

NOKIA COM: ONLINE COMMUNITY

MOBILE THOUGHT LEADERSHIP



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Problem

Culture of Mobility is Nokia's platform to promote mobile thought leadership and community activity – furthermore supporting the new global vision expressed through the site concept.

The site's goal is to communicate 'Nokia's mobility leadership as the leading source of information on mobile lifestyle' and the 'acceleration of adoption of mobile technologies and mobile living.' It is also aiming to position Nokia as a 'hotbed of grass roots thinking'.

Prospect was asked to improve the user experience of the live site by redesigning the Information Architecture and the interface design.

Solution

Many of the design guidelines defined in the Site concept were not reflected in the CoM site. The design needed to reflect Nokia's brand but also provide a fresh flavour that you would expect from such a public facing site.

As part of this process we reviewed the usability in order to create a fluid meaningful and enjoyable experience by setting expectations and removing guess-work on the side of the user.

Impact

The redesign added much needed value to key features, including the Gallery, blogging, international contributor's search and visualisation. Content was cross-referenced and prioritised for a richer and more meaningful user experience.

See casestudy online
[Nokia CoM](#)



MOBILE THOUGHT LEADERSHIP

- Provide fresh news on mobile activities
- Streamline access to information and content
- Set expectations and remove guesswork
- Stay true to Nokia's brand
- Provide a fluid and meaningful experience

