

4 TIPS FOR SUCCESS

1. Find a good problem to solve

- Look for a problem that frustrates you on a regular basis. Chances are other people share the same frustration.
- Talk to your family and friends and ask what they wish their phone could do and what they don't like about their current device.
- Take a field trip and observe how consumers use their phones for unarticulated consumer needs.
- Challenge assumptions! List out all the rules and assumptions for mobile phones and try to break them. See if anything interesting develops.

2. Do your homework

- Check out LG's current phone line-up at <http://www.lge.com/us/mobile-phones/index.jsp> or a competitor's site. If your phone resembles something we or our competitors already make, you won't win.
- Research on emerging societal trends that are shaping our future for inspiration.
 - www.trendwatching.com
 - www.springwise.com
 - <http://blog.iconoculture.com>
 - www.trendspotting.com
 - www.mashable.com
 - www.edopter.com
- Get inspired by visiting top industrial design, innovation, or mobile phone specific sites.
 - <http://tinyurl.com/8t6qt>
 - www.ideachampions.com/heartofinnovation
 - www.tuvie.com
 - www.creatingminds.org/tools/tools_ideation.htm
 - www.jpb.com/creative/brainstorming.php
 - www.yankodesign.com
 - www.behance.com
 - www.industrialdesignserved.com
 - www.core77.com
 - www.mobilecrunch.com
 - www.intomobile.com
 - www.engadgetmobile.com

3. Carefully craft your pitch

- We're allowing only **ONE** page per submission (1024 x 3072 pixels), so please fill up the whole space with **large images** to show how the phone will look and give examples of usage scenarios. Keep your font size **visible** at 12 pt. font or higher.
- State the problem you are solving first. Tell us the bottom line up front.
- Don't just submit a long list of features. Our eyes will glaze over. Think of a "big idea" or "story" with a core list of features to support the essence of your idea instead.
- Don't use real phone numbers or photos that you wouldn't want the public to see.
- Be aware of these common mistakes:
 - Well visualized, immature idea – beautifully rendered but there's no substance underneath the surface
 - Good idea, poorly visualized – revolutionary idea but poorly rendered or drawn out (hard for the judges to visualize / understand)

Here's an example of a GOOD submission:



Here's an example of a POOR submission:



Add usage scenarios to support your "big idea". Show how someone would use the phone or how the phone will behave in certain situations.



The phone will take note when you're near a friend's phone and will remember that was the last time you saw him in person to make maintaining updated social and business contacts easier.



And when you're within a mile of a friend, your phone plays his anthem, so you'll know he's near.

4. Some thought starters...

- What do you think the future of mobile communication will look like two years from now?
- A particular area of human activity (learning, playing, communicating, etc.) or a particular context (work, home, school, etc.)
- Beyond touch screen: What is the future beyond touch screen?
- Solve the dilemma of conflicting needs: a pocketable phone with a large screen
- Rethinking of traditional user interfaces (physical / logical / graphical)
- Rethinking of traditional hardware form factors
- How will camera phones evolve in the future?
- How do you envision the next hit smartphone?
- What will the future messaging phone look like?
- A gaming phone that could beat (or work together with) current gaming consoles
- How will phones change to support the future of social networking?
- A rugged or outdoor phone that is also stylish
- A phone that monitors or enriches the health of its user
- How can future phones interact with other phones or devices to create better user experiences?
- **Whatever you're excited about!**