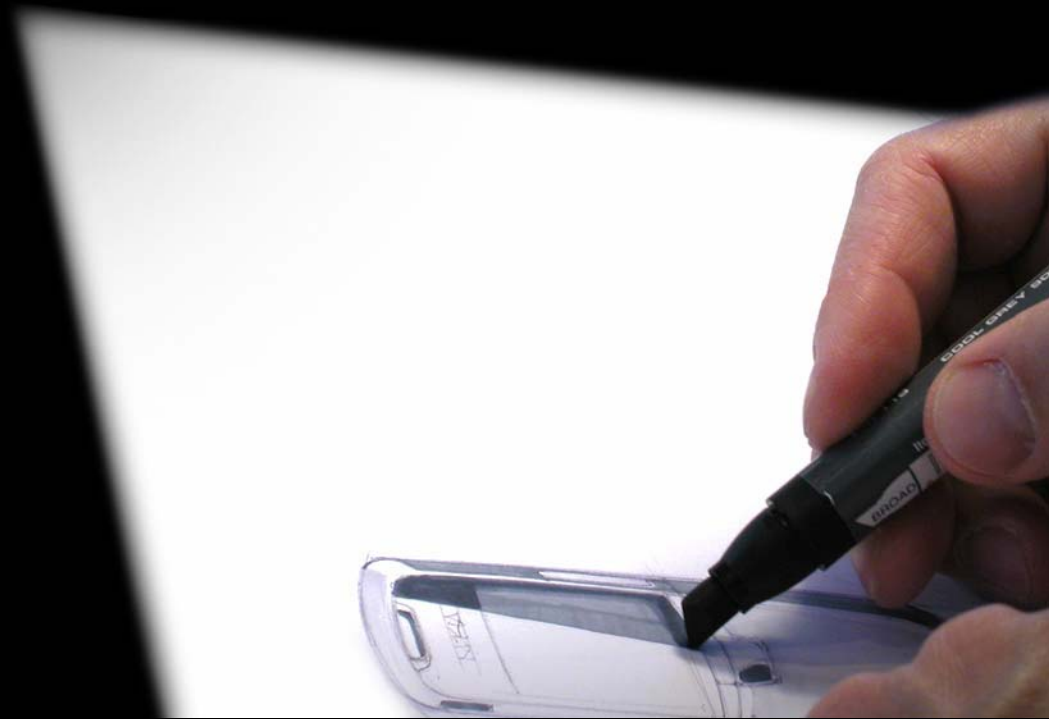


# Leading Design - Nokia Mobile Phones

Nokia Speaker: Alastair Curtis, VP Design Mobile Phones

There is a meaningful movement in design today.

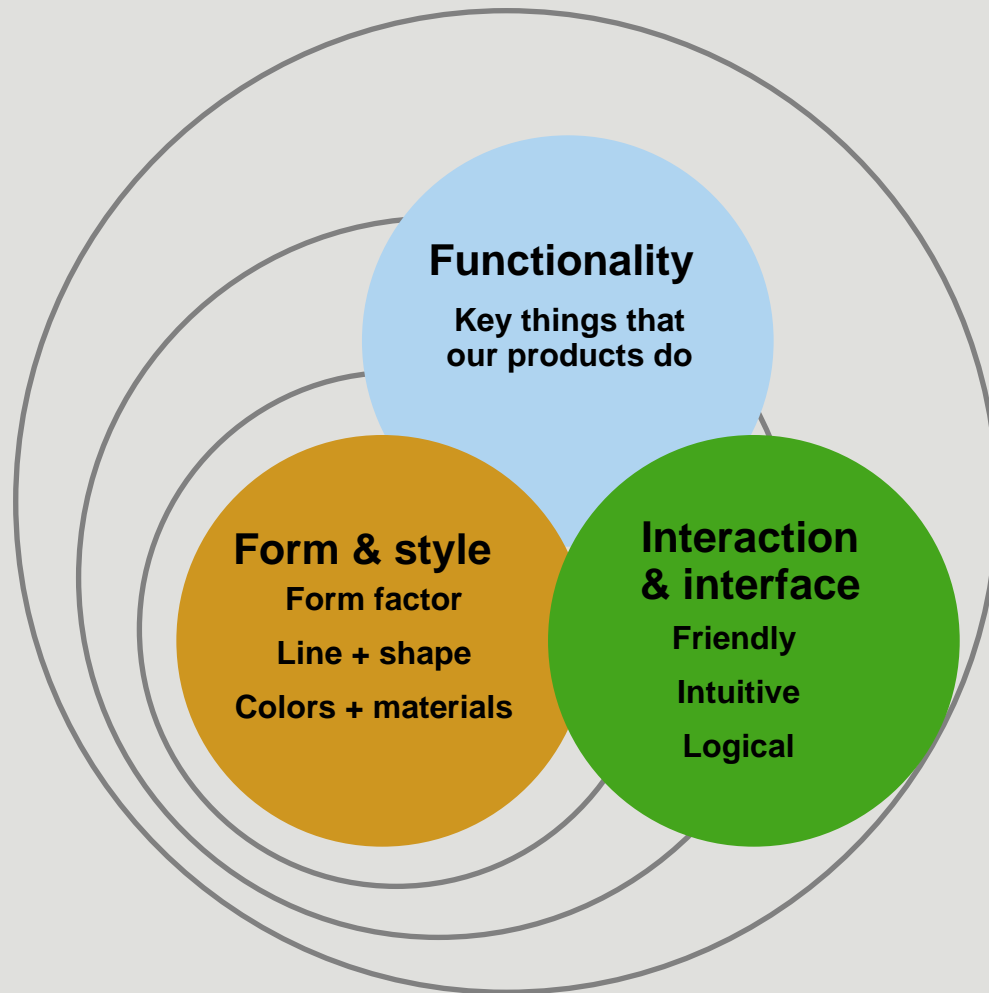


# This movement is about creative collaboration

- Multidisciplinary
- Global
- Diverse
- Dynamic
- Community



# The Movement is about Holistic Design

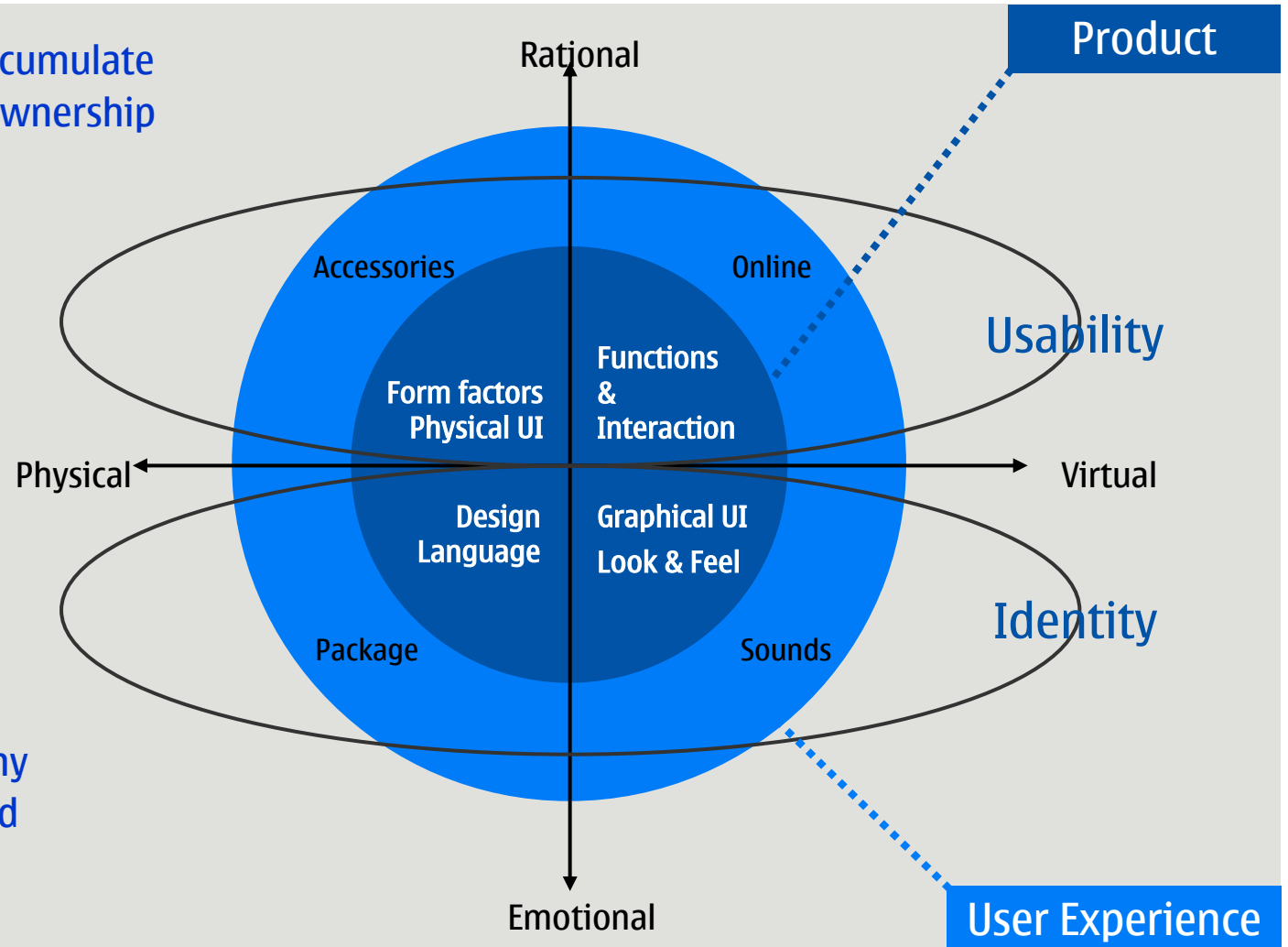


Simply beautiful  
objects that simply  
work

That help people  
feel close

# Holistic Design

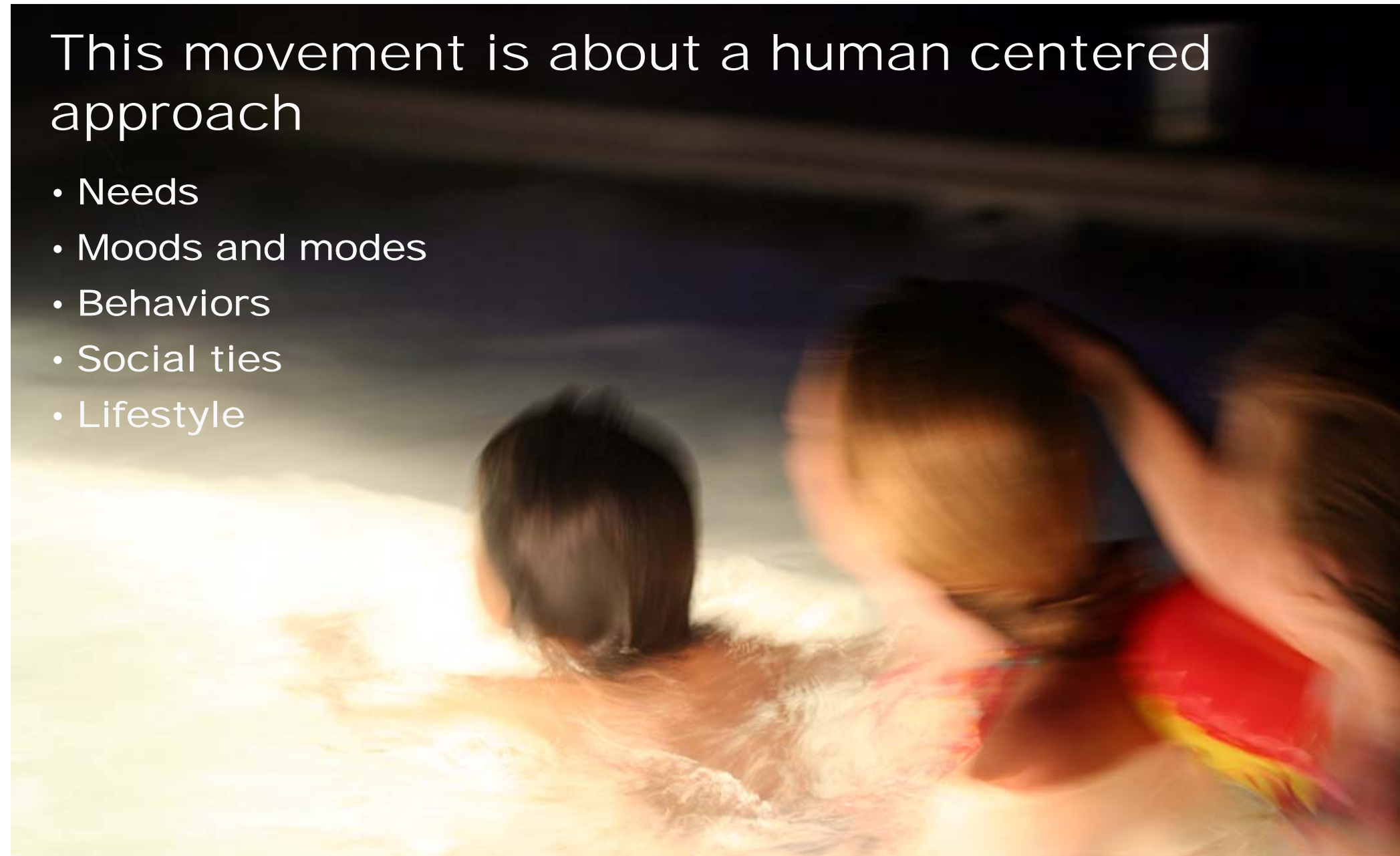
The sum of experiences that accumulate during the consideration and ownership of a product.



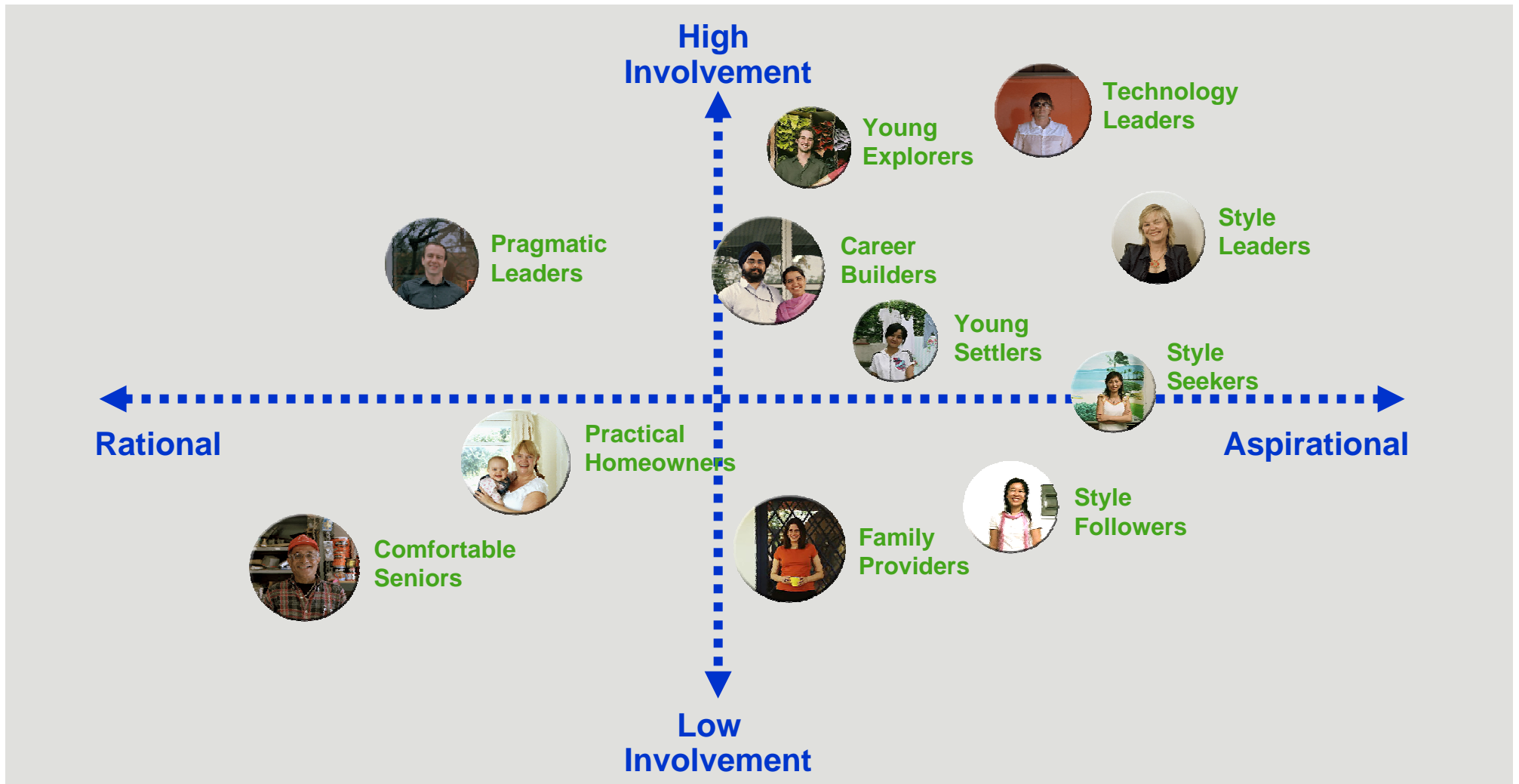
The “blue thread” that ties many traditional product creation and marketing elements together.

# This movement is about a human centered approach

- Needs
- Moods and modes
- Behaviors
- Social ties
- Lifestyle



# Up to the minute consumer segmentation model



# Different stylistic influences: Premium



Premium



# Different stylistic influences: **Classic**



Classic



# Different stylistic influences: Fashion



Fashion



# Different stylistic influences: Active



Active



The strength  
lies in the Portfolio



# Mobile Phones Portfolio ( a snapshot)



# Shaping and defining a portfolio

*Elegant simplicity, ease of use and performance with style are at the core of our design heritage and success.*



# Innovation: Form factors

**Innovating existing Form Factors will be driven by focusing on emotional values and clear technology statements**

i.e. Thinness, Materials, screen size, camera size, cost, etc...



# Innovation: new experiences

**Innovation of future Products is be driven by focusing on consumer benefits and defining new mobile experiences.**

A close working relationship with Multimedia and Enterprise Solutions is important in order for Mobile Phones to deliver mobile experiences to the Mass Market.



**TV experience**



**Video/Imaging**



**Musi  
c**



**Qwerty / messaging**

# Innovation: Colour and Materials

Lead through the innovation and application of new materials and colours.



# Usability: Evolving ease of use

Nokia's intuitive, best in class UI ensures the market defining User Experience

- Brand recognized physical elements
- Visual simplicity
- Interaction principles



# Usability: interaction principles

## Design for Mobility

- One-hand use
- Support both visual and tactual usage

## Design for the Majority of Users

- Voice applications take priority
- Right handed use has priority

## Design towards Conventions

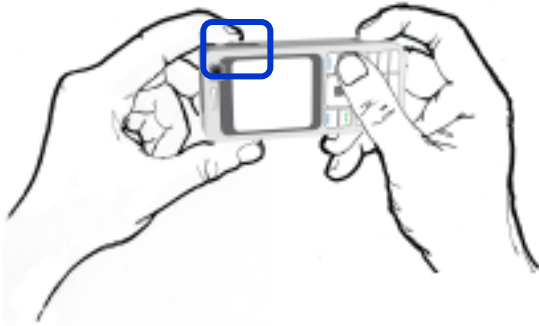
- Apply de factor and industry standards
- Portrait to landscape: Rotate device 90 degrees counter clockwise
- Functional keys: positive actions on the left, negative actions on the right

## Design to reduce Users' Mistakes

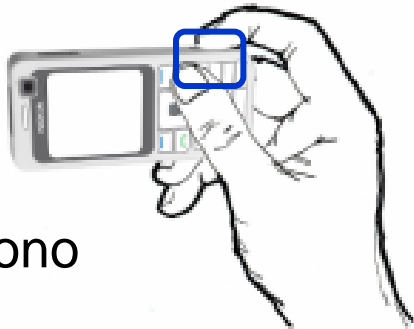
- Avoid opposing side keys
- Consistent placement of critical keys across MP portfolio



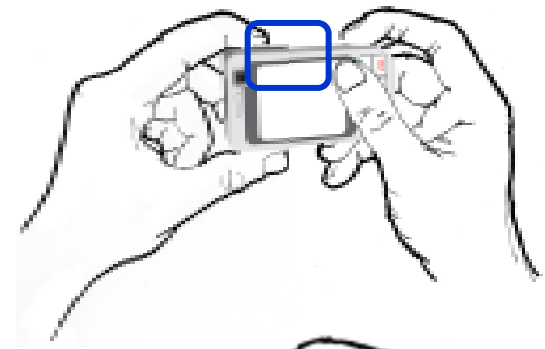
# Usability: interaction principles (camera, flash & mirror)



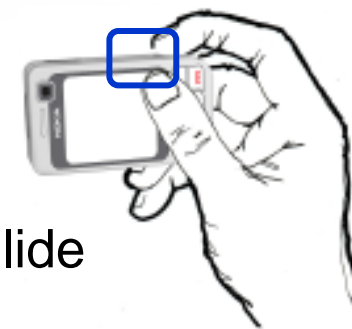
Mono



Fold



Slide



## Use & Function

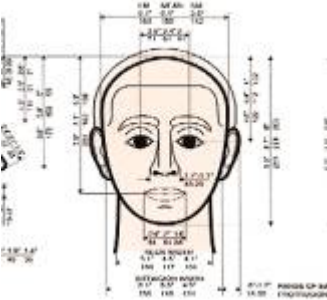
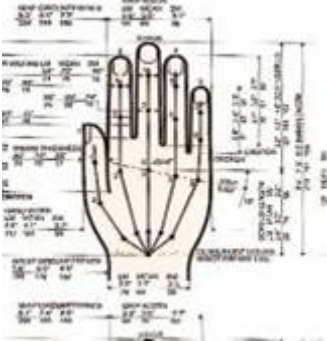
Camera should be easy to use with one- and two-handed grip in both landscape and portrait mode. A dedicated camera key is used for launching camera application and capture still picture or start/stop video clip.

## Placement & Rationale

The main camera lens on all form factors (but folds) are placed on the upper back to minimize covering up the lens when capturing a picture. The camera key is placed on the lower right side to allow easy reach for right hand's index finger. On folds the main camera lens is in the top part close to hinge, while the capture key is the middle soft key.

# Nokianess is human & natural

human touch



comfortable



natural

# Nokianess in form & style



Nokia O  
"Squircle"



Nokia U  
"Navi-cluster"



Nokia Y  
"Sexy waist"



# Nokianess on many levels

6 meters



- **First Read**
  - Form Factor
  - Proportion
  - Silhouette

3 meters



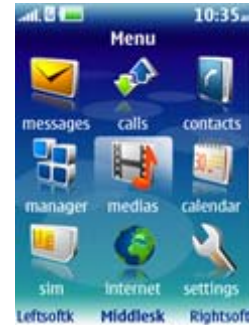
- **Second Read**
  - Graphic Composition
  - Material Differentiation
  - Contrast

1 meter



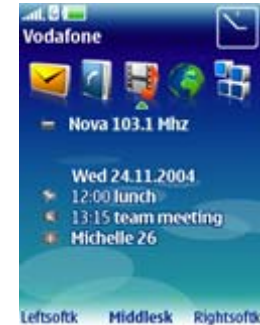
- **Third Read**
  - Surface Development
  - Detail
  - Mechanical quality and haptics
  - Weight & Size
  - Perceived easy of use
  - Perceived functionality
  - Brand perception

First Use



- **Exploration**
  - Display quality and UI visualisation
  - Input devices
  - Ergonomics
  - UI Familiarity
  - First tasks: Setting up, switching
  - Easy access to key or highlighted functions
  - Total product

Regular Use



- **Use for tasks**
  - Ease of use & logic
  - Efficiency
  - Responsiveness
  - Consistency
  - Adaptivity to user's needs
  - Suitability to different use contexts
  - Connectivity and interoperability

# Classic

GSM, WCDMA, CDMA



# Classic (WCDMA, GSM and CDMA)

Unified Design Language **Re-establishing our Nokianess**



# Classic : Nokia 6030



- **Nokianess**
- **Visual simplicity**
- **Visually amplified Scroll key**
- **Continuous chrome loop**
- **High contrast material and colours**



# Classic : Nokia 6060

- **Nokianess**
- **Visual simplicity**
- **Visually amplified Scroll key**
- **Continuous chrome loop**
- **High contrast material and colours**



# Classic : Nokia 6111

- **Nokianess**
- **Visual simplicity**
- **Visually amplified Scroll key**
- **Continuous chrome loop**
- **High contrast material and colours**
- **Dedicated**
- **Camera interaction principles**



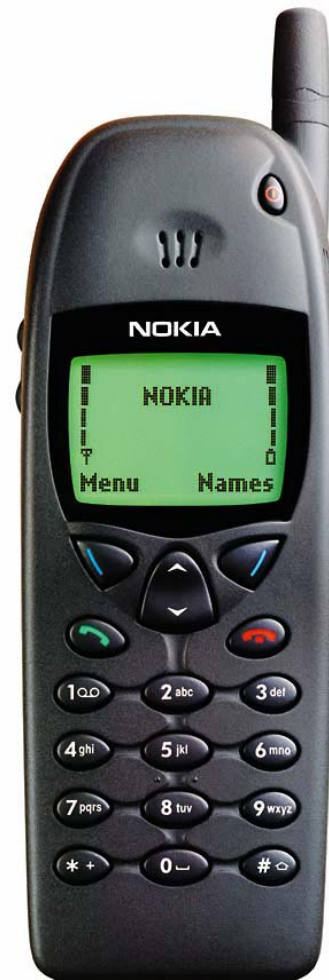
## Classic : the next classic icon



# Classic : the next classic icon



# Classic : the next classic icon



# Classic : the next classic icon



# Classic : the next classic icon



# Classic : the next classic icon



# Classic : the next classic icon



- **Nokianess**
- **Visual simplicity**
- **Visually amplified Scroll key**
- **Continuous chrome loop**
- **High contrast material and colours**
- **Camera interaction principles**

# Premium



# Nokia 8800: *evolution of an ICON*



# Nokia 8800



Premium - the evolution of an ICON

# Premium design

## Harmony

The timeless elegance of the Nokia 8800 means full control of all design elements: every detail has its own functional and aesthetic meaning. Harmony is created through the balance of all design elements.



# Premium engineering



## The precision of Engineering

To deliver a Premium experience to the consumer requires *Premium Engineering*. Machined details and metal injection molded parts are inspired by the technologies used in modern watchmaking and jewellery. The precise feel of the sliding mechanism is created by stainless steel ball bearings – technology which is used in high-performance automobiles.

# Premium sound

Sound is a critical part of the premium experience. This is similar to luxury auto industry, where a great deal of effort is put into the sound made by the opening and closing of the car door. Some products, like a classic lighter, have also their own unique character created almost exclusively by sound.

Exquisitely composed ringing tones;

When discussing the premium sound offering of the Nokia 8800, we must also highlight the “soundtrack” created by the award winning composer and musician, Ryuichi Sakamoto. Sakamoto’s compositions were inspired by the modern lines and organic curves of the Nokia 8800.



# Premium packaging



# Fashion

*"dare to be  
different"*



# Fashion

## A brief History of Nokia and Fashion

Nokia pioneered the 'fashion phone' with the introduction of Nokia 8210 in 1999 with attractive changeable colour covers



# Fashion

## A brief History of Nokia and Fashion

In 2003, the fold-style Nokia 7200 with its tailored, ornamental textile covers marked a bold step forward in Nokia's fashion category



# Fashion

## A brief History of Nokia and Fashion

In 2004, the exclusive Nokia 7200 Limited Edition encased in pure white leather covers became a “must-have” collector’s item



# Fashion

## A brief History of Nokia and Fashion

Last year, Nokia unveiled its first fashion collection - *The Distinctly Bold collection*



# Fashion

## A brief History of Nokia and Fashion

### Success of the 2004 Fashion Collection

The Collection was featured in over 100 fashion and lifestyle magazines less than 3 months after its global launch

Collected many prestigious design awards



# Fashion

## A brief History of Nokia and Fashion

October 2005 The **L'amour Collection** launched in Hong Kong and Florence.



# Fashion

## *L'Amour Collection*

“a beautiful mix of contrasts -- infusing cultural and ethnic influences with luxurious touches of the unexpected -- all carefully crafted and layered with a passion for detail”

LL6

Can we externalise this? Wld be interesting as a lead into introducing the L'Amour Collection.

Lee Loretta, 10/7/2005

# Fashion

## *L'Amour Collection*



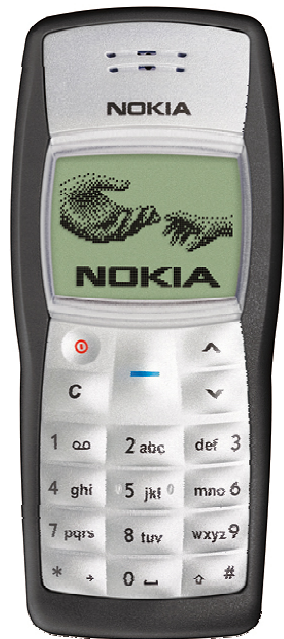
# Emerging Markets

Understanding the consumer in Emerging Markets



# Emerging Markets: **Lowest Cost – highest Value**

Cost is King! however Design must focus on defining products with the highest possible real and/or perceived consumer value.



Nokia 1100

15 million 1100's sold in 3Q



Nokia 1110



Nokia 1600



Nokia 2125

# Collaboration with Operators

Working with operators to create exclusive solutions

# Collaboration with operators: Vodafone



# Collaboration with operators: Cingular



Nokia 6102

## Collaboration with operators: Verizon



Nokia  
2128i

Nokia  
6236i

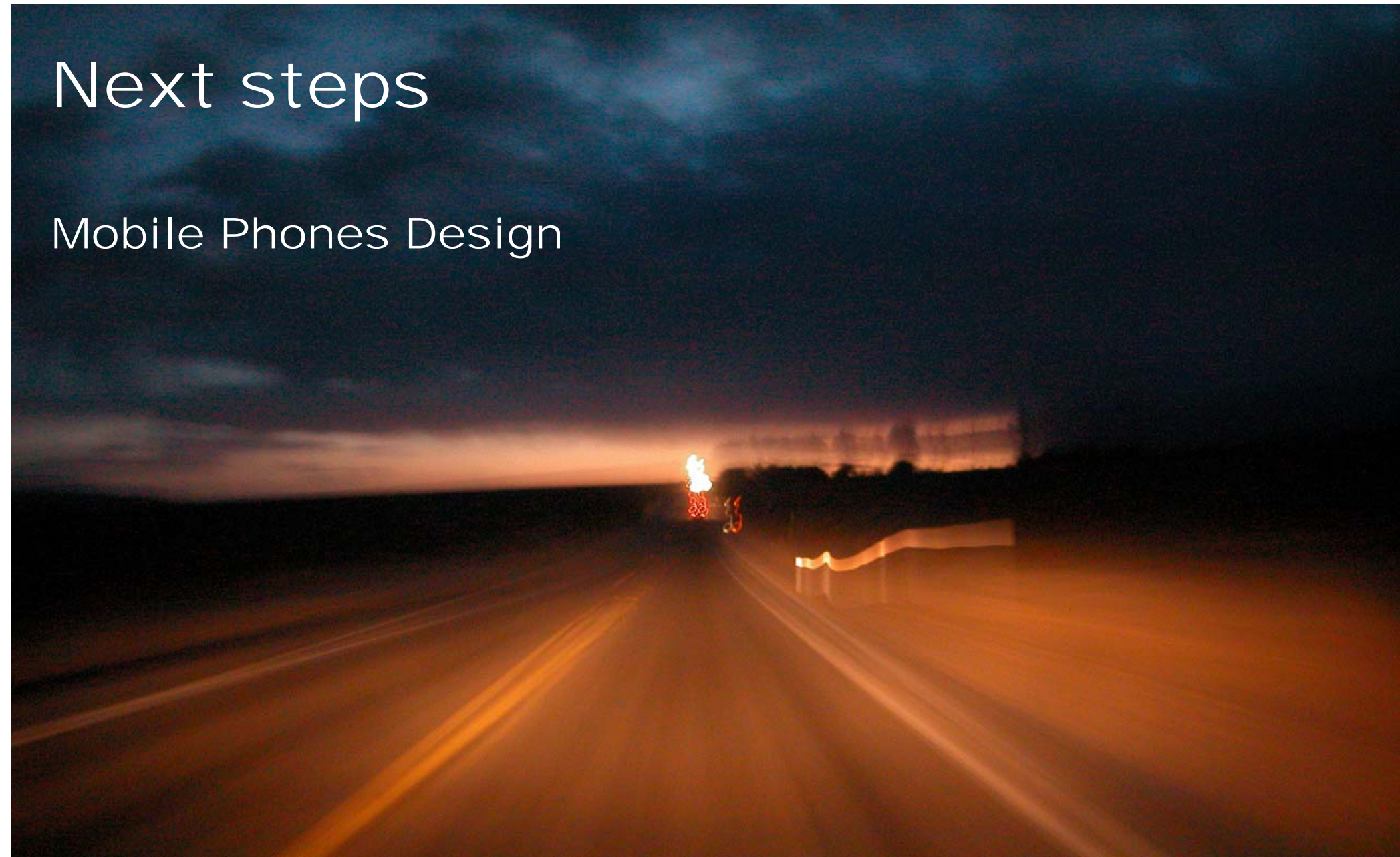
Nokia  
6256i

# Collaboration with operators: China Mobile



# Next steps

## Mobile Phones Design



# Mobile Phones Design: Next Steps

## Collaboration

**Increased collaboration with our CUSTOMERS on an intellectual level; sharing and collaborating on a level which is meaningful to both brands and portfolio expectations.**

# Mobile Phones Design: Next Steps

**Thinness**  
**Thinness**  
**Thinness**

**Can you ever be too thin?**  
**YES if you lose sight of the consumers needs**

# Mobile Phones Design: Next Steps

## Joy of Ownership

.. never losing sight of who the phone is aimed at!

...its about creating **SIMPLY BEAUTIFUL OBJECTS**

# Mobile Phones Design: Next Steps

## Joy of everyday use

..... never forgetting the simple pleasures of using a phone!

...its about creating phones that are **SIMPLE** to  
**USE**

# Mobile Phones Design: Next Steps

## Joy of experience

..... never forgetting that holistic experience leads to consumer satisfaction!

...its about creating experiences that **SIMPLY**  
**WORK**



The movement is open and constantly evolving