

NOKIA DESIGN PRINCIPLES EDITORIAL

Nokia Book

20th March 2013

The product and services that we put in the hands of our consumers are the most potent symbols of our brand. They engage people in a story that shapes their experiences and subsequently, their beliefs about Nokia. Design plays the most important role in that story.

The purpose of this document is to highlight four key themes that help us tell that story. They bind all our work together, creating one consistent and recognisable Nokia portfolio. They enable us to deliver on our brand promise, “Technology that makes us more human” and to talk to our consumers with a consistent, familiar and unique voice.

The themes are intended to work in parallel with the Design Agenda themes (Fabula, Heads Up, Beautiful Essentials, Living Maps, Integrated Brand Experience) which are strictly for **DESIGN ONLY** and not to be used outside of Design.

The four themes we can speak externally are:

PURE

BUILT BETTER

HUMAN

ADVANCED

PURE

Pure symbolises the single, unified design approach we take to product making across our portfolio. We strive for simplicity and reduction in everything we do, and are committed to a process of continual refinement and improvement in the pursuit for perfection. This not only delivers a superior experience for our consumers, but it gives our products and services an identity that is distinctly Nokia.

PURE IS...

Taking colour back to its purest form

Stripping away anything unnecessary

Bold and confident use of typography in the User Interface

Being honest to the material

PURE CAN BE...

1. LESS AND BETTER

What we put in is as important as what we take out. What we mean by this is that we are consequent in our decision making. It's not about packing as much technology into the product as we can, but only what is applicable and relevant for that product.



2. EXTREME PRODUCT MAKING

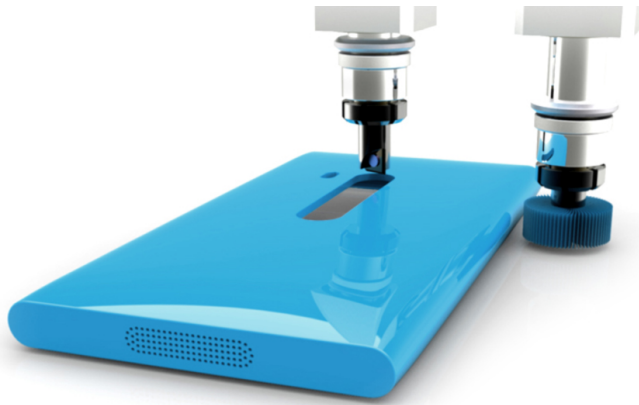
Extreme product making is about pushing the boundaries in all aspects of the design process; whether in manufacturing techniques, material technology or interaction behaviours. We strive to deliver an experience that feels as progressive and unique as possible.



We use a single piece of injection-molded polycarbonate to create the mono bodies of our devices to remove flash and split lines and create a structurally strong product.

3. MATERIAL LED DESIGN

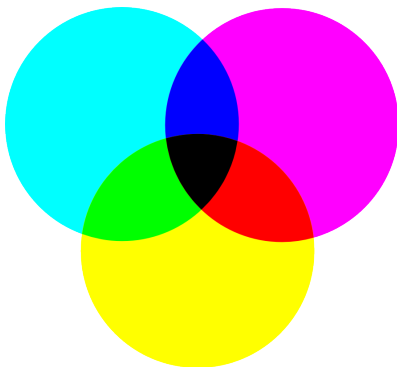
A material can lead a design and can be an ignition point for products. We have over 20 years of experience working with polycarbonate plastic pioneering new ways of manufacturing, finishing and infusing colour throughout. We see the innate beauty in materials and believe that should come through in our products, the material dictates the form. We treat materials honestly and craft them using techniques often associated with premium materials such as metal.



Post-production processes used for finishing

4. COLOUR

Nokia has always recognised that colour allows us to stand out, evokes emotions and delivers choice to our consumers, and that is why colour has always had such a strong presence on our products. This continues with our bold new CMYK (Cyan, Magenta, Yellow and Black) approach to colour. By basing our palette on the process colour model, we have taken colour back to its purest form and created a platform from which a new and thoroughly modern look can be built for our products, giving a distinctly Nokia brand identity.



CMYK colour model



The bold blends of Lumia 620

BUILT BETTER

Building better products is an iterative process and requires us to be critical of our work. How easy is it to use? Is it easy-to-learn? Is it forgiving? How can it be better? We ask ourselves these questions, and go through this process to create new and engaging experiences that build on Nokia's ability to keep making things better.

BUILT BETTER IS...

Attention to detail

Reduction of parts

Focusing on the essentials and making them beautiful

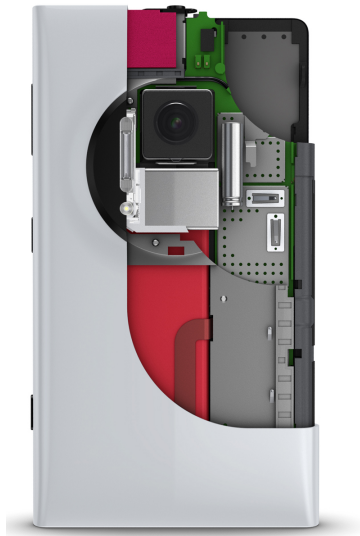
Durability and reliability

Refining and improving

BUILT BETTER CAN BE...

1. DESIGNED FROM THE INSIDE OUT

What this means is we don't style a product based on a yearly trend but the design is determined by the intelligent arrangement of the internal components that dictates the form of the product.



Internal architecture for Eos

2. BEAUTIFUL ESSENTIALS

We focus on the two or three things people do with their phones hundreds of times every day, and making those experiences sing. Through continual, incremental improvement, we bring constant joy and delight to those interactions.



For example, the individually drilled holes on Eos gives the appearance of precision, which consequently adds value.



Double tap to wake, setting the alarm, swipe action to home and activity screen on the N9



Xpress browser compresses data, so you can do more whilst consuming less.



Beauty under the hood

HUMAN

Our products are **human** because we design them to complement people's needs and behaviours. People are our biggest source of inspiration and we strive to create truly meaningful experiences for them. To do this, we immerse ourselves in our consumers' worlds; walk a mile or two in their shoes. We see what they see, think, feel and do as they do. By uncovering their hidden needs and behaviours our design decisions are influenced by this knowledge.

HUMAN IS...

Elements that are harmonious, and 'talk' to each other.

Forms and surfaces that exude a warmth.

Transitions that create a seamless experience and instinctive ways of connecting.

Language that is approachable, not brutal or aggressive.

Behaviours and gestures that are familiar and inclusive.

Providing choice and personalization.

Respecting people's cultures and differences.

HUMAN CAN BE...

1. EASY TO USE

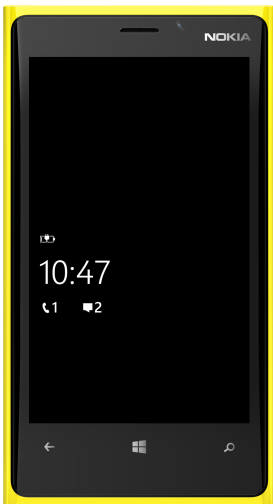
In Nokia products, we lay things out so it's easy for people to find their way. We make sure things are universal and consistent across devices and interfaces - with a language that respects people and cultures.



NFC and charging with Nokia JBL speakers

2. GLANCEABILITY

We all recognise that people are getting more immersed in their devices so Nokia believe people should be more engaged in the world and the people around them. As such we design our phones to be easily glanceable so as not to disrupt the moment and to respect human interaction and etiquette.



Glanceable Lock screen with notifications. Designed for true mobility.

3. DEMOCRATIZATION

Broadening the innovation, bringing elements of our flagship Lumia devices to more price points and therefore to more people.



Bringing elements of our high end Lumia flagship devices such as Near Field Communication to our lower price point phones such as the Lumia 620



Affordably connecting the next billion such as with the Nokia 101 and 301 cellphones.

4. FIT FOR PURPOSE

People may be part of the same family and share the same values, but everyone has a unique personality and expectations. Our products respect this by providing choice and personalisation so people can express themselves and the products become a reflection of people's individuality.



Eos, Lumia 920, 820 and 620

5. CRAFT

A Nokia product doesn't play to the notion of having been assembled on a production line. It feels like someone has crafted it. They deliberately feel as though they have been made by human hand.



Such as the crafting of the seamless mono body, porcelain keys, the curved glass, these details negate the idea of mass production.



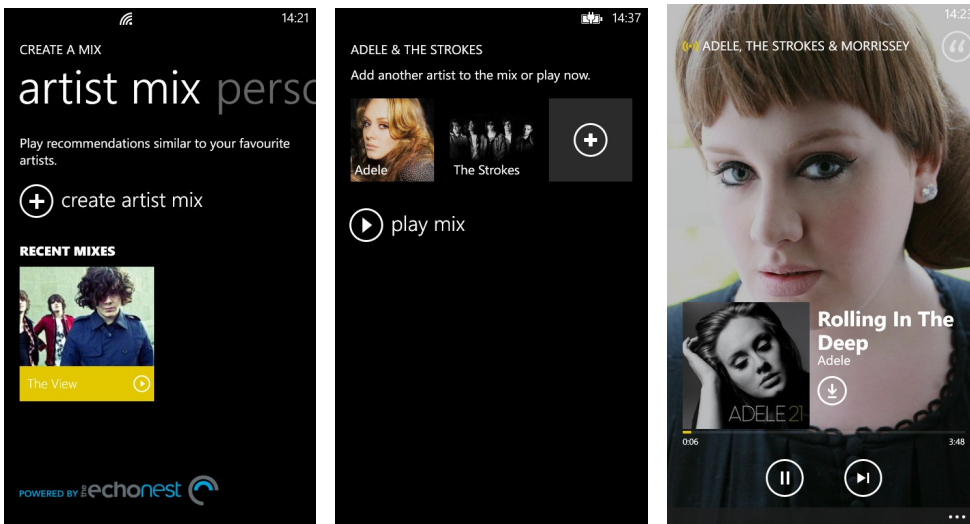
Aesthetic driven topcoats, which gives the product a distinct character and feel in the hand.

6. PERSONALISATION AND CHOICE

People want to express themselves and be given the option to personalise their products, a very human quality. So we design our products with this in mind to give people options and choice.



Bold approach to colour continues in our Gear offering encouraging personalisation with mixing and matching.



Mix Radio, Create a Mix, let's you personalise a playlist by selecting up to 3 artists, letting you discover new music.



The Windows 8 User Interface — the most personalisable Smartphone experience on the market.

ADVANCED

Nokia is, by nature, an innovative company. But when we innovate, it's never for the sake of it. Nokia innovates so that people have the best experiences possible; experiences that are just right for them.

Our innovations are **advanced** because they always point to the future so that our products and services are relevant in a fast changing landscape. But it's also about finding a balance; creating experiences that are new but are also familiar.

ADVANCED IS...

Not designing for today but for the future

Material and technology advancements

Providing for future needs

ADVANCED CAN BE...

1. MEANINGFULLY DIFFERENT

Whether we make big leaps or small steps, we always try to give people things that they want or that they need so that they are fit for purpose.



Nokia 2012/3 portfolio

2. FUTURE FACING

We strive in advancing design, by introducing new technologies, that points to the future.



Better typing experience because Fogale can read the angle of your finger.
Multi-touch interaction so anything can be used as a stylus.

3. DISSOLVE INTO BEHAVIOUR

We strive to make things easy to use and sometimes invisible. In other words, our designs fit so well with user needs and expectations that they “dissolve into behaviour.” designed with exquisite sensitivity that fits beautifully into our lives.



Wireless charging

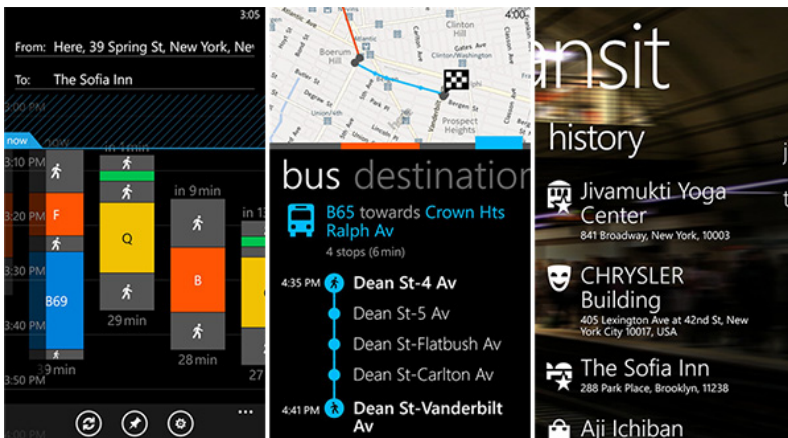
'Precious' tile finds your keys.

4. AUGMENTED REALITY



Nokia City Lens makes finding the best of what's around you in a simple and natural way.

5. AGGREGATING DATA



Nokia's HERE Transit app makes planning your journey using public transportation easier and faster than ever before.

6. EXTREME PRODUCT MAKING

Pushing our level of product making is advanced. We build upon our strengths and expertise to deliver purity in our product making.



Such as the two-part construction, curved glass, inherent colour, high gloss surfaces without 'fat' edges, dual shot molded monobodies.