  - LCD on 상태에서는 USB 충전이 되지 않는 것( )으로 표시되고, Power off 상태에서는 USB 충전이 되는 것으로( )표시됨
  - P4 충전 전류

USB 충전 전류	500mA
TA 충전 전류	1.5A

- USB 케이블로 PC 연결 시 충전은 되나 충전전류 작음으로 충전 안 되는 것처럼 표기 됨(컨셉)
- 충전 동작 불량 2건 → 20EA 재현안됨. 재현경로, 불량시료 입수필요
  - 충전 아이콘 특정 % 상태에서 멈춤, 리부팅 후 정상표기 됨
  - TA 불량으로 인한 충전 안됨

<단기 과제  
完  
제품 컨셉  
(개발/검증)



제품성

Item No. 제품성-5	VOC Detail & C.A	In Charge						
<p>&lt;Category&gt; 제품성 사용성</p>	<p><input type="checkbox"/> Battery Life 짧음 2건 → 타사 모델 대비 Battery 용량이 크며, 사용 시간도 10hr로 동등 수준임</p> <table border="1" data-bbox="474 240 1136 370"> <thead> <tr> <th>Model</th> <th>Battery 용량</th> </tr> </thead> <tbody> <tr> <td>iPad2</td> <td>6600mAh</td> </tr> <tr> <td>Galaxy Tab 10.1</td> <td>7000mAh</td> </tr> </tbody> </table>	Model	Battery 용량	iPad2	6600mAh	Galaxy Tab 10.1	7000mAh	<p>단기 과제 진 문제 재현중 (개발/검증)</p>
Model	Battery 용량							
iPad2	6600mAh							
Galaxy Tab 10.1	7000mAh							
<p>&lt;Sub Category&gt; 고장</p>	<p><input type="checkbox"/> 사용 중 왼쪽상단(AP 주변부) 발열 및 YouTube 동영상 재생 시 발열(사용시간 10~15분) 2건</p> <p><input type="checkbox"/> 사용 중 리셋 1건</p> <p><input type="checkbox"/> 터치 인식 안됨 1건 - EWP TF 불량시료 기 입수 및 부품 분석 中</p> <p><input type="checkbox"/> Auto Brightness가 민감하여 오동작 함 1건 - 가장 밝은 상태를 유지하거나, 어두워진 상태를 유지하거나, 밝은 상태와 어두운 상태를 교차하기도 함 → TF팀/SW검증팀 재현 중(8/23~)이나 재현 안되고 있음.</p>	<p>&lt;단기 과제&gt; 진 문제 재현중 (개발/검증)</p>						
<p>&lt;Model&gt; GT-P7510</p>	<p><input type="checkbox"/> 화면 가로 세로 전환이 민감하여 불편함 1건 → TF팀/SW검증팀 20EA로 재현 중(8/23~)이나 재현 안되고 있음.</p>							

■ GT-P7510 (P4) EWP 진행 사항

- 리턴 입수시료 203대 中 진성불량 164대, NTF 39대

구분	No.	증상	수량	원인	진행 사항 및 대책	책임자	완료여부
기구 (105)	1	Watermark	85대	LCD 배면에 Air유입으로 풀링이며 워터마크 발생	LCD양면 Tape부착전 Roller공정 추가진행으로 Air제거 후 양면 Tape부착 LCD Air Path 설치 (LCD 좌/우측 측면 양면Tape 삭제)	이상진과장	完
	2	TSP 들뜸	15대	LCD Bracket와 TSP 양면Tape 부착부 떨어짐(Tape 2034B적용)	- TSP양면 Tape 사양변경 적용 完 (2034B → 2038B) - Rear조립 Jig 개선 (Rear간섭부 도피 1mm) 完 - LCD Bracket Hook부 "C" Cut 적용 完	이상진과장	完
	3	사출, LCD Crack	3대	IF단 사출 파손(외관파손 없음) 2대 좌상측 TSP Crack(외관 찍힘 자국 없음) 1대	외부 힘에 의한 Crack :조립 시 Screw체결하면서 확인됨. Rear 단품업체 중점관리 항목 소비자 과실로 인한 Crack	이상진과장	完
	4	Rear 돌출	2대	Rear 접착용 양면 Tape에 Screw 붙어있음	제조 실패사례 추가	이상민과장	完
H/W (35)	5	No Power	13대	Power on후 Power Key로 Reset시 Power on 되지 않음 12대 30 PIN I/F Connector 파손 1대	APS mode를 off 시켜 moviNAND 컨트롤러 리셋전압을 변경 (S/W수정) 커넥터부 양면 Tape 추가	박상률수석 이운재과장	完
	6	Touch 인식불량	6대	Touch IC 단품불량 2대 TSP 단품불량 추정 1대 TSP Con. Actuator 안달힘 1대 로그분석 시 TSP Overflow 발생 1대 Touch 오인식 1대	단품업체 분석 中 해체 중 시료훼손. 추가분석불가 제조 실패사례 추가 단품업체 분석 中 전문기술 양품판정, hw검증 추가 분석中	정경덕부장 이상민과장 이운재과장	進
	7	Display 불량	6대	LCD FPCB 설삽 2대 LVDS_RX_3N data Pk-Pk Level 이 양품대비 낮음 2대 FOG 압착부 Line의 PAD 이물에 의한 부식 1대 LVDS IC교체후 추가 분석 예정 1대	제조 실패사례 추가 Filter 양품판정, SET재실장 후 검통예정 업체 공정 內 초음파 세정기 Cleaning 실시 (주 1회) 1대 추가 분석 中 1대	이상민과장 정경덕부장	進

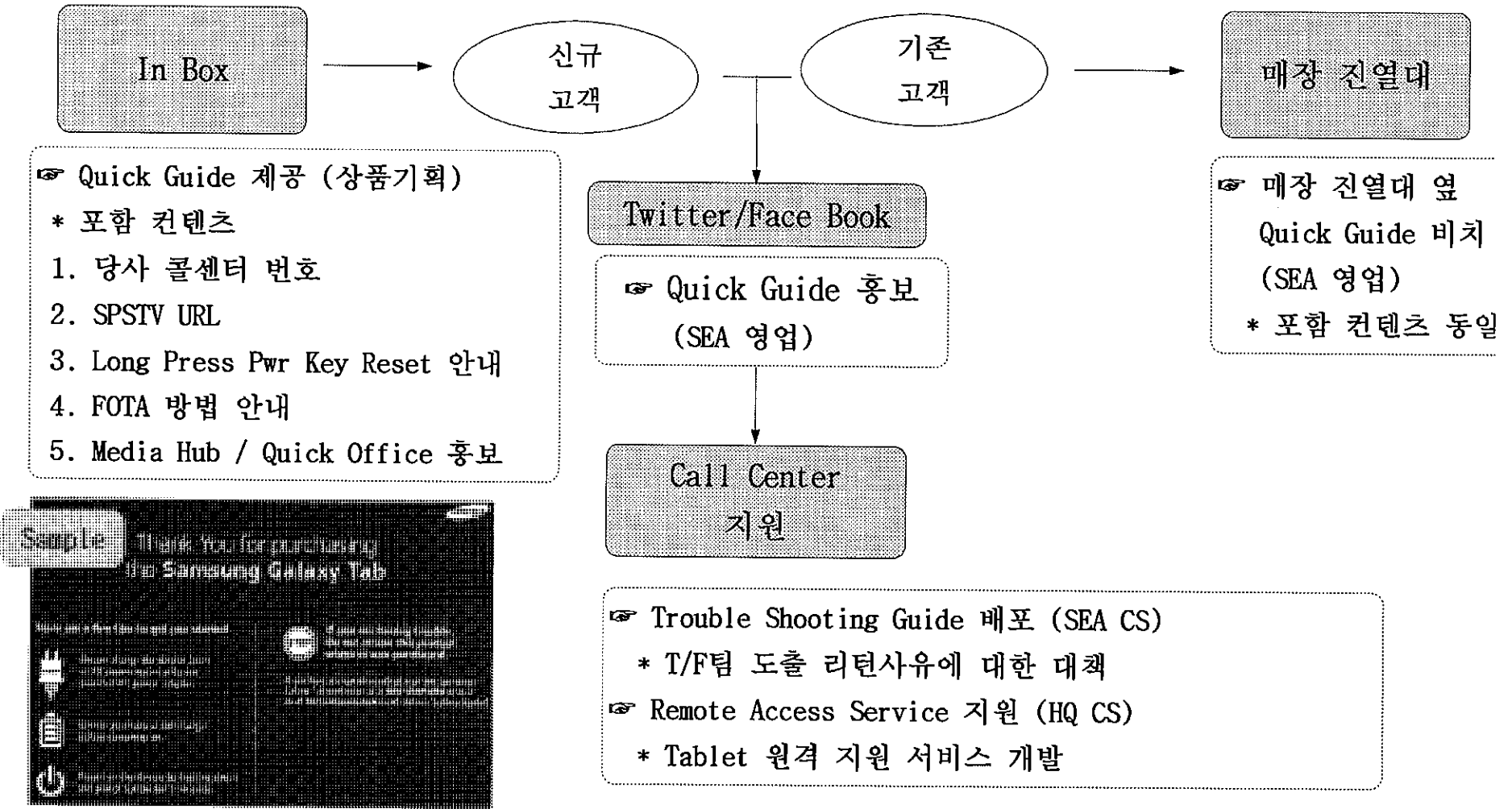
H/W (35)	8	Camera 불량	6대	카메라 단품불량 추정 1대 U900 단품불량 추정 1대 카메라렌즈 부분 유분 유입 3대 카메라 내부 유동성 이물 1대	파트론 업체 분석중(8/13~) U900 냉납 - 제조 중점관리요청 제조 중점관리 요청 세척공정추가(6/14~)	정경덕부장 이윤재과장	進
	9	Key 동작 불량	2대	Side key FPCB 교체시 정상동작 1대 Key FPCB 파손 1대	침수로 인한 Dome 부식 (소비자 과실) 제조 중점관리 통보	정경덕부장 이상민과장	完
	10	Flash 오동작	2대	V_BATTERY 3V로 낮게 출력되며, VAP_CORE_1.2V단 DC 저항 낮음	B'd 상태로 AP 부품 분석 完(8/10일) → 단품 미국으로 송부 후 분석중(~8/27)	정경덕부장	進
	11	가속도센서 불량	1대	자이로 센서 단품불량 추정	자이로 센서 IC 부품 검토시 양품판정 SET 재실장 후 재검토중(8/18일~)	이윤재과장	進
S/W (24)	12	Wake up 안됨	5대	LCD T2 타이밍 이슈	T2 타이밍 delay을 50ms로 수정(6/27)	김권수책임	完
	13	NO Power	5대	Power on되지 않음 (Battery 탈/장 착후 동일함)	5대 - 루팅으로 인한 NAND영역 손상	선승원책임	完
	14	부팅초기 Lock up	4대	Rooting 3대 메모리 불량 1대	1대 - DDR 메모리 단품에서 스크리닝 안됨 (7/20부터 스크리닝 강화)	장인환책임 홍의석책임	完
	15	삼성로그 Lock up	3대	3rd party homescreen 실행오류	3rd party 어플 자체 이슈	장인환책임	完
	16	사용중 Lock up	3대	랜덤 exception, kernel panic (메모리 불량 추정)	3대 - DDR 메모리 단품에서 스크리닝 안됨 (7/20부터 스크리닝 강화)	박상률수석	完
	17	화면흑화	2대	3rd party appl. 실행오류 1대 Rooting 1대	3rd party 어플 자체 이슈 루팅툴확인결과 super user어플로 루팅시도	장인환책임 이우창책임	完
	18	무한리셋	1대	ext4-fs error 1대	문제를 디버깅코드 삽입후 자동화 시험完 (8/2~8/15)재현안됨	선승원책임	完
	19	D/L mode 진입	1대	Rooting	루팅툴확인결과 super user어플로 루팅시도	장인환책임	完

프로세스 부분

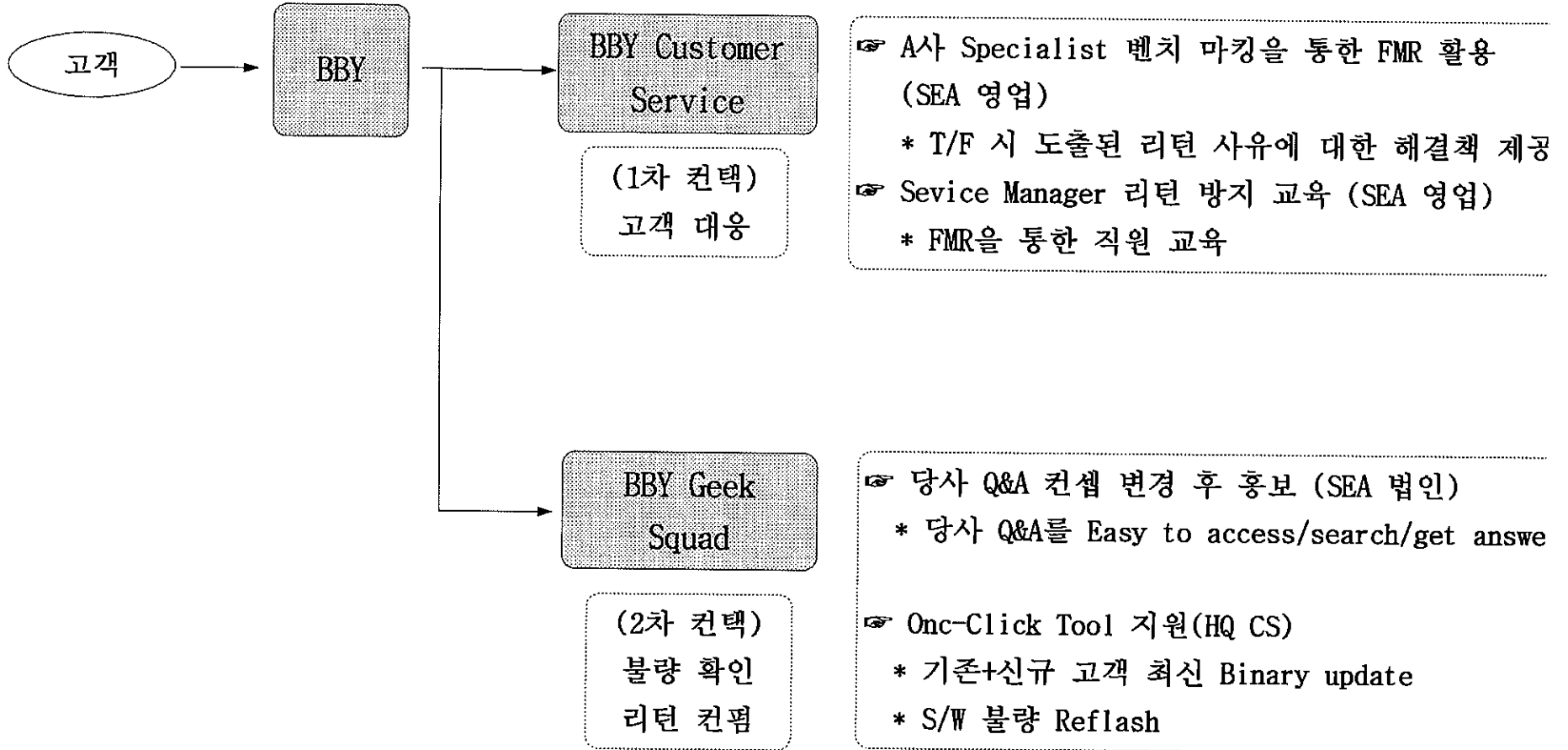
Item No.	VOC Detail & C.A	In Charge																								
<p>&lt;Category&gt; 프로세스</p> <p>&lt;Sub Category&gt; FOTA/Kies</p> <p>&lt;Model&gt; GT-P7510</p>	<p>[ VOC ]</p> <p><input type="checkbox"/> Kies/FOTA 속도 느림 (SEA 법인)</p> <p>[ P4 Kies/FOTA 업데이트 실적 ] (한국 8/24일 자정 누적기준)</p> <p>- 속도 부분은 고객 인터넷 속도 환경에 따른 영향이나, FOTA 실적이 저조하고 kies는 거의 미미한 부분에 대한 대책 수립은 필요.</p> <table border="1" data-bbox="436 532 1199 792"> <thead> <tr> <th>구분</th> <th>Upgrade 완료실적</th> <th>Upgrade 평균 소요시간</th> </tr> </thead> <tbody> <tr> <td>FOTA (Pull/Push)</td> <td>16,013 건 (25%)</td> <td>32.8 분 (초당 96KB 수준)</td> </tr> <tr> <td>KIES</td> <td>694 건 (1%)</td> <td>17.6 분 (초당 178KB 수준)</td> </tr> <tr> <td>Sell-thru</td> <td>64,447 대</td> <td>KMB 버전 : 188MB (Touchwiz 최초 MR)</td> </tr> </tbody> </table> <div data-bbox="1213 537 1772 792" style="border: 1px solid black; padding: 5px;"> <p>* SEA 법인에서 FOTA Pull Upgrade시 14분 초당 223KB 수준</p> <p>* SEA 법인에서 Market Appl. D/L시 초당 174KB 수준 (282MB Game 시도)</p> </div> <table border="1" data-bbox="436 805 1199 1097"> <tbody> <tr> <td>FOTA 실적 (PUSH Only)</td> <td colspan="2">8/22 ~ 8/25 (한국기준)</td> </tr> <tr> <td>FOTA 서버 접속 이력이 있는 모든 단말</td> <td colspan="2">9,963대 (테스트단말 제외)</td> </tr> <tr> <td>Update를 시도한 단말</td> <td>3,425대</td> <td>접속률 : 34.36%</td> </tr> <tr> <td>Update 성공 단말</td> <td>3,234대</td> <td>성공률 : 94.42%</td> </tr> </tbody> </table> <p>[ Corrective Action ]</p> <p><input type="checkbox"/> 고객 FOTA 유도 강화 정책 적용.</p> <ul style="list-style-type: none"> <li>- Quick Guide 제공 (상품기획)</li> <li>- BBY Geek Squad one-click Tool 제공을 통한 업그레이드 서비스 실시 (HQ CS)</li> </ul>	구분	Upgrade 완료실적	Upgrade 평균 소요시간	FOTA (Pull/Push)	16,013 건 (25%)	32.8 분 (초당 96KB 수준)	KIES	694 건 (1%)	17.6 분 (초당 178KB 수준)	Sell-thru	64,447 대	KMB 버전 : 188MB (Touchwiz 최초 MR)	FOTA 실적 (PUSH Only)	8/22 ~ 8/25 (한국기준)		FOTA 서버 접속 이력이 있는 모든 단말	9,963대 (테스트단말 제외)		Update를 시도한 단말	3,425대	접속률 : 34.36%	Update 성공 단말	3,234대	성공률 : 94.42%	
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[ 신규 구매 고객 ] : 양산 제품

[ 고객 제품 구매 단계 ] : 기존 양산 제품



[ 리턴 고객 ]



<Galaxy Tab Return Improvement>

<신규 양산 제품 구매>	<기존 양산 제품 구매>	<기존 구매 고객>	<Call Center>	<고객 리턴서>
<div data-bbox="226 545 548 683" style="border: 1px solid black; padding: 5px;">                     박스 내부에 quick guide 간지 삽입                 </div> <div data-bbox="216 751 558 1024" style="border: 1px solid black; padding: 5px;"> <b>Quick Guide 내용</b>                      - 공시 C/C 번출 기재                      - SPSN URL 및 APK 안내                      - Reset 번출 기재                      - FOTA 번출 안내                      - Media Hub, Quick Office 안내                 </div>	<div data-bbox="598 545 919 683" style="border: 1px solid black; padding: 5px;">                     매장 신일장제 quick guide 간지 배치                 </div>	<div data-bbox="959 545 1276 773" style="border: 1px solid black; padding: 5px;">                     SEA Twitter / Facebook                      활용하여 quick guide 전달                      (전화번호, 이메일 고객                      개인정보 활용 불가)                 </div>	<div data-bbox="1323 545 1640 873" style="border: 1px solid black; padding: 5px;"> <b>Agent 교육</b>                      - quick guide 배포                      - T/F, T/S 결과 공유/교육                      - samsung.com 의 Q&amp;A                      page 활용도 확대                      - Remote access service                      (장기대책)                 </div>	<div data-bbox="1686 545 2003 816" style="border: 1px solid black; padding: 5px;"> <b>BBY Customer Service (FMR 활동)</b>                      - A사 bench mark 하여                      T/F 결과 (개선대책) 피급                      - T/S 배포하여 리턴 방지                      교육 진행                 </div> <div data-bbox="1686 849 2003 1304" style="border: 1px solid black; padding: 5px;"> <b>Geek Squad (제품 불량                      확인 및 리턴 제품 confirm)</b>                      - Samsung.com의 Q&amp;A                      번출 변경하여 쉽게 제품                      issue 관련하여 알을                      용이하게 영도복함                      - One Click Tool 사용하여                      기존 고객 및 신규                      고객에게 최신 binary                      update 가능케 함 (S/W                      불량 reflash)                 </div>