



Nokia Design

The Personal Factor

A mobile is a very personal object. One you keep close to you at all times – be that in your bag or tucked into your pocket. It is more than just a piece of technology; you take it everywhere, tell it intimate things, and it can even reflect your mood and personality. And it's getting even more personal...

How we use our mobile devices is changing. Once primarily about phone calls and text messaging they are now connecting us in new ways. We increasingly use them to connect with others online, to guide us around cities, manage emails, take and share photos or to play our favorite music. Much of our daily lives are intrinsically contained within this constant companion.

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ALWAYS SYNC &
READY -

Design Philosophy – Beautiful to Use

For Nokia, really good mobile design is about more than just style. Design has to deliver objects and services that are not only beautiful to look at but that also work just the way people want them to. This beauty of use is central to Nokia's design work and brand.

This is why we have a range of designers working not just on styling but also new ways for people to interact and use their devices in ever more easy and intuitive ways. Their research and ideas will help to shape new ways for mobile devices to fit into our daily lives.

Our Inspiration – Designing for the World

People and their behavior are our prime concern. Clearly, design is a very personal experience and understanding how mobiles fit into and enhance people's lifestyles is vital. We all have different views on how a phone should look and what it should do.

For this reason, Nokia doesn't focus its attention on just one design or a specific part of the market. Instead, our designers keep track of different needs and lifestyles by conducting detailed research and street anthropology all around the world. They spend time with people at home and when they are on the move, observing how people use their mobiles in their day-to-day lives.

Based on this understanding we then use technology to create shapes, textures, features and new interactions that people love and want to use.

Each Nokia design is guided by these key principles:

- Beautifully fits your lifestyle – how you work, play and where you live
- It's something special – attention to detail makes it a joy to use and look at
- It is not one design for everyone – people can choose the one that best suits their lifestyle

Global Team, Local Inspiration

Designers at Nokia are creating devices and services that will be used right around the world. Reflecting this we have a global design team of around 320 people representing 34 different nationalities. This unique group includes industrial designers, materials specialists, psychologists, researchers, anthropologists, engineers and interaction design specialists.

Based in four main design studios: in Espoo (Finland), London, Beijing, and Calabasas (US), this team creates a global mix of ideas and perspectives. They also visit different locations around the world to immerse themselves in lifestyle, design and cultural trends, bringing these local insights back into the studios to inspire and influence exciting new design.

Looking Ahead

Looking Ahead – Digital Design

Our designers are always working in the future, developing today new products and services that will hit the stores in the future. This means they are constantly looking for new ideas and spotting signals for emerging trends. They are also shaping trends that they expect will have a major impact on how we use mobile communication in our lives in the future.

The internet is changing what we want to do with our mobiles, using them more and more to connect digitally to people, places and information. The Nokia design team is exploring new ways to make this communication as intuitive to use as voice has become. This means designing for use in the hand or with the body and not just held to the ear, creating innovative new input methods, menus and new interfaces that fit the new internet experiences.

Icons – The Familiarity of the New

Simple pictures, or “icons”, played a key role in how we learnt to use the functions of mobile phones for the first time. Now, as mobile devices transform into truly personal computers, this language of icons needs again to guide us and make new services and features easy and instinctive to use.

Nokia’s design team has been developing and evolving these images that help us navigate our devices. Their challenge is to make new icons but keep the familiarity of the old, so that people don’t have to relearn the way they use and understand their devices. This involves working with people around the world to test and develop the icons, incorporating different cultural responses to images and coming up with one global language that can be understood by everyone using a Nokia device wherever they are in the world.

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Make it your own

Gestures – New Ways to Interact

As what we DO with our devices is changing so are the ways we interact with them – Nokia is looking at making these new ways of using your device as natural and human as possible. Our design team is conducting research with real people around the world to understand whether and how a range of natural gestures such as shaking hands, pointing or even kissing the device could translate into the digital world.

Home Screens – Make it Your Own

With mobile devices playing an ever bigger role in our daily lives and doing more for us, how do we make sure we can still easily get to the information we want, when we want it?

Our design team have been working on potential new ways to personalise your device. This includes looking at ways to match your device to your mood, location, time of day, or the context of what you are doing, helping to make the overall experience more relevant and enjoyable.

Given that up to 85% of the time we spend on our mobiles is on the home screen this has been the focus of the research, finding new ways for people to personalize this space to reflect their own personal world that they can carry with them.

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A history of design innovation

2009 Nokia N97 – introduces live internet widgets to keep you connected to the people and things that matter most, styled with a vibrant 3.5 inch screen and physical keyboard

2008 Nokia E71 – the world's slimmest full QWERTY device

2008 Nokia 5800 XpressMusic – a mass market music device with human touch

2008 Nokia Remade concept – made out of metals from upcycled aluminum cans, plastics from drink bottles for the chassis, and rubber key mats provided by old car tires

2007 Nokia 3110 Evolve – a mobile device with bio-covers made from more than 50% renewable material

2007 Nokia N82 – the first Nokia device to incorporate a Xenon flash, providing for remarkably vivid photographs even in low-light conditions

2007 Nokia 7900 Prism – the first Nokia device with OLED display and has a sleek, licorice-black front and an anodized aluminum back cover, which is coin-stamped and laser-etched in Nokia Prism's signature diamond-cut design

2007 Nokia 1208 – designed specifically for rural and remote areas with durable surfaces and shared address books, so the village or whole family can use it

2007 Nokia E65 – a stylish and slim slider with mobile business features. Won a Red Dot award for design quality

2006 Nokia N95 – the first multimedia computer with integrated GPS as well as a pioneering 2-way slide concept. It received a Red Dot award in 2007

2006 Nokia N80 – the world's first UPnP handset, enabling seamless home media networking between compatible TVs, audio systems and PCs

2005 Nokia N92 – the world's first integrated DVB-H mobile device for watching broadcast TV programs

2005 Nokia announced Nokia Eseries, combining attractive and easy-to-use designs that appeal to business users

2005 Nokia N90 – the world's first camera phone equipped with Carl Zeiss optics and featuring a pioneering multi-hinge twist-and-shoot design

2005 Nokia launched Nokia Nseries, a range of high performance multimedia computers that delivers unparalleled mobile multimedia experiences

2005 Nokia 8800 – the first mobile phone to use stainless steel and mineral glass.

2005 Nokia launched the L'Amour Collection: Nokia 7360, Nokia 7370, Nokia 7380. The collection won the design excellence award from the Industrial Designers of America in 2006

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A history of design innovation

2004 Nokia 7610 – the first megapixel imaging device

2003 Nokia 6108 – the first Nokia touch screen phone, designed to make it easier for Chinese language users to input characters

2003 Nokia 7200 – the first folding fashion phone, featuring sensual fabric covers and details

2002 Nokia 3650 – the first imaging device with video capture

2001 Nokia 7650 – the world's first GSM phone with integrated camera and Series 60 Smartphone Platform

2001 Nokia 6310 – popular for its robustness and simplicity, was the first phone to use Bluetooth connectivity

1999 Nokia 3210 – the first mobile phone to feature an internal antenna

1999 Nokia 8210 – the first Nokia fashion phone, jointly launched with Kenzo

1998 Nokia 5110 – considered by many as the mobile phone to change the game, making cell phones easier to use and more accessible to the general public

1998 Nokia 6110 – the first of the many Nokia 6xxx series' business-targeted models, and the first phone to feature Nokia's Snake game

1998 Nokia 5100 – the first mobile phone with user changeable covers

1997 Nokia 3810 – the first mobile phone specially designed for Asian consumers, with large full graphics displays and Asian interfaces

1996 Nokia 8110 – nicknamed the “banana phone”, was the first Nokia slide phone

1996 Nokia 9000 Communicator – the first all-in-one phone, fax, calendar, email and internet in hand portable size

1994 Nokia 2100 – the first digital hand portable phone supporting data, fax and SMS

1992 Nokia 1011 – the first digital hand portable GSM phone

1992 Nokia 101 – the first handset with a “candy bar” shape (NMT 900)

1987 Mobira Cityman 900 – the first Nokia hand portable mobile phone for NMT networks

1982 Mobira Senator – the first Nokia car phone for NMT networks (NMT 450)

