

NOKIA: BRAZIL PILOT

# UNITE AND CONQUER



**NOKIA**  
Connecting People



The online strategy for Nokia  
merged 52 different national websites into  
**ONE** global brand experience.

## PROBLEM

Nokia developed a new concept for their global online presence. The goal of the Brazil pilot's was to serve as a local testing platform for the brand expression, information architecture (IA), content strategy and content management system (CMS).

The problem was how to best validate the business and brand model for a new 'Living Nokia' concept, which was to form the basis from which selected country sites (52 in total) were to be launched.

The site needed to help stage the new brand positioning, bring the products and services to life, and express Nokia's brand tonality: human, trusted, inspired and dynamic.

## SOLUTION

Nokia went through an extensive business and audience requirements gathering exercise, and a scope map was created for the Site Concept that set the site navigation and content structure.

Personas were developed, as was an action model describing the key things people want to do. Site principles were defined: to participate, to buy, to learn, to use and to dream. An object model outlined site and user objectives: marketing, products, profile and/or personal components, support, and community.

An information architecture and site map defined and explored the ideas and principles around the brand expression and proposed interface design.

Following the presentation of extensive user testing feedback, the team identified a coherent design that would not only work in a global environment but provided real value to users, creating loyalty to the Nokia brand.

## IMPACT

With the objective of becoming the 'best online presence by 2007', Nokia's benchmark was to beat Nike. User testing of the site concept showed that Nokia was already beating Nike. The successful approach for Nokia applied a user-centric method to story telling, designed to create a holistic and more emotional and human brand experience, whilst maintaining usability and the relevant user content that customers value so highly.

See it live

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## MERGING 52 WEBSITES INTO 1 EXPERIENCE

- Validate the business and brand model
- Bring the positioning and services to life
- Create personas to guide development
- Set expectations and remove guesswork
- Create meaningful and relevant site structure

