

mobile persuasion

If a BMW promises the consumer 'Sheer Driving Pleasure' (formerly the 'Ultimate Driving Machine'), what does your mobile phone promise - and more importantly what does it deliver?

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Design Director







*Nokia is being used for illustration purposes only, and not to single them out.

This presentation applies equally to all mobile device manufacturers.

the status quo
generally consistent, simple and usable...



and quid pro quo
a little less consistent, simple and usable...

consistent ↔ predictable
simple ↔ limited
usable ↔ boring*

**yes, I realize I may have just alienated myself..*

Where are the craftsmen, dreamers and lunatics who inspire (*and persuade*) us to *Think Different*TM?



the status quo

again generally consistent, simple and usable...



whoa...

very different, but quite wonderful

small things can make a **BIG** difference



I was worried you wouldn't come.

I was worried you wouldn't come.



persuasion

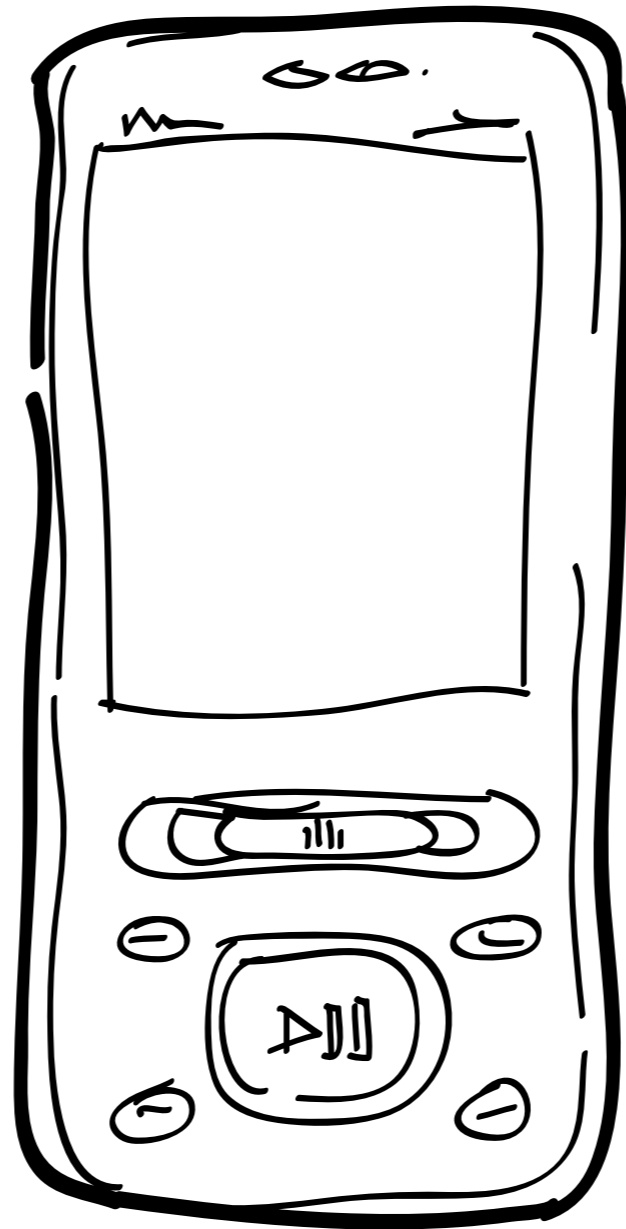
pəɹ-'swā-zhən

persuasion*

pəɹ-'swā-zhən

a communication (*or message*)
intended to influence belief or action

* *typically involves emotion, and requires trust*



a thought experiment

conjure up the average 'music phone' in your head..



Jeremy

Susan

Gregory

now add three **people**
a young man, a working mom and an older gentleman

itunes



russell brand

Keane

sharing music

coldplay



vampire weekend

social

Elbow

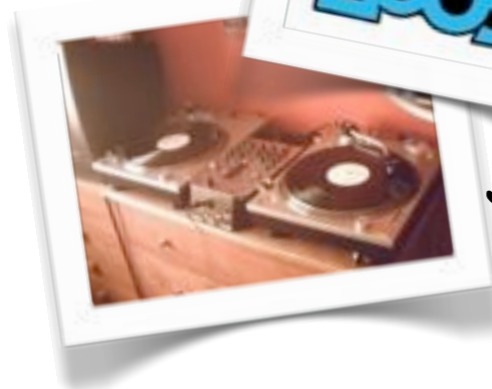


Jeremy



Paul
Oakenfold

headphones



DJ



the young man

a twenty-something man living in Manchester



ABBA

BBC
RADIO



office radio



Elton John

80s hits

Barney



Susan



audio books

the working mom

a thirty-something married woman living in London



avid collector

chick corea
analogue

John Coltrane
Herbie Hancock



Gregory



full albums

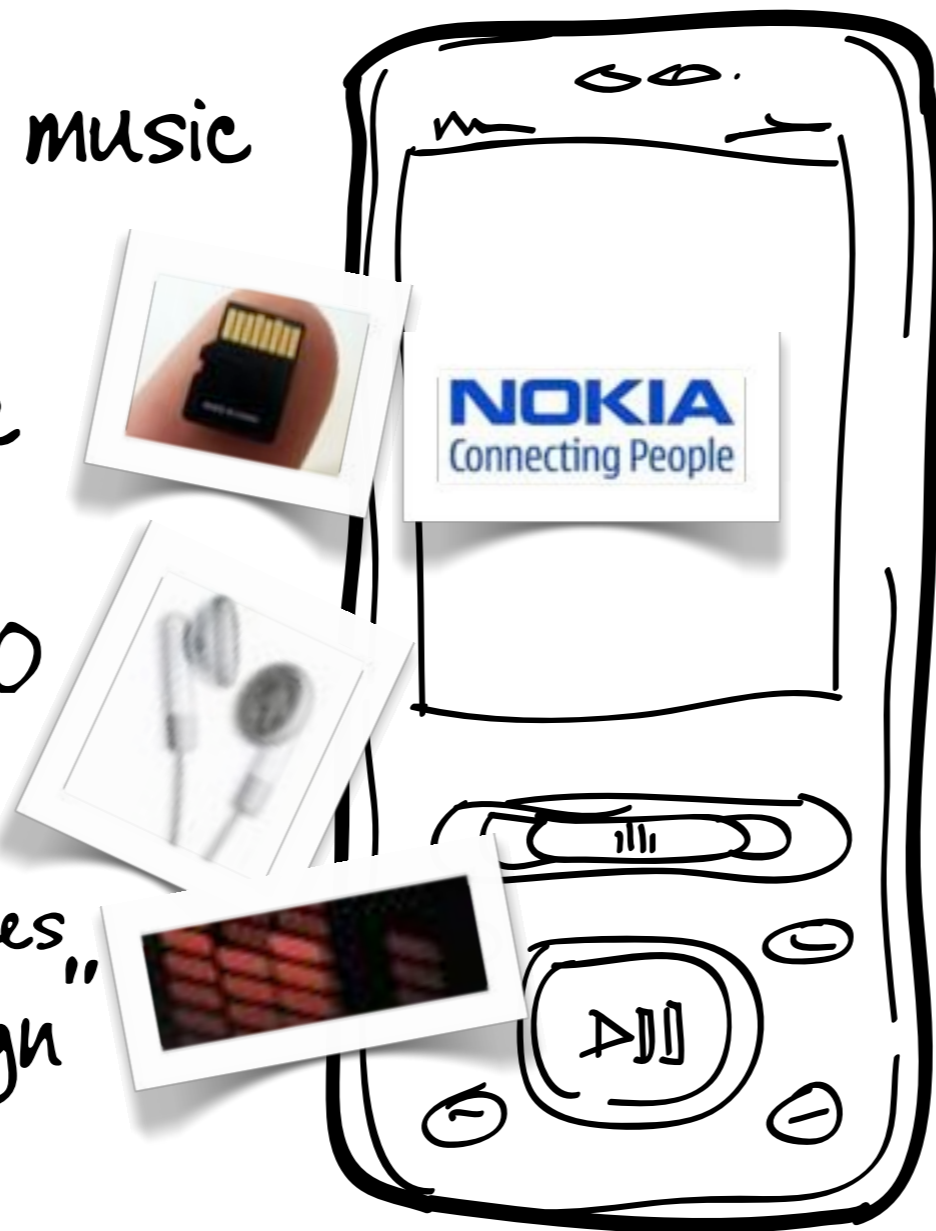
Stevie Wonder

american

the older gentleman

a fifty-something divorcee living in Bristol

listen to music
purchase content
4GB storage
over
5,000,000
tracks
"headphones,
cool design"



a little more about the device

and all the little ~~messages~~ that surround it..

features



itunes



avid collector
listen to music
listen to radio

purchase content
existing storage format
4GB storage

John Coltrane

Herbie Hancock

over 5,000,000

tracks

headphones

phones

sign

audio

books



nokia?



hmm?



um...



oh.

and reactions to those messages

...as everybody attempts to connect with it individually



ho-hum...

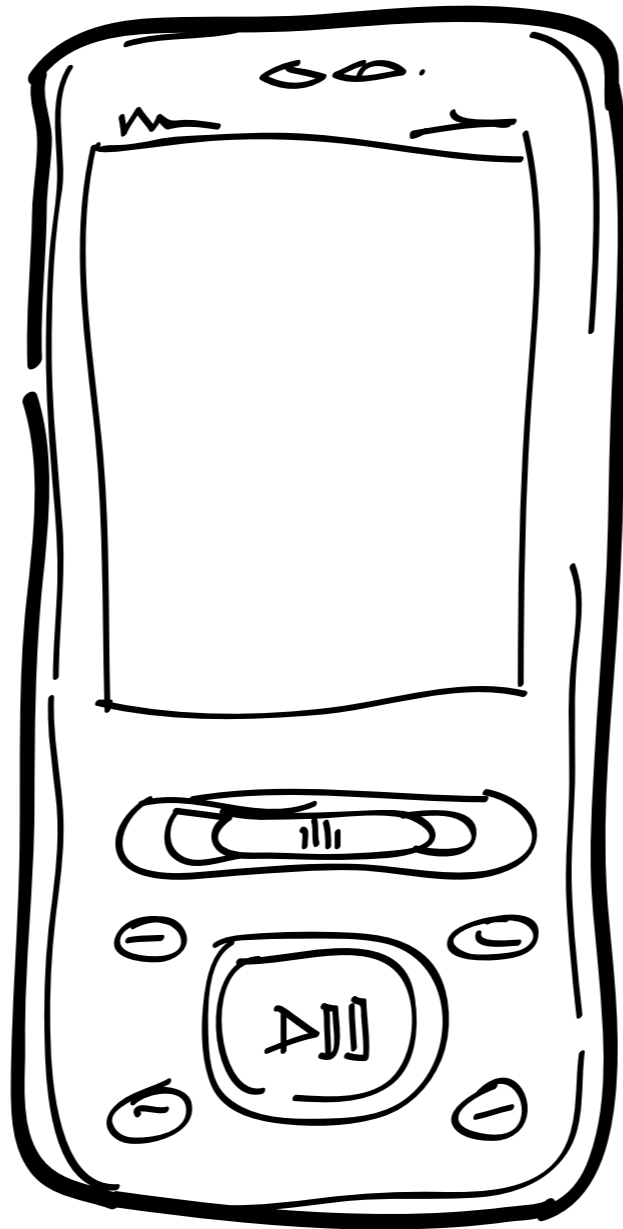
uninspiring, confusing and doesn't reflect the individual



cold   hot



warm  warm



message   trust



cool  cool

persuasion

your message should both inspire and build trust

inspire

connect with ideas, dreams, passions and aspirations

trust

*earned by delivering on promises, destroyed by FUD**

** Fear, Uncertainty and Doubt*

let's continue down this path...



the status quo
generally consistent, simple and usable...

5800 XpressMusic



Play

One touch to music, video, and more. The dedicated Media Bar means mobile entertainment is always on hand. High-resolution widescreen video and superior surround sound, with built-in stereo speakers and an advanced music player. Download new sounds to the 8GB microSD card, and sync your collection with Nokia Music software for PC.

Share

Touch

Nokia Music Store
Browse, stream, download, and play millions of songs.

Share on Ovi
The simplest way to share your photos, videos and more.

Get support & software
Find user guides, software and tips on Nokia 5800 XpressMusic Support Pages.

Next

is this different?

...maybe?



is this pointless
differentiation?

or inspiration?

This is a *new* music “phone”.
In fact, it even comes complete with a *plectrum*!



typically required...



This is not a music phone.
This however does work quite well when used with a plectrum.

Hmm...



inspiration!



GUITAR HERO

Turn it on, turn it up!



Huh...?



This feels a lot like your father's phone...



in a fancy suit.

but what about...



different?

from the company whose motto is Think Different.



same-same?

it certainly looks very similar...



very different!

one device is all about you, even you ocarinists...

probably not [↑]a real word



it's what **you make it**
musicians and DJs can use it to create entirely new mixes...



....what if?



...or possibly even?

phone?

is this pointless
differentiation?

ocarina?



...a missed opportunity?

wonderfully different, but still the same on the inside

the long wow...

gimmicks aren't enough - surprise and delight everyday

* <http://www.adaptivepath.com/ideas/essays/archives/000858.php>

Give me the freedom (*and control*) to
absolutely love your product!

Make the easy decisions for me.

Don't make me feel (or look) stupid.


Control

Find the right balance between too much and too little.

be polite ↔ don't be rude
be honest ↔ don't mislead
be attentive ↔ don't forget
be forgiving ↔ allow mistakes
be clear ↔ avoid obscurity
be coherent ↔ speak clearly

Language

Don't ignore all of the little details.

A dark, dimly lit workshop with a workbench covered in wood shavings and tools. The scene is cluttered with various items, including a metal cup, a red box, and a silver device. The overall atmosphere is one of focused craftsmanship.

“...to make things of such obvious superior quality as to overcome the advantages of the machine...”

Craftsmanship

Push far beyond the acceptance criteria and usability requirements.

thank you

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