

NOKIA

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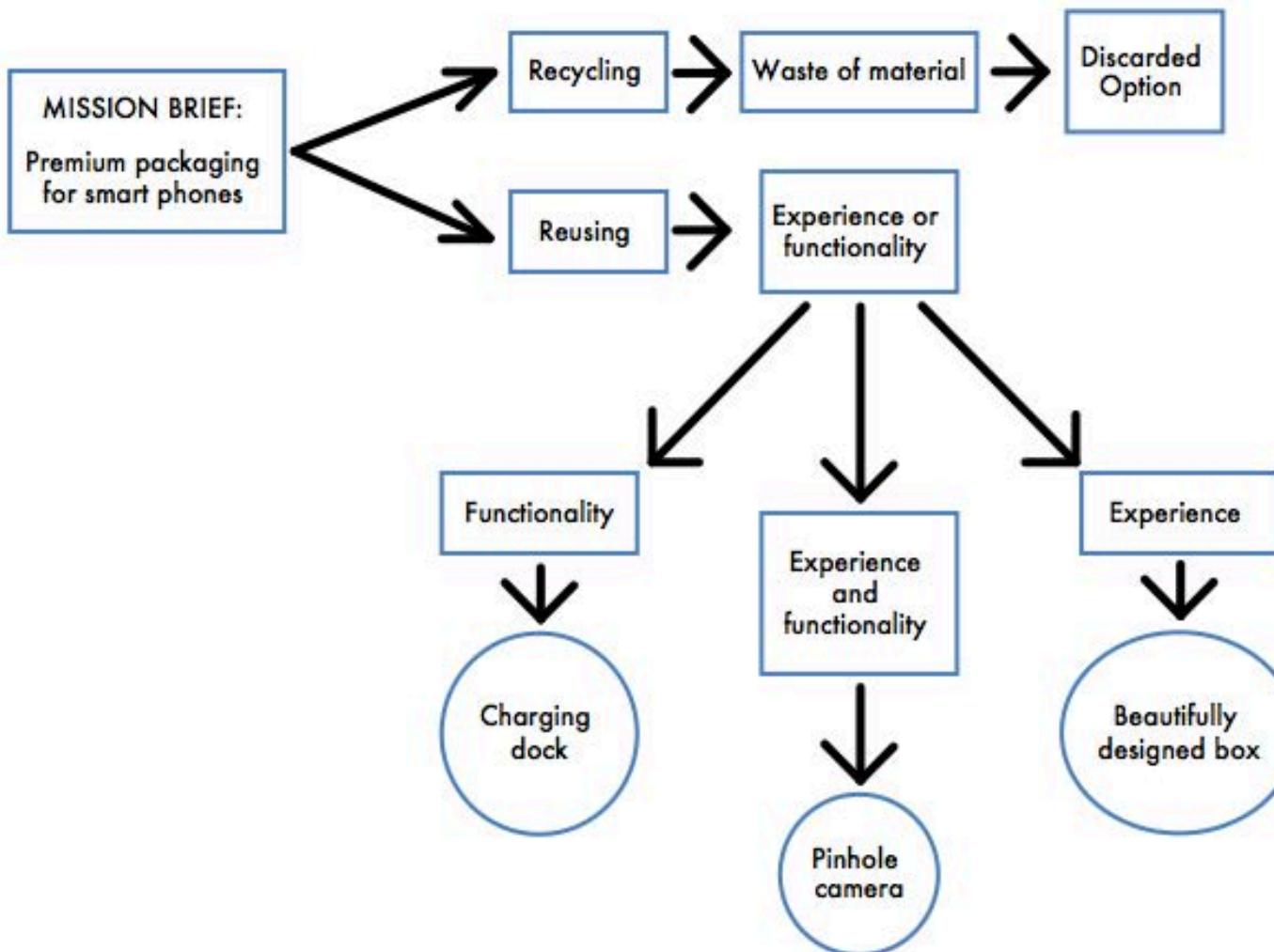
TUUKKA KINGELIN

MIIRO SEPPÄNEN

MISSION STATEMENT

Product Description	Premium packaging for Nokia Lumia
Benefit Proposition	A package that is reusable, made of a sustainable material and offers an added functionality to the consumer
Key Business Goals	Undisclosed
Primary Market	Young urban people aged 19-29
Secondary Markets	Other smart phone consumers older or younger than 19-29 years old.
Assumptions	A package that provides an awesome user experience. Attractive material for consumers that will entice them to keep the package In line with Nokia's values
Stakeholders	User, retailer, logistics, designers, production





MARKET RESEARCH

- Quick and dirty survey:
- 80% were ready to accept a wooden package and keep it.
- 85% responded to keep the box considering its design and material.



FOCUS GROUP

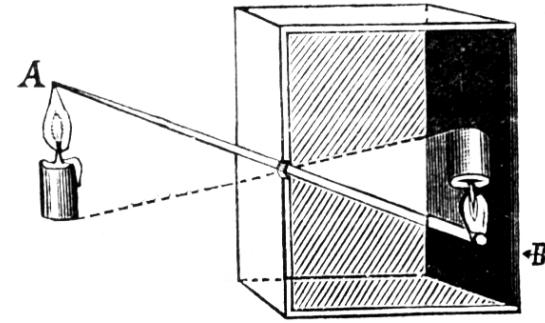
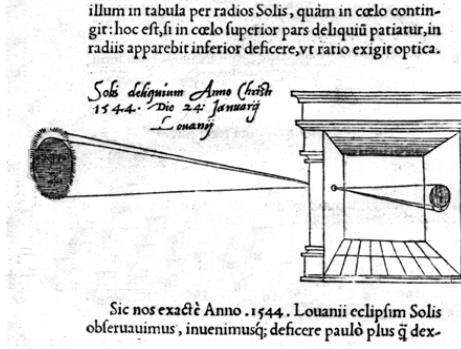
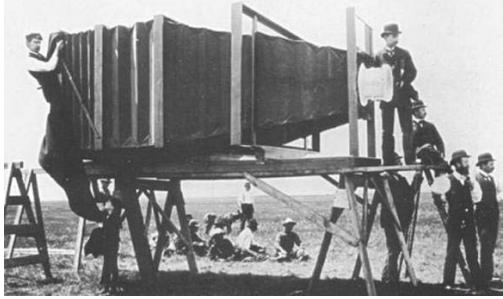
- For simple box
- 10 people asked
- Almost all ready to keep the package
- Change size and opening: bigger box and opening to the side
- Generally speaking very good response
- For Dock Station - camera
- 10 people interviewed
- Positive response: good material and feeling
- Concerns about the size
- Concerns about opening mechanism
- Design appreciated

BRAND VALUES

Values Behind Good Design



- Beautiful and appealing packaging
- Technical, functional, aesthetic
- Sustainable: material and QR code

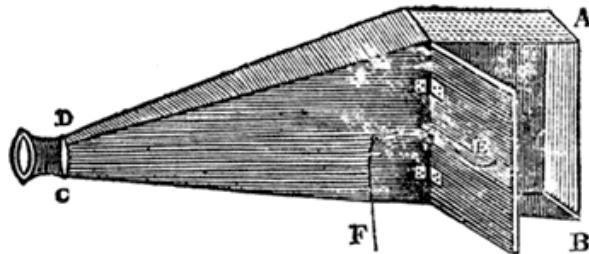
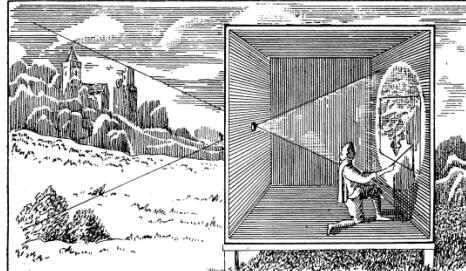
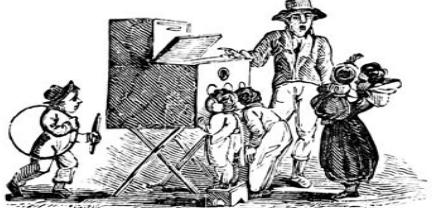


PINHOLE PHOTOGRAPHY PACKAGING

- an obscure camera concept combining old and new -

In 2016 pinhole camera with photosensitive paper is 200 years old invention.
Let's celebrate that!

OPTICAL AMUSEMENTS



WHAT'S OUTSIDE THE BOX

Shutter pull tab

Plywood lid on a hinge

Pinhole and shutter

Lid opener tab

Plywood frame

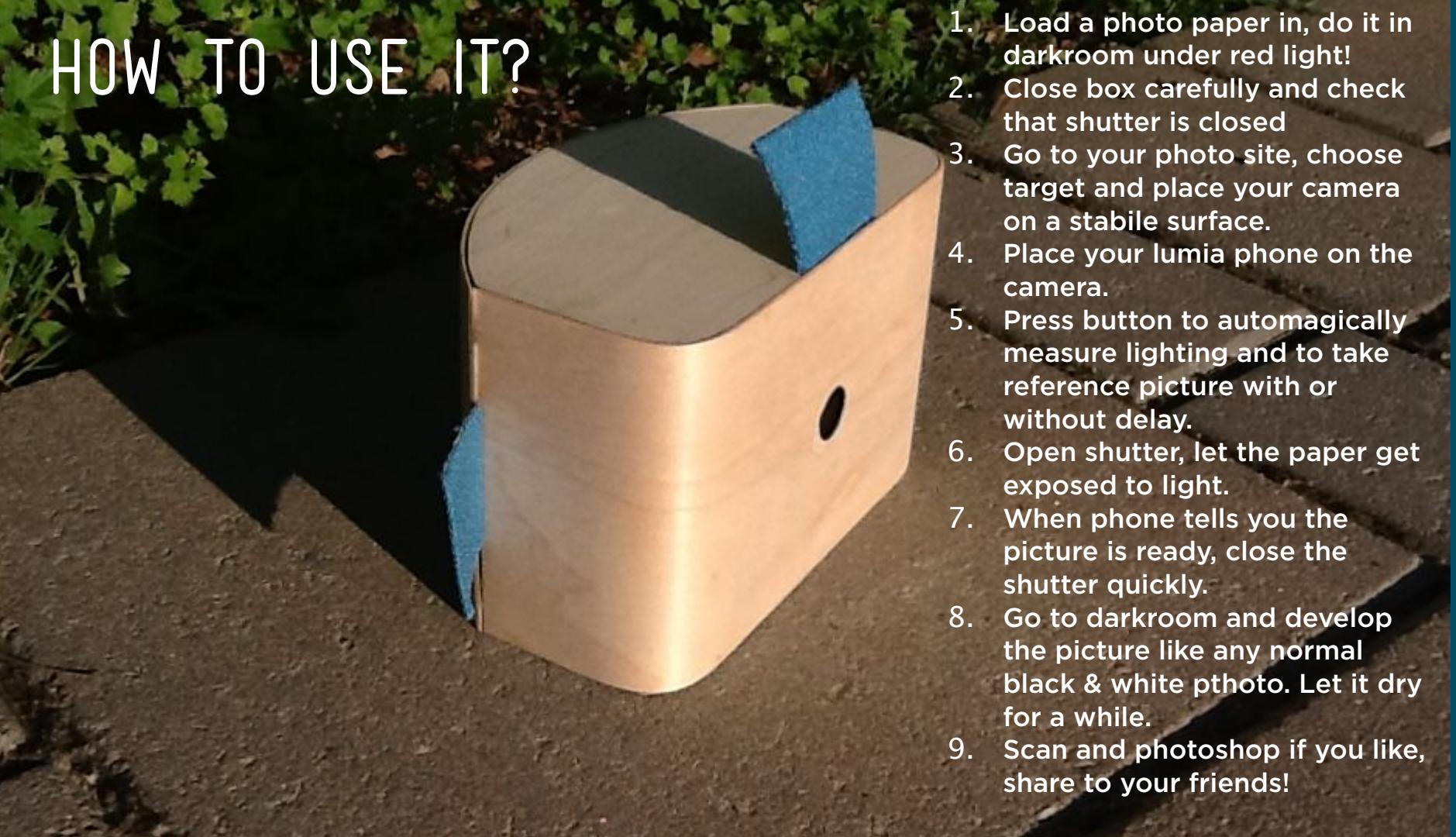
WHAT'S INSIDE?

Lumia phone
AC-16 charger
WH-902 headset
CA-185CD USB-microUSB cable
Phone sleeve

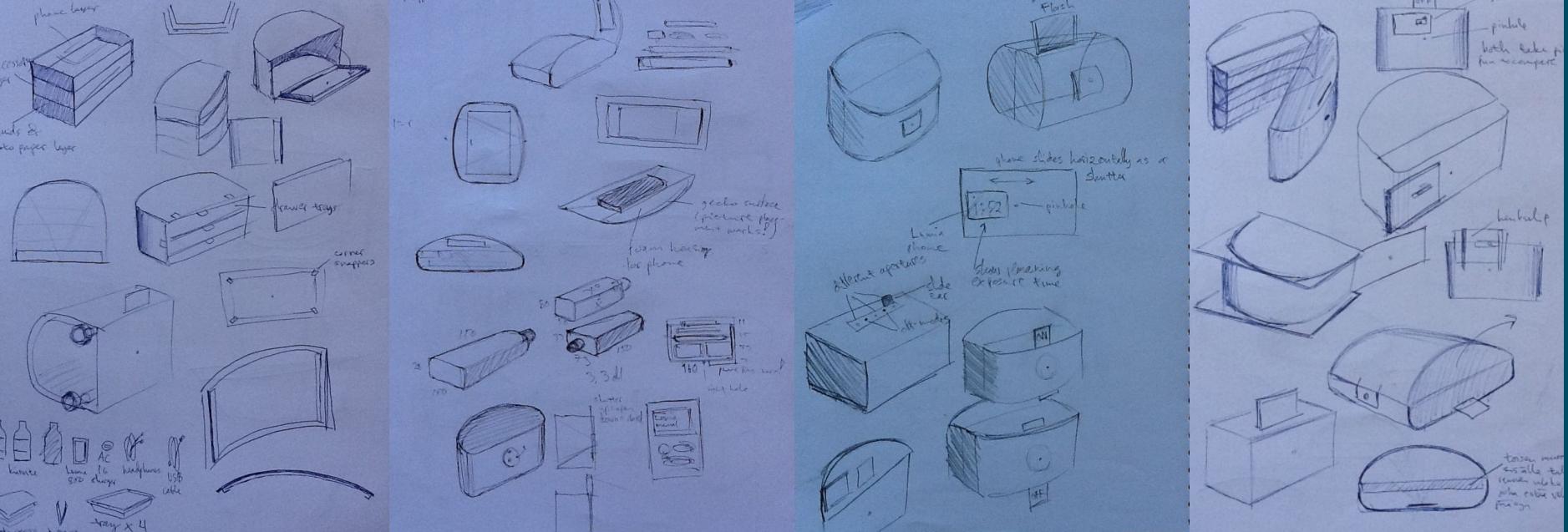


10x15 cm photo papers (30 pcs)
ca. 3 dl bottle of developing concentrate
ca. 3 dl bottle of fixing concentrate
compartment divider cardboard sheet
protective foam for the phone
sliding shutter mechanism

HOW TO USE IT?

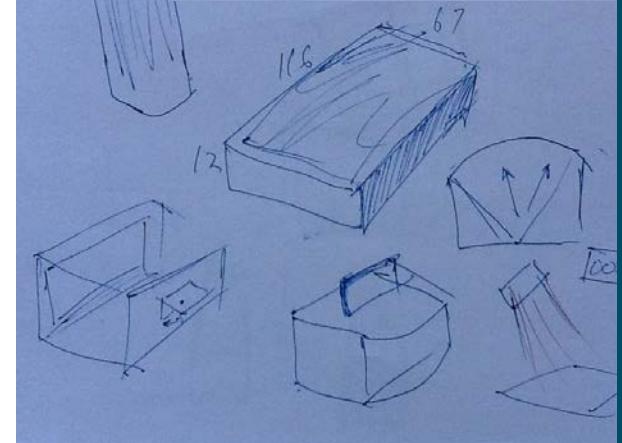


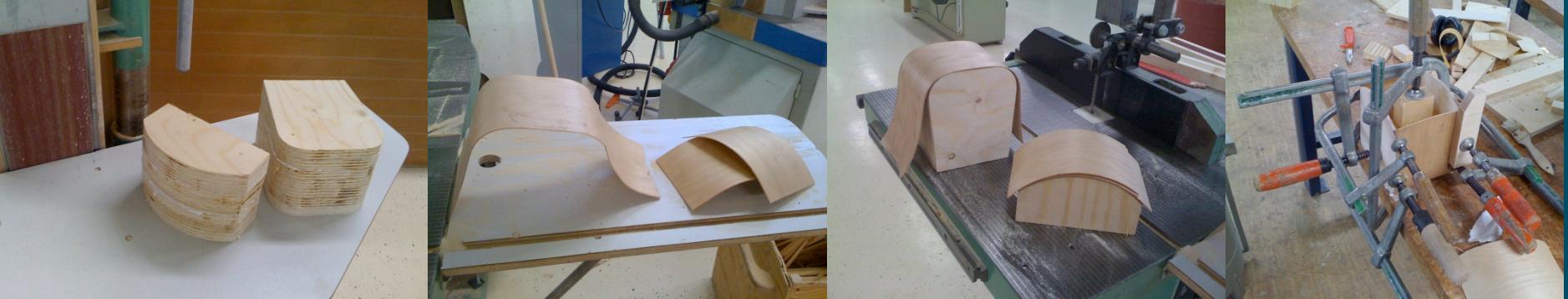
1. Load a photo paper in, do it in darkroom under red light!
2. Close box carefully and check that shutter is closed
3. Go to your photo site, choose target and place your camera on a stabile surface.
4. Place your lumia phone on the camera.
5. Press button to automagically measure lighting and to take reference picture with or without delay.
6. Open shutter, let the paper get exposed to light.
7. When phone tells you the picture is ready, close the shutter quickly.
8. Go to darkroom and develop the picture like any normal black & white phtoto. Let it dry for a while.
9. Scan and photoshop if you like, share to your friends!



HOW IT CAME TO BE?

1. ideation based on critique towards previous risk averse concepts
2. Sketching out functions and features
3. More in-depth feature and need analysis for photography experience
4. First sketchy and craftsy build of the box, material testing
5. CAD modeling accurate dimensions, fitting all stuff in
6. Building of the prototype, finishing touches



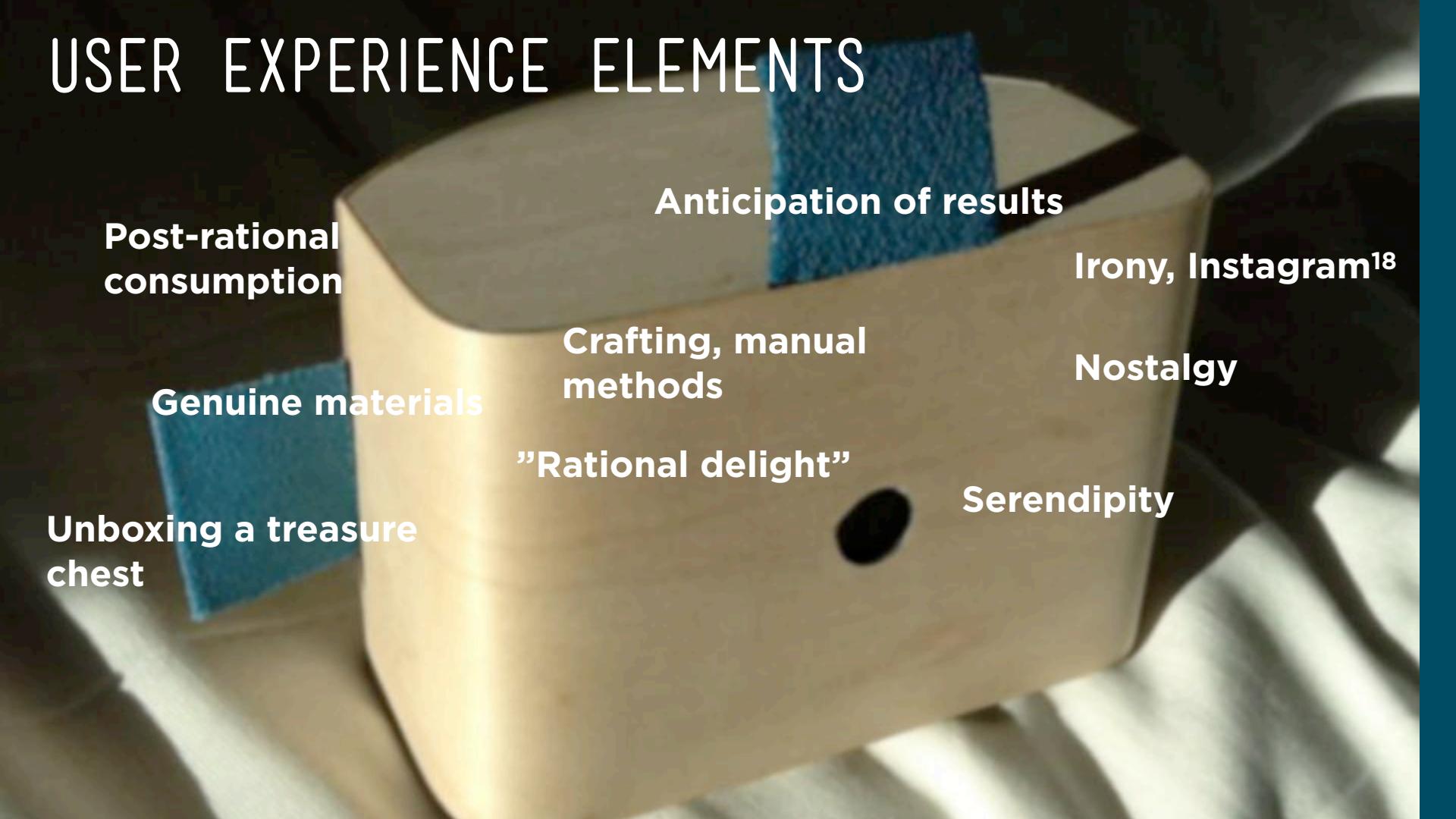


Upper row: first prototype session. (quick, dirty, lots of glue and clamps)

Lower row: final prototype in the making.
(two-sided molds, CAD-support, more refined)



USER EXPERIENCE ELEMENTS



**Post-rational
consumption**

Genuine materials

**Unboxing a treasure
chest**

Anticipation of results

**Crafting, manual
methods**

”Rational delight”

Irony, Instagram¹⁸

Nostalgia

Serendipity

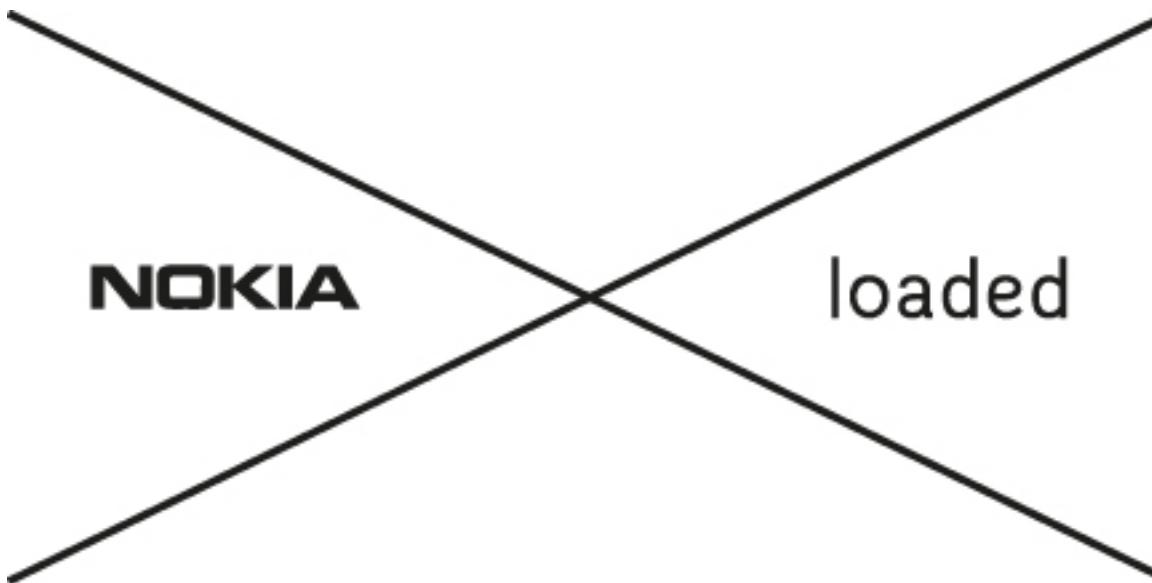
LIMITED AVAILABILITY AND CASH - MONEY RATIONALE

- Product launches, limited batches
- Gift packages for photography geeky people
- Competition winner prizes
- High price per unit, don't sell for everyone but only for enthusiasts
- Prolonged and intimate brand exposure for user, positive experiences
- Possibility to create and sustain hobbyist ecosystem, good PR
- Nokia is leading brand in mobile photography, communicate this as a milestone in history of photography. Tell some stories!
- Explode blogosphere, show people Nokia still makes awesome stuff!
- Plywood communicates Finland, Nokia is not from Japan!



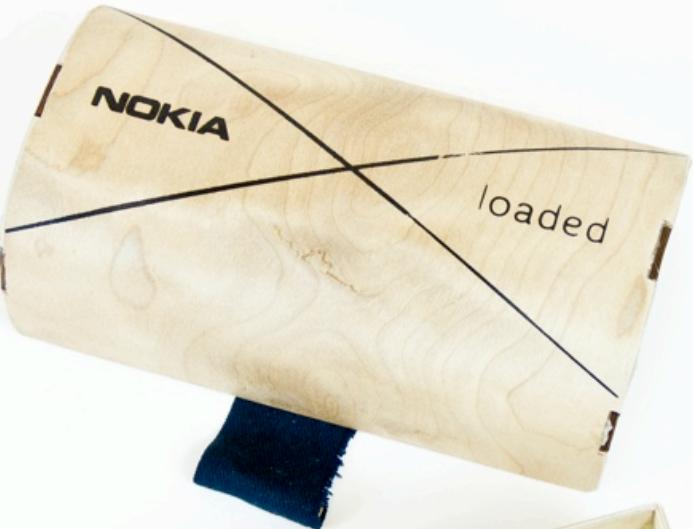


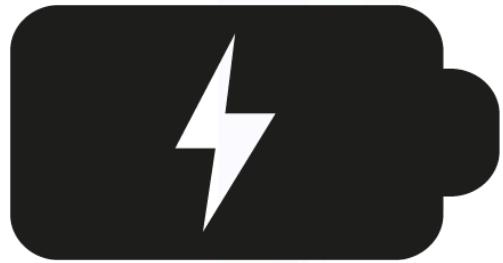




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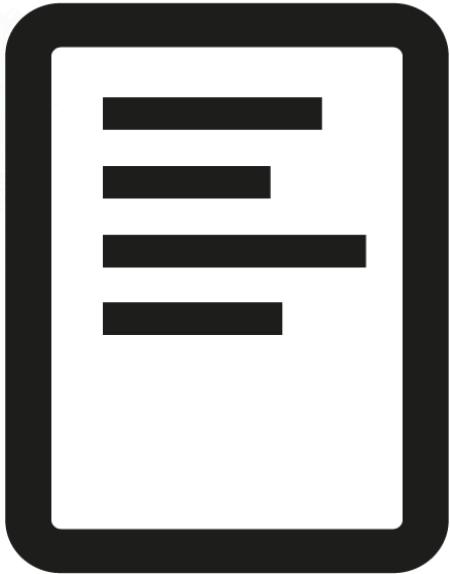
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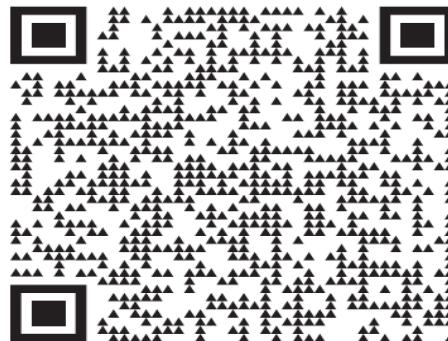




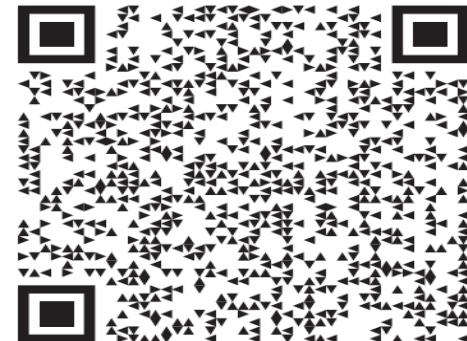


IMPLEMENTING INTELLIGENCE TO THE PACKAGE:

1. Nokia has an inbuilt one touch search button whose vision recognition technology comes with a QR code reader.
2. 90% of the time the manual of the phone is usually kept in the Package for future use.
3. 25% of the weight to the package is added by the Manual.
4. Sustainability values can be increased by removing the manual.
5. The QR code is linked to the Nokia User Guide Webpage which is livelier and can be updated with new tips and tricks.
6. Even though people have the manual, people like to surf the internet for easy go.
7. Typing in mobile browser is difficult when the web link is very long with lots of symbol, thus QR code removes the extra pain.⁸ 9. In future an offline version of it will also be provided which will be placed locally but can be accessed by the QR code offline when there is no internet. Although Online will add extra features.



Initial QR code generated



This QR code will direct to

<http://www.nokia.com/gb-en/support/product/lumia800/userguide/>

To make the QR code more to the brand we tried to research on different patterns that can be made out of QR cod

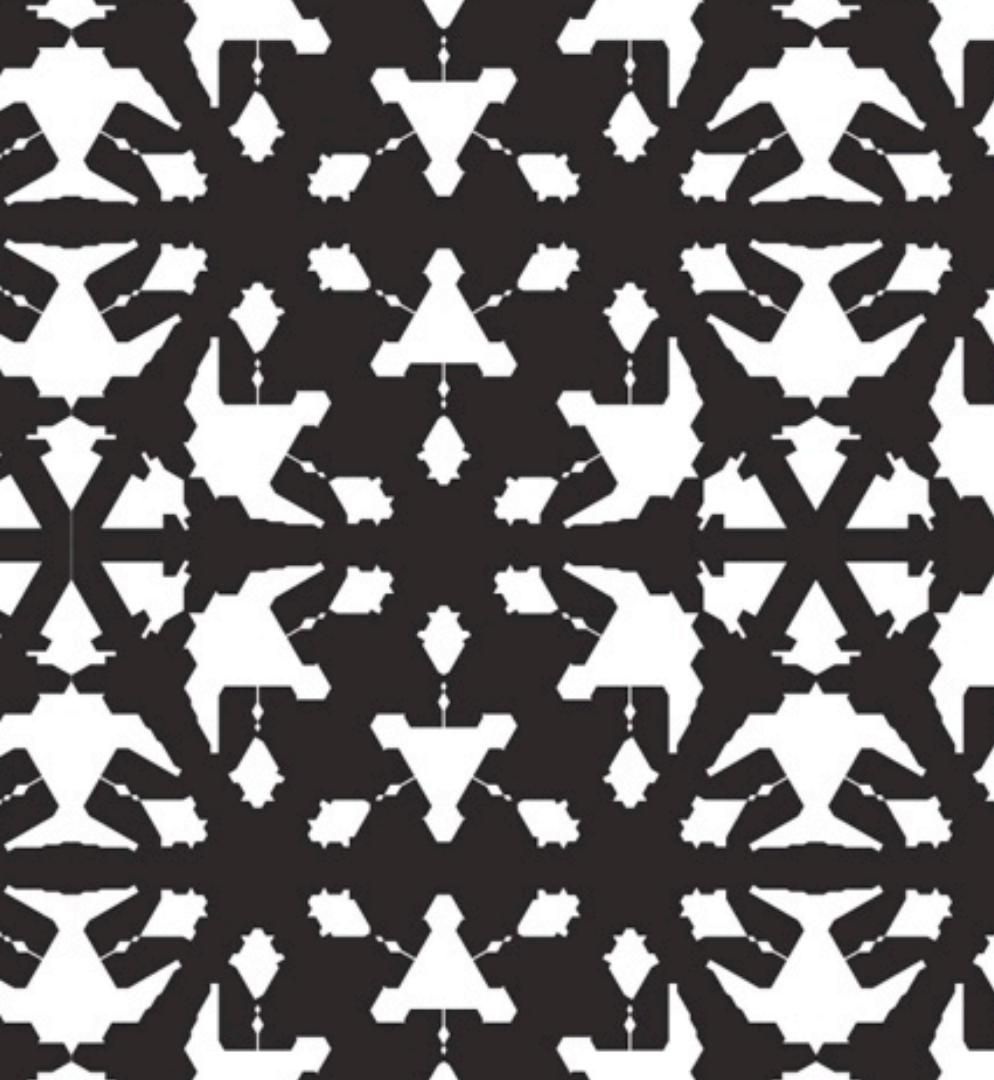


Every Windows phone has a vision button and we thought it would be nice to make use of this vision button. Looking towards the future of Nokia and Microsoft, it is predictable that Nokia will be using Windows OS for high end phones



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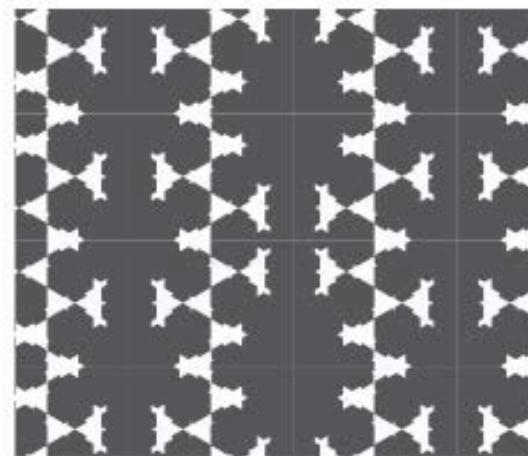
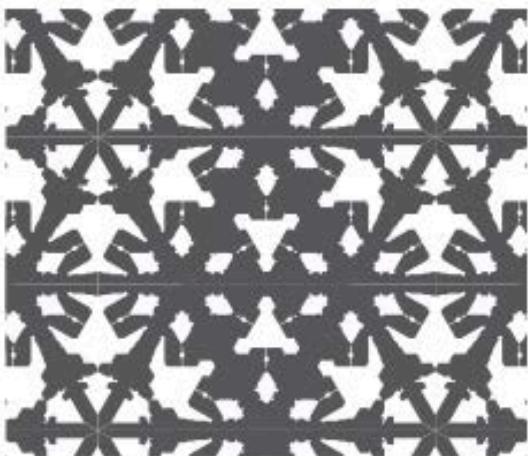
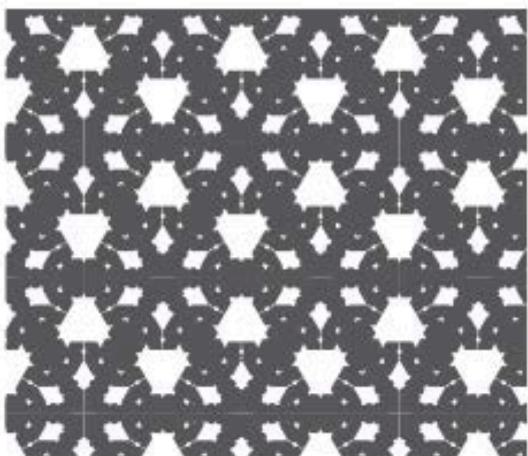
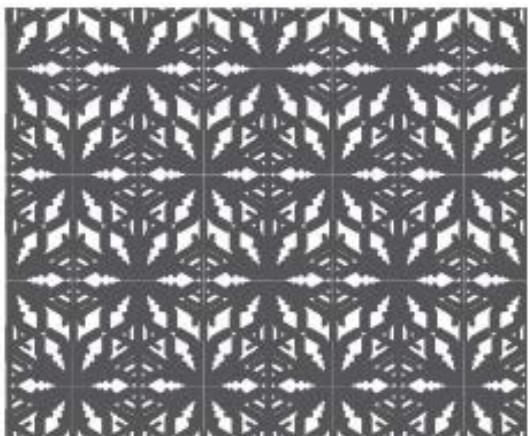
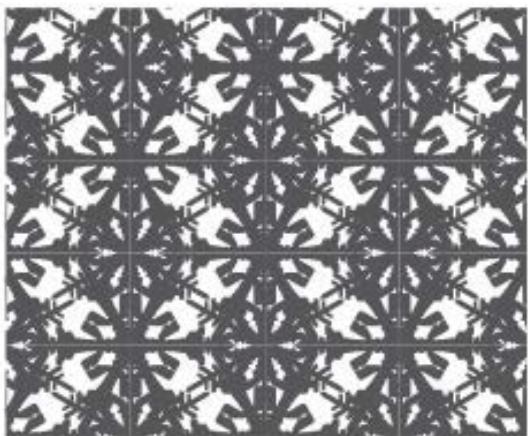
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PATTERNS



NATURAL SNOWFLAKE PATTERNS







NOKIA





CHALLENGES AND FUTURE DEVELOPMENT

Difficulty for mass production

Increase in production costs

More in depth consumer research on a global scale

Take into account overall financial impact

Material does allow for infinite possibilities for creating
a sustainable and premium package

THANK YOU!