

Inspired human technology

Before mobility was about the delivery of products and services. Now it's about the delivery of personalised experiences.

Consumers are no longer just product purchasers – they are **partners** in creating personalised mobile experiences that add value and pleasure to their daily lives. Nokia therefore puts the user at the heart of its design and product creation processes.

It's an approach built on constant and intensive dialogue with consumers – as well as operators, service and content providers and a variety of other parties. Their input enables Nokia to create, innovate and deliver a holistic user experience that encompasses mobile devices applications, networks and services.

Great browsing

In order to provide the superb Internet user experience, Nokia will leverage leading open source components for smartphones in its future Series 60 browser. As announced in June 2005, these will include the open source components Apple has based their Safari browser on.



Innovative listening

A recent innovation in maintaining a dialogue with customers is the Smartphone360 study. It is enabled by a client, which can be deployed on Series 60 based devices, and which automatically collects data on usage of different services and applications. Through this method, Nokia has monitored more than 550 volunteers using Series 60 enabled devices since the study started in 2003.

According to the latest results of the study, user experience of smart phones has a major impact on how eagerly applications are used. The participants in the study used on average ca 15 different applications a week. If they downloaded an application, they also made the most of it – share of downloaded applications was over 10 per cent of all the applications usage. Furthermore, practically 100 per cent of the participants made their devices more personal by changing ring tones and themes or moving applications and folders.

“In the era of co-creation the value is not in the products and the services created by firms and delivered to customers; value is jointly created by the consumer and the company.” C.K. Prahalad & Venkat Ramaswamy, authors of the breakthrough business book, The Future of Competition.



Nokia Nseries

NOKIA
Connecting People

Harmonizing technology and design

Nokia aims to experience mobility as consumers do, and gain a deep understanding through the lens of the consumer experience. The result is an end-to-end user experience that resonates with users, their lives and needs.

Nokia's focus is on daily life – not on features or technology. This objective is, for example, steering the development of Nokia's multiradio solutions, that will allow seamless performance of devices from the perspective of technology, design and user experience. The modular structure and software that covers complexities is likely to offer users the fastest possible connectivity in all situations, transparently.

Sales force in Poland

Here sales force automation systems help retail sales reps such as Marek keep track of pricing data and cut down on tedious paperwork. Using the Nokia 6600 smartphone – in combination with a Sales force Automation application eLeader – allows Marek to input pricing and product data from the field and support his colleagues back in the office with accurate, up-to-date information. The result can be increased productivity and better business results.

“Wow, flow and show”

- “Wow” is about the user wanting the product because it's simply irresistible.
- “Flow” is that the product does what it's supposed to do, no need to be bothered about the underlying technology.
- “Show” is creating a perfect match between the product and the image the user wants to portray to the outside world.

“Successful product and service development requires input from all stakeholders, especially the user. User-centered design requires that developers find out who users are, how they live, how they use existing products and services, and how they might use them in the future,” observes Aaron Marcus, President and Principal Designer/Analyst at Aaron Marcus and Associates, Inc., and Visiting Professor, Knowledge Media Design at the Institute University of Toronto.



A sample draft of a future mobile device.

Nokia's Design

Nokia designs for the optimal user experience; successfully striking a balance between design aesthetics, consumer benefits and usability. It pushes the boundaries with designs and features that allow consumers to co-create meaningful and enjoyable user experiences that reflect and respect their need for self-expression.

This approach is part of Nokia's **Design**. High performance, high fashion and superior usability based on intuitive user interfaces – these are the design elements pioneered by Nokia that are now the industry standard.

Nokia's Design is about delighting users' with exciting sensory experiences supported by a functional and robust design. After all, what's the point of developing devices chock-full with cool features and neat services that consumers can neither use nor enjoy?

Put simply, Nokia expertly combines style and functionality to consistently create products and services that make the connection between individual needs and the user experience consumers want. The designers also exploit consumer insight to develop insight for future designs and form factors.

“Beauty, pleasure and simplicity of use are what consumers care about when it comes to technology,” notes Don Norman, Professor of Computer Science, Psychology and Cognitive Science at Northwestern University, and author of the book “Emotional Design.” “Nokia has long been the leader in mobile devices that are understandable and easy to use.”

End-to-end usability

Nokia takes a unique **end-to-end approach** to usability, one that promotes the interplay between our infrastructure, applications, and device businesses. This approach is embedded in Nokia's technology innovation process from networks to handsets. In addition to offering a great looking phone with exciting features it is equally critical to deliver seamless services with sufficient network speeds.

This approach is building on Nokia's great **track record** in delivering devices that are in tune with consumers' moods and attitude.

- A deep understanding of mobility needs and lifestyles has allowed Nokia to develop the groundbreaking Nseries, a completely new category of stylish and easy-to-use smartphones – including the **Nokia N91**, a device optimized for music fans with room enough to store up to 3,000 tracks.
- An appreciation of consumer requirements for a customized user experience has allowed Nokia to create new multimedia services such as **video-sharing**, giving users the tools to show live camera views or videoclips during a voice call.
- **Preminet**, an open content management, delivery and billing platform, allows network operators to offer subscribers multimedia content and applications, and a consumer to easily purchase content to their mobile devices.
- The extensibility of Nokia's **Series 60 Platform** allows consumers to choose from thousands of add-on applications to customize their device.

Nokia's role is to enable a consumer to co-create a unique user experience for him/herself by combining their own insights with Nokia's portfolio of products and services, advanced technology and imaginative design. That experience must be seamless, responsive, easy and fun.

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