

TIPS FOR SUBMISSION

1. Here's an example of a GOOD submission:



2. Here's an example of a POOR submission:



3. Check out LG's current phone line-up at www.lge.com/us/mobile-phones/index.jsp. If your phone resembles something we already make, you're not likely to win.
4. Don't just submit a long list of features. Our eyes will glaze over. Think of a "big idea" and "story" with a core list of features to support it instead.

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

Example of usage scenarios:



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.

6. Don't use real phone numbers or photos that you wouldn't want the public to see.

7. Be aware of these common mistakes:

- Well visualized, immature idea – an idea that is beautifully rendered but there's no substance underneath the surface
- Good idea, poorly visualized – an idea that is revolutionary but poorly rendered or drawn out (hard for the judges to visualize / understand)

8. Research on emerging societal trends that are shaping our future for inspiration. Some sites you can visit for stimulus:

- www.trendwatching.com
- www.springwise.com
- <http://blog.iconoculture.com>
- www.trendspotting.com
- www.mashable.com
- www.edopter.com

9. 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.jpbb.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

10. Talk to your friends and ask what they wish their phone could do and what they don't like about their current phone.
11. Take a field trip and observe how consumers use their phones for unarticulated consumer needs.
12. "Stretch" your thinking! Break out of traditional thinking modes and challenge your own assumptions. Look for lessons and creative connections from other industries or experiences.
13. Focus on *emerging* opportunities – rather than being limited by today's technologies.
14. Be bold! Be revolutionary! The crazier, the better.
15. Here are some suggested areas of focus to get you started:
 - A particular area of human activity (learning, playing, communicating, etc.) or a particular context (work, home, school, etc.)
 - 2059 – The Future of Communication. Imagine the future of personal mobile communication. What do you think the future will look like?
 - Beyond touch screen: What is the future beyond touch screen?
 - Solve the dilemma of conflicting needs: a pocketable phone with a large screen
 - A phone that your grandma can use
 - A phone for the trendsetting teenager of 2011
 - A phone for the "soccer mom" of 2011
 - A phone for the student of 2011
 - A phone for the business professional of 2011 (productivity and collaboration such as e-mail, IM, calendar, etc.)
 - Wearable communication device
 - Rethinking of traditional user interfaces (physical / logical / graphical)
 - Rethinking of traditional hardware form factors
 - Greener phones (think beyond solar panel) – Designs that minimize the environmental impact of mobile phones at any stage in the product lifecycle. Areas of sustainability include energy, materials / lifecycle / recycling, social impact, and educational development.
 - How will camera phones evolve in the future?
 - What will the future Internet phone look like?
 - 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 do you envision the next LG Chocolate® phone?
 - How can future phones interact with other phones or devices to create better user experiences?
 - Whatever you're excited about!