

### From Rick's Perspective

Rick an elderly gentleman receives the latest Samsung smartphone for his 80<sup>th</sup> birthday. He lives alone, he is excited but has no clue how to operate the phone let alone make the best use of the phone to make his life easier. He decides to visit the Samsung lab with the hope that someone will teach him how to use the phone. As he enters the lab he is baffled by a wide variety of strange looking gadgets everywhere. There is music playing in the background and saucer like devices are roaming freely on the floor whilst skilfully avoiding hitting he walls and peoples' feet. There are many stalls attended by young Samsung personnel who are occupied in demonstrating the strange features to other young people. Rick feels out of place and comfort and stands in middle of the lab hoping someone will notice him.

### From Lab Inspector's Perspective

The lab inspector Sam who manages the lab notices Rick and judging by his age and body language realises he needs priority assistance. Rick shows his phone and asks Sam, "How am I supposed to operate this phone that does not have any buttons?". "Sir, you have come to the right place and Jim, our technician will help you", says Sam.

### From Technician's Perspective

Jim understands Rick's predicament. He says to Rick, "Today I am going to change your life forever". He switches on the phone and demonstrates the digital buttons and apps on the phone. He teaches Rick how he can control the phone with just his voice prompts and also demonstrates video calling. "So now you know how to use this phone to talk to your girlfriend!", says Jim with a cheeky smile.

### Conclusion

Rick is glad he made this trip to the Samsung lab. "Today is a day that I have learned something that will improve my life", he thinks to himself. "The whole world is now at my fingertips and I can stay connected with my family more easily. I can also teach my friends how to use smartphone to help make their lives easier", Rick realises.