

IDEA Awards Samsung for Designing User-centered Experience



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The word “design” means more than just aesthetics: it is the foundation of the entire user experience. In order to provide the most meaningful value to users’ everyday lives, Samsung Electronics has always strived to develop leading technologies that innovate with design as well as function.

A recognition of the user-centered experience and values Samsung offers, the company has won 48 awards in the 2020 International Design Excellence Awards (IDEA), one of the most globally-renowned design competitions hosted by the Industrial Designers Society of America (IDSA).

Following judging criteria that looked at design innovation, user experience and social contribution, Samsung received one Gold award, four Silvers, four Bronzes, 38 Finalists and one Best in Show. Read on for more information about the Samsung products that flawlessly embody the company’s design philosophy of putting the user’s daily life first.

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