

creating value by design

the design of siemens mobile

*„ Have you heard of design strategy ?
It's probably the Next Big Thing after Six Sigma.“*

http://www.businessweek.com/magazine/content/05_31/b3945401.htm

Siemens Mobile Devices (now BenQ mobile) is a global player in consumer communications. It's main driver is technology.

Until 2003 all design activities had been managed by the product management and marketing organization (non designers) together with designafairs, a design agency owned to 100% by Siemens and until then its " lead agency ".

Mid 2003 Siemens MD established a Chief Design Office, " CDO " in Munich.

The ambition of the Siemens mobile board was to get an internal department in place, to

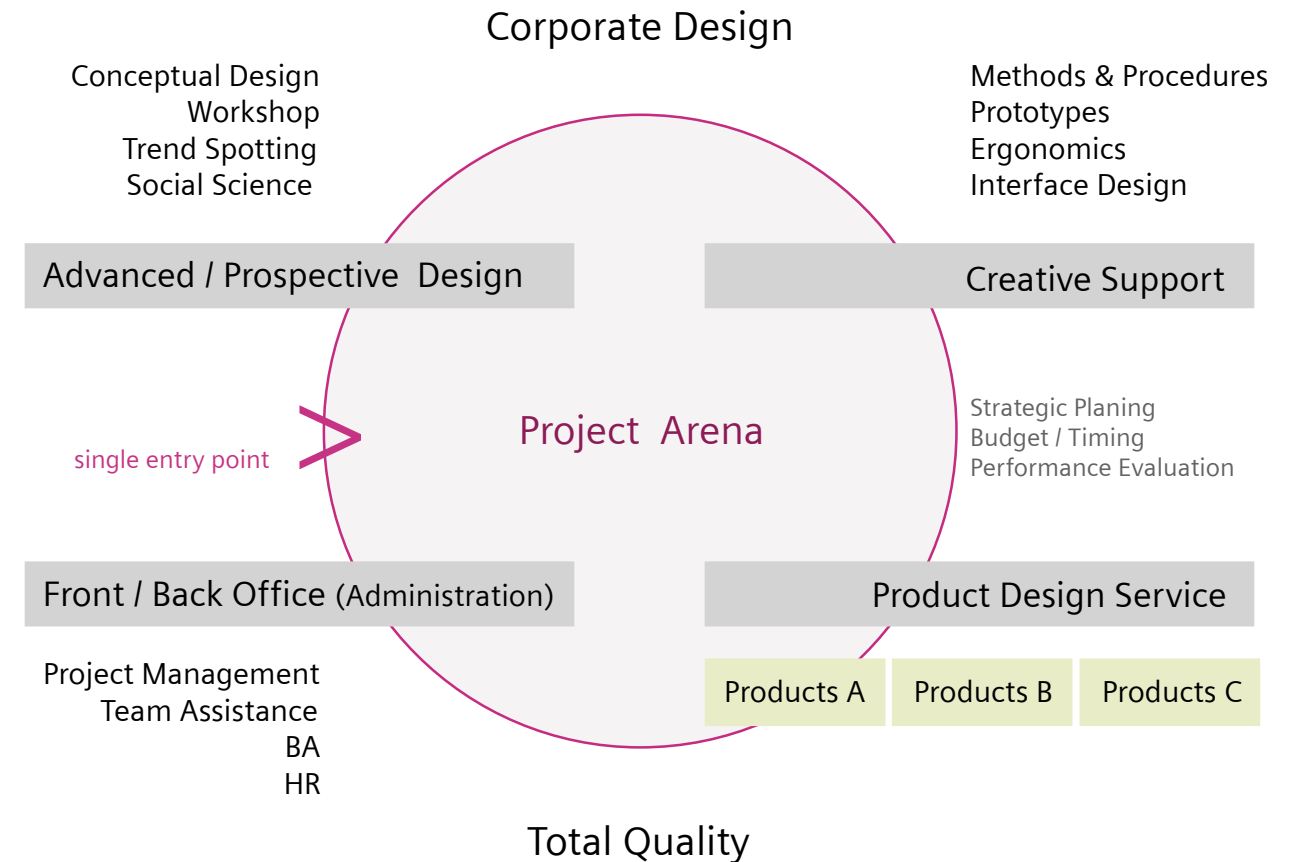
control all operative design issues,
develop a design strategy,
create the " look & feel " of Siemens Mobile Devices,
secure " ...design leadership... "

CDO rapidly became the single entry point for all design issues.
Until October 2005 the chief design director and his 3 design managers have coordinated all design activities with external design agencies.

Holger Köppen, senior design manager, color & material

Rudolf Voigt, senior design manager, product design

Nina Ziegler, design manager, design project management



the design of siemens mobile

„ ... make our pain go away! “

Head of marketing in the light of the weekly escalations and squabbles related to design issues

CDO is integrated into an organization with practically no frame of design reference, the only established frame of reference is technology.

The level of empowerment given to CDO within the organization is such that we are focussed on immediate “look and feel” application issues only.



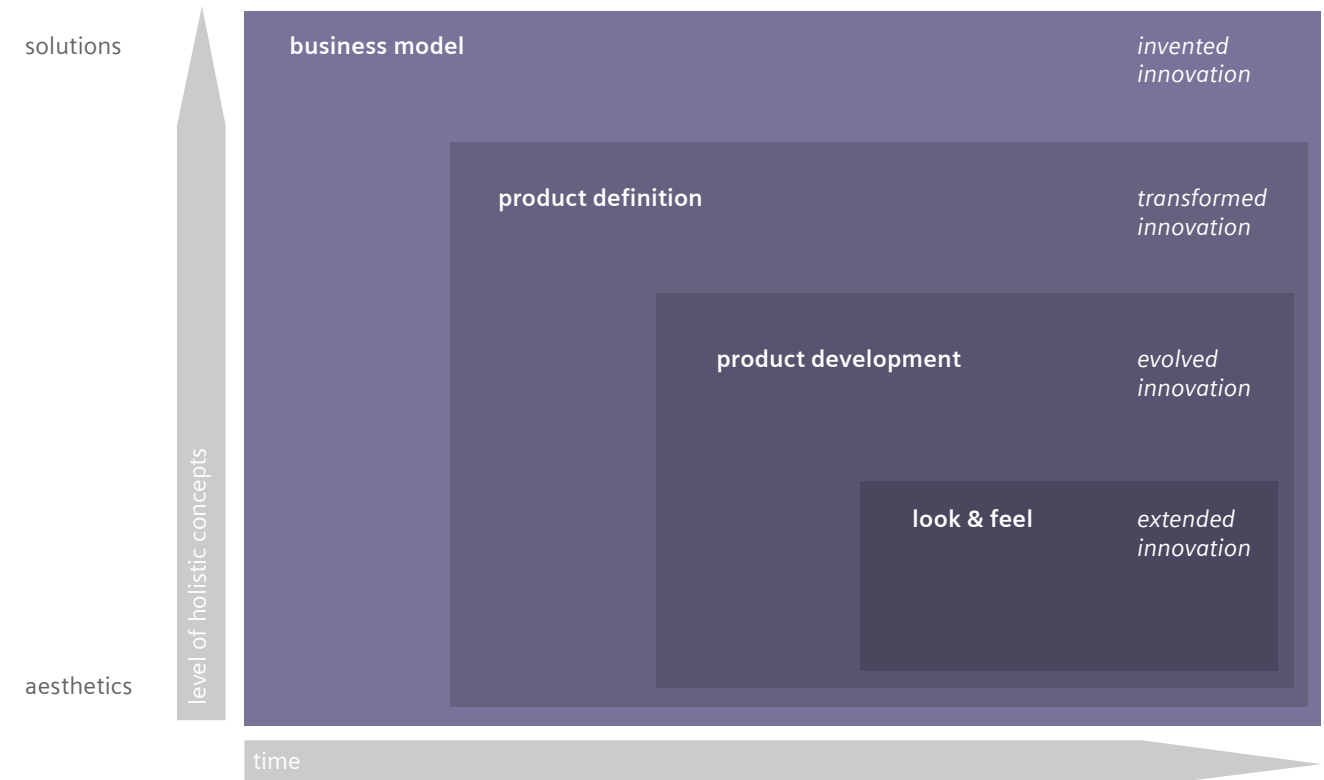
CDO ambition

„ ... companies are moving on to creating consumer experiences, not just products; reconceiving entire brand categories, not merely adding a few more colors; and, above all, innovating in new and surprising arenas. “

http://www.businessweek.com/magazine/content/05_31/b3945401.htm

CDO had created this model to show that to fulfill the mobile devices brand promise “designed for life” a holistic approach to design is necessary, starting with design at the level of “invented innovation”.

It illustrates how design can support the entire value chain of an organization, from a strategic to an operational level.



There was no pull

... but we changed beliefs and behaviors

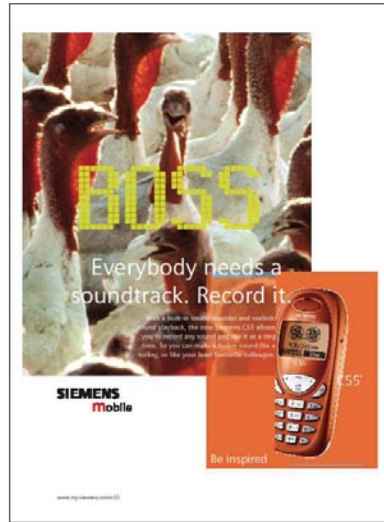
by delivering

Definition and implementation of the Siemens mobile design policy, the archetypical “look and feel”, for product and on-screen design

Formation of a quality policy – a consolidated finishing quality road map

Integration of design into ideation and conception processes

2003 „be inspired ...“

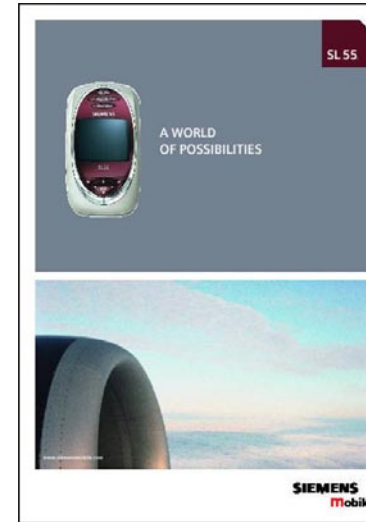


The communication strategy for „be inspired...“ was based on 5 core values

- Consumer-oriented
- Approachable
- Innovative
- Open-minded
- Inspirational

The Inauguration of CDO coincides with the release of a new brand strategy by the marketing and communication department.

2005 „designed for life“



We are for those who seek distinctive style and superior quality in their mobile communication devices.

We are a strong, attractive consumer brand with an open-minded attitude and a long-standing reputation for quality and reliability in both product and services.

We offer ingenious mobile phones that combine progressive yet timeless design with outstanding engineering.

This is what we stand for.

CDO bases it's first " look and feel " design project on this new brand story to assure consistency within all aspects of the brand identity.

2003 „be inspired ...“



the dead end of pure styling

Design language was based upon the personal tastes of individual product managers.

2005 „designed for life“



a new beginning

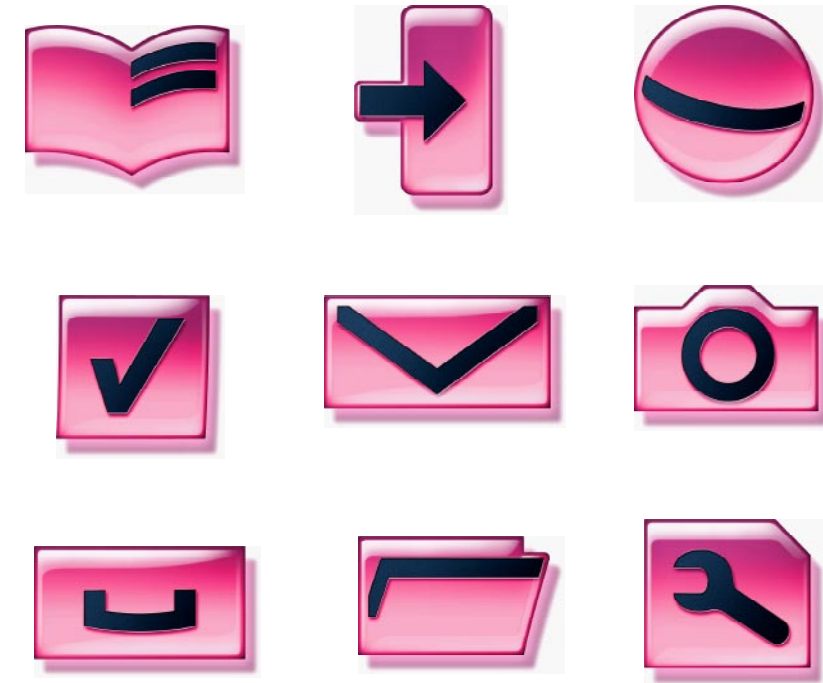
Design language is based upon one central idea and the core quality of the Siemens brand: Ingenuity and the core identities: Real, Coherent & Timeless

The core design values are Clarity, Value and Usability.

2003 „be inspired ...“



2005 „designed for life“



In comparison to the colorful more effect-based presentation of the on-screen design of the competition CDO decided to match on-screen design and product design, resulting in a highly readable and understandable style.



2003 „be inspired ...“



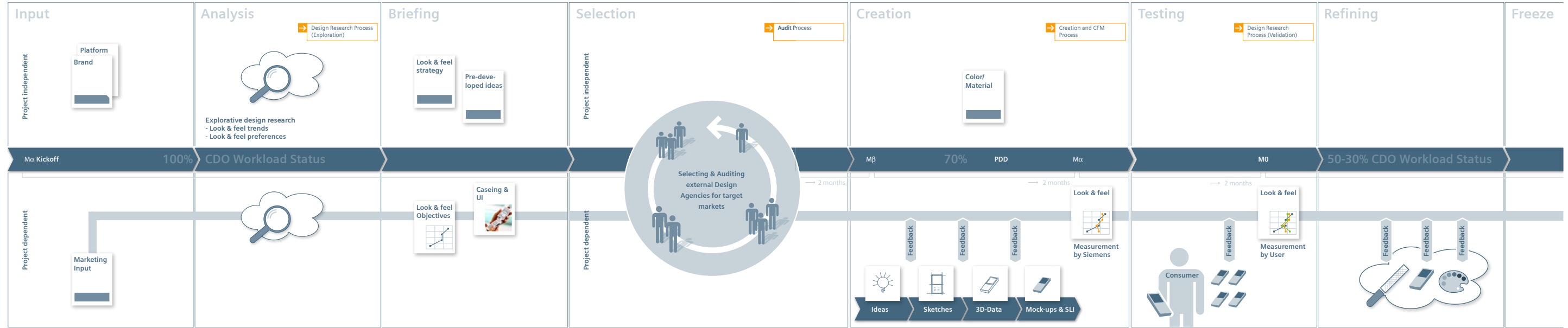
Color development was based on unfiltered fashion trend input
without gathering relevant market information or sales feedback
There was no quality control in place regarding defined and expected quality

2005 „designed for life“



Formation of a quality policy
Definition of a standardised color / material and quality roadmap,
improving the perceived value of the products

methods and procedures



The design-process is, in essence, a cross-functional process, integrating constraints from both R&D and marketing.

Beyond delivering aesthetics and form, Design can facilitate and integrate the activities necessary for successful product innovation.

Consumers do not buy products

... but stories, feelings and values.

emotional quality

„ We are concerned that the flower pattern will limit our target market and therefore our sales ... Our proposal would be to have at least one conservative (i.e. safe, easy sell) solid color without a pattern.“

Sales representative after the presentation of the design acceptance tests results showing good acceptance for flower patterns.



CL75
Designed for life

IT STANDS OUT BEAUTIFULLY.

PRESENTING THE CL75 WITH MIRROR DISPLAY.
Combining elegance, fashionable form and multi-media, the CL75 offers a video camera, 262K colour TFT display and a 65k external display, serving as a viewfinder for self-portraits. With the new CL75, it is you who stands out beautifully.

SIEMENS

The Wega project is the first 100% female phone in the portfolio. It represents a specific segment of the emotion class. It stands for stylish outstanding shapes and colors and easy to use design.

Sales did not make a decision on the Wega design, or support a design freeze until the above mentioned items (safe, easy sell) were clarified and the results were given, so introducing a black instead of the pink variant.

emotional quality

*„ The vast majority of features are completely meaningless.
I don't know what Bluetooth is about but I'm pretty sure I don't need it“*

Source: Pulse Segmentation Research UK Jan/Feb 2005



At product launch the status is: zero orders for Black, and more than 350k pcs for flowers. In fact the resonance for the initial flower pattern was so strong that a even more explicit variant was requested for refresh. In the meanwhile total product volume over lifecycle has reached nearly a Million.

Designed for life **CL75**

Most phones are from Mars.
This one's from Venus.



SPECIAL EDITION CL75 POPPY

Poppy makes keeping in touch a part of your look. Catch unmissable moments with a video camera. Play them on a brilliant colour screen that turns into a mirror. Pop it away in the tiniest bag. Comes with an elegant charm by Swarovski. All because a Poppy knows where you're coming from.

SIEMENS

z i b a europe

The strategic
product development
consultancy

From first concept idea to final market solution

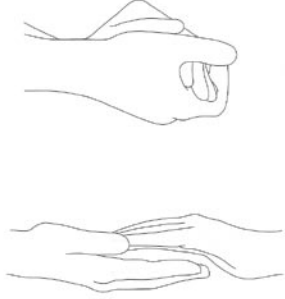


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Portfolio | San Diego | Munich | Tokyo | Taipei | Shanghai


emotional quality
Das Siemens SL 75 ist nicht nur schön. Es ist auch schön, das Siemens SL 75 zu berühren. Dadurch unterscheidet sich dieses Mobiltelefon spürbar von vielen anderen Produkten.

The Siemens SL 75 is not just beautiful to behold. It also is a beauty to hold. This is what distinguishes this mobile phone from many other products.



Das liegt einerseits an der Grundform, andererseits an der Materialität und der Oberflächenbeschaffenheit. Denn nur wenn diese Verbindung gelingt, entstehen Produkte, die berühren.

This is owed to the basic shape on one hand and to both surface quality and material on the other. Only the successful fusion of both is able to create a touching product.



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www.phoenixdesign.com

We are as proud of our partners as they are of our products.

create value

Our colleagues from Siemens CPE are as keen on our design language as they

are proud of their SL 550.



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