



Helena Rantala

MATKAPUHELIMIA VUODEN 2001 NAISELLE

Konseptitutkielma Nokia Matkapuhelimille

Lopputyö
Ohjaaja: Robert Hellier

Käsi- ja taideteollinen koulutusohjelma
Taideteollinen korkeakoulu
Kesäkuu 1996

Author or creator Rantala, Helena Aino*Department* Industrial Design*Title* Mobile Phones for a Woman Living in 2001 - Concept Study for Nokia Mobile Phones*Type of work:* diploma work ☒ licentiate thesis ☐ doctorate dissertation ☐*Number of pages* 99**Abstract:**

The subject of the thesis was to devise cellular telephone concepts for a fictitive woman living in the year 2001. The work was carried out to order for Nokia Mobile Phones Ltd. The objective was to clarify the meaning of concept planning and customer-oriented design as well as to identify possible female user segments, future trends in the business and technological prospects for the year 2001. The product concepts are based on information acquired from the literature as well as from the writer's interviews with experts.

Long-range planning is still not very common in a business enterprise. The need to acquire global markets sets new requirements and challenges. Scenario-driven planning and related future product concepts help the business in finding the right directions and goals. Such concepts pave the way for the product development process, which has to be more secure than before and take place in a shorter period of time.

Customer-oriented design will mean more and more for the future business. I have used material collected from Europe, the USA and Asia concerning women in the subject group, although most of my attention is directed to Scandinavia. To get a mental picture of the woman of 2001, I went through recent studies in the field and tried to identify new trends. My interest concentrated on the woman's choice of occupation, her placement on job, her ways to reconcile between family and job, the significance of recent changes in family life and roles, the slowness of changes in values, as well as the interests and life styles of women.

According to future studies, major trends will be global life styles and - in contrast - resurgent cultural nationalism, shifting of main markets towards the Pacific Rim, a more responsible and humane business culture, working away from the office, as well as the effect of data networks and changes in media. The views on future developments refer to technologies related to cellular telephony.

The product concepts are ideas based on literature studies as projected against prospective customer segments. Three segments have been identified: a woman successful in her studies as well as on the job, a woman caring for others, and a woman active in her spare time. In addition, I have dealt with questions such as ways to carry the phone around and related trends, and have created an additional concept, that of a phone usable in a developing country, paying my respects to one of the future's obligations - recycling.

In my opinion, a picture of the way to do concept design for a large business enterprise is obtained, with sufficient background for the product concepts described.

Materials:

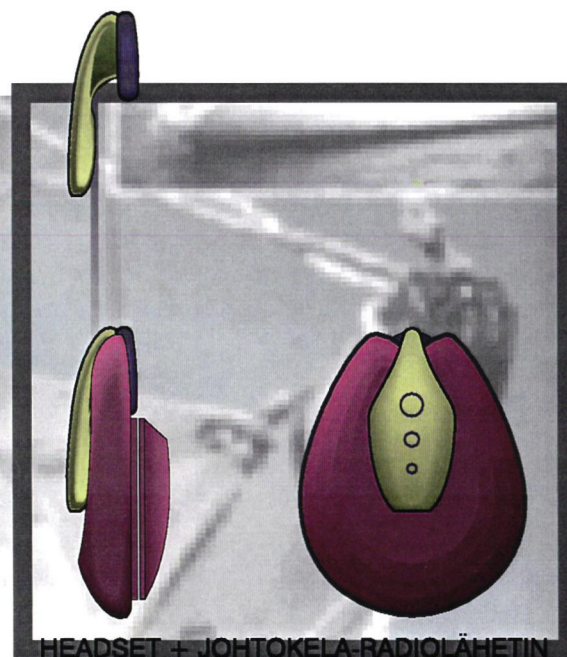
Text and pictures: ideas, life styles, product concepts

Keywords: industrial design, cellular phone, concept planning, customer-oriented design, woman**Stored (place):**

The library of University of Art and Design Helsinki

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For instructions see: Directions for the diploma work.



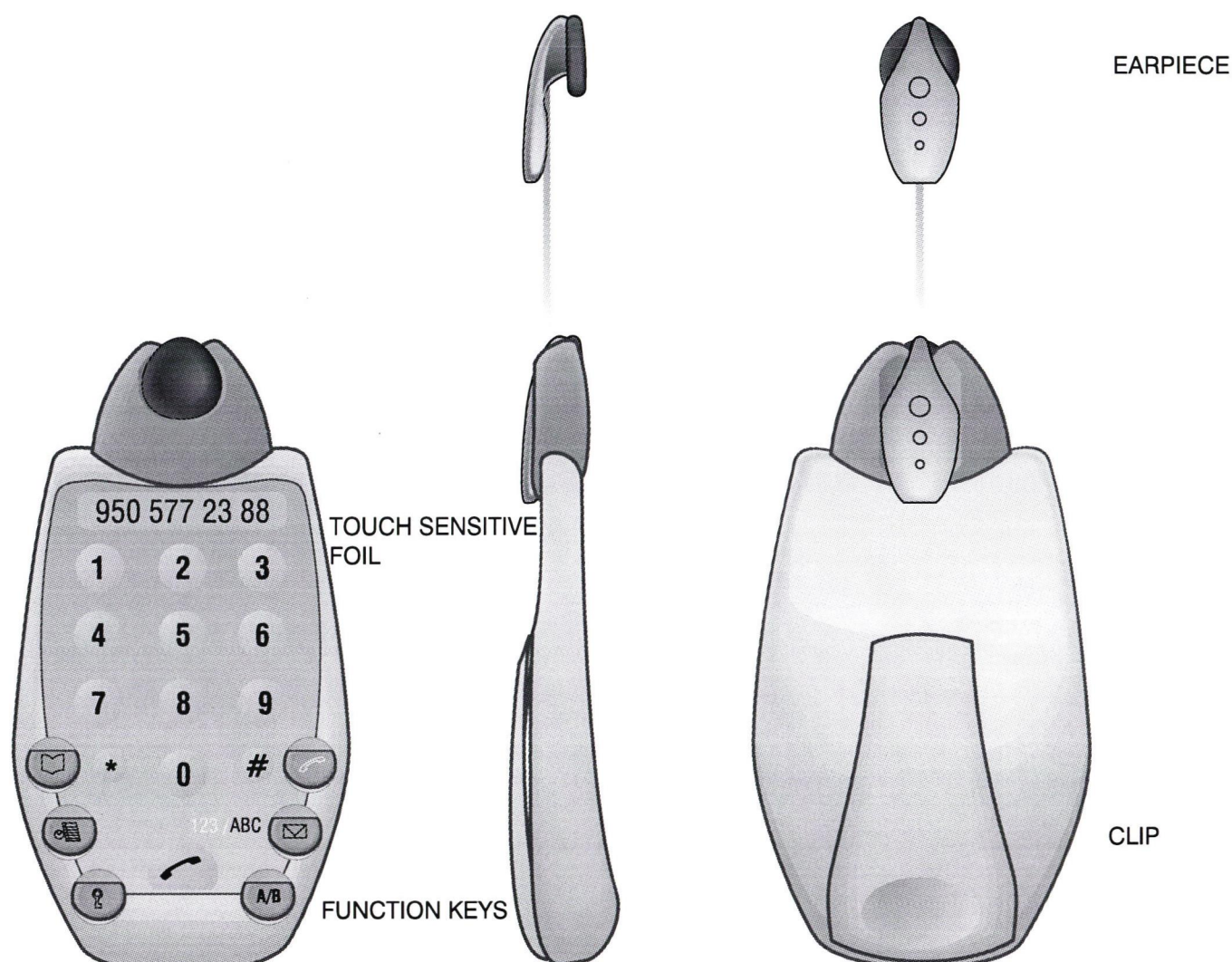
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KONSEPTI 3: AKTIIVINEN VAPAA-AIKA

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FUNCTIONS:

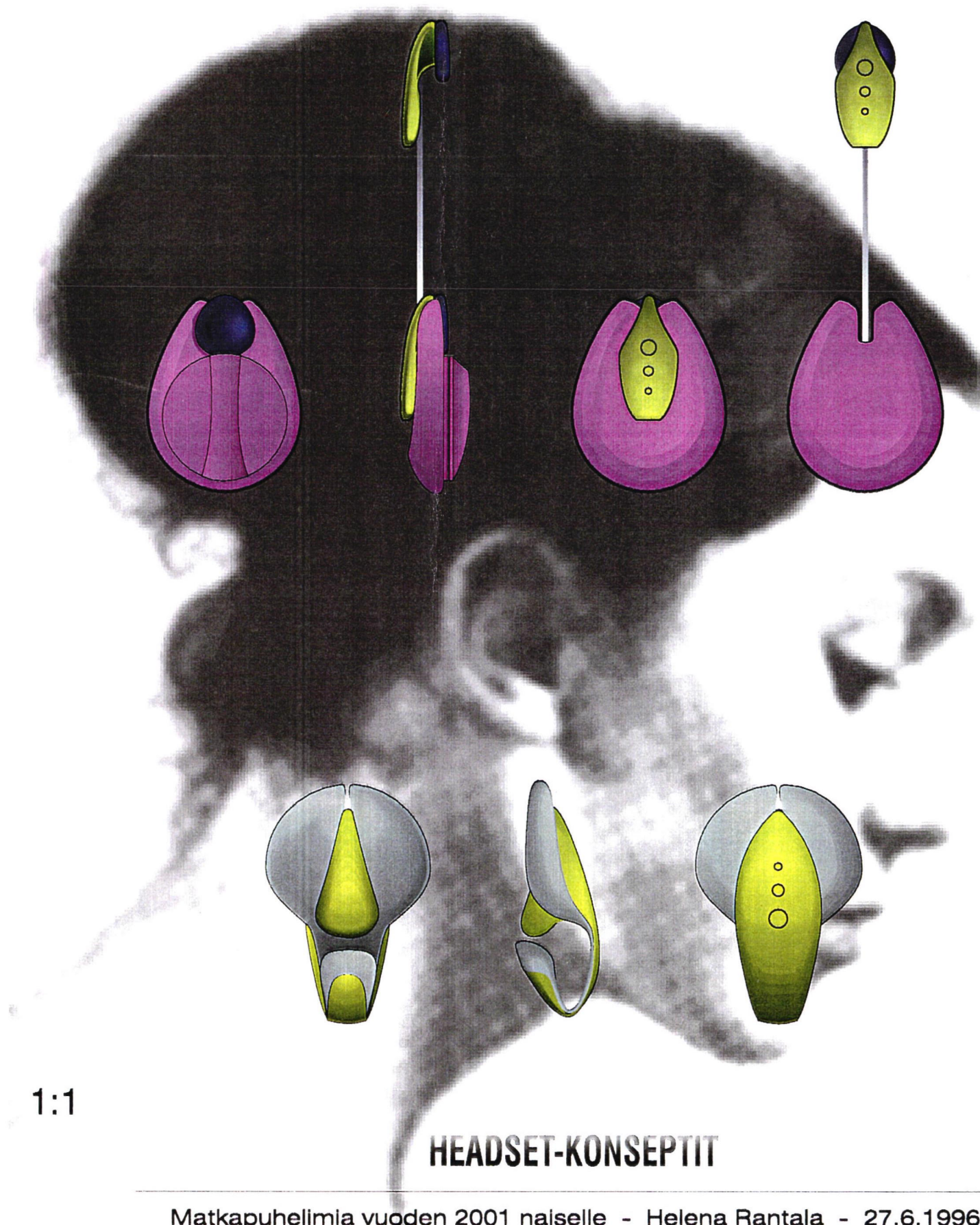
- PHONE CALLS
- MESSAGES
- DUAL MODE: ROAMING
BETWEEN DIFFERENT SYSTEMS
- MEMO
- CALENDAR
- "KEY" (WITH INFRARED LINK)



1:1

CONCEPT 2: CARING WOMAN - professional in medicine

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1:1

HEADSET-KONSEPTIT

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FUNCTIONS:

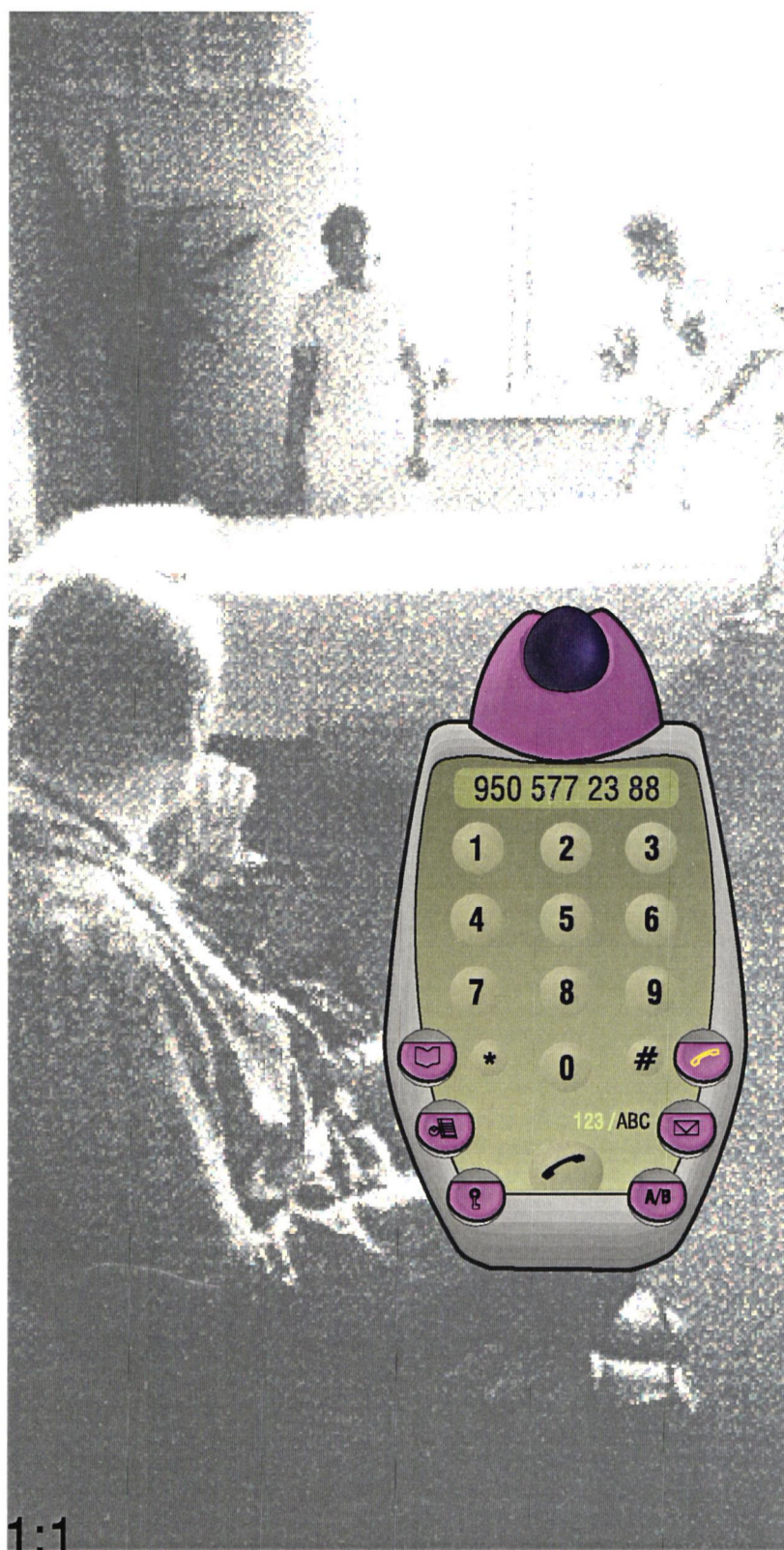
- PHONE CALLS TO BEFORE HAND PROGRAMMED NUMBER
- RECEIVE CALLS
- RECEIVE MESSAGES



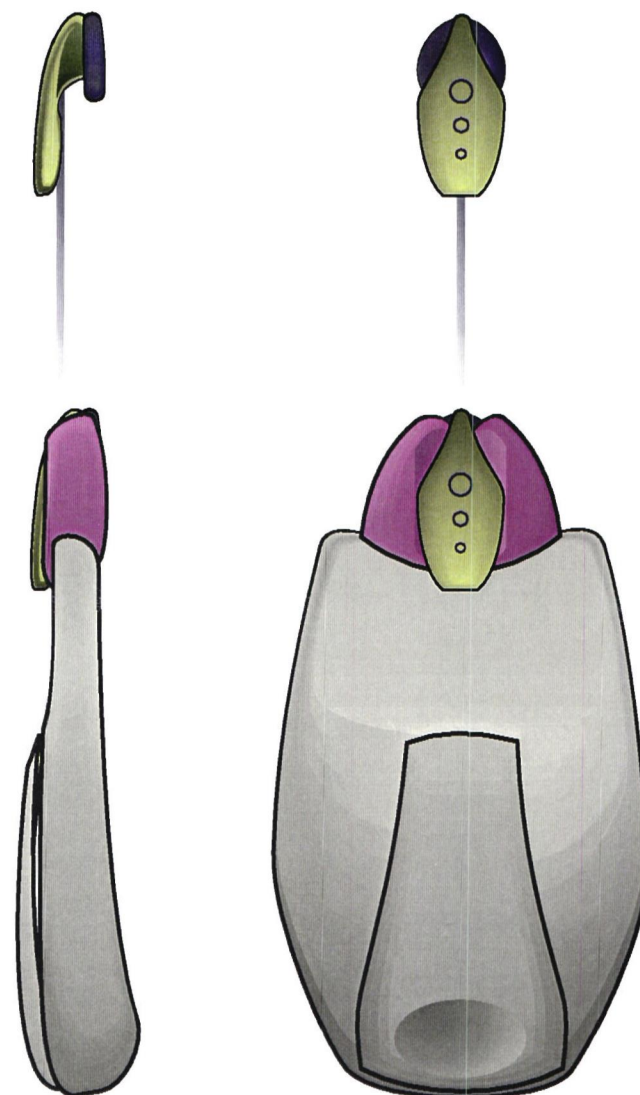
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CONCEPT 2: CARING WOMAN - child

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1:1

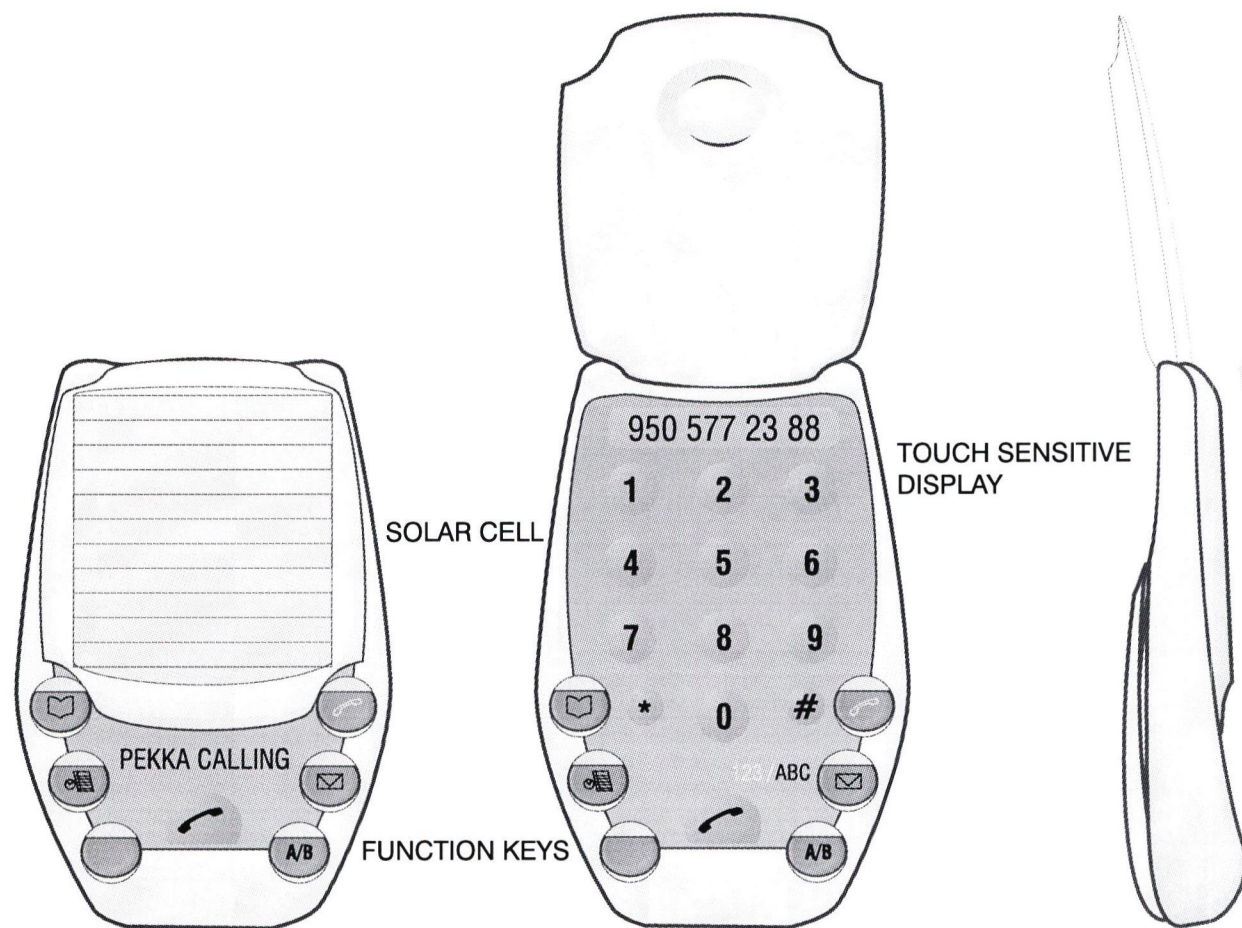


KONSEPTI 2: HOIVAAVA NAINEN - hoitoalan ammatinharjoittaja

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FUNCTIONS:

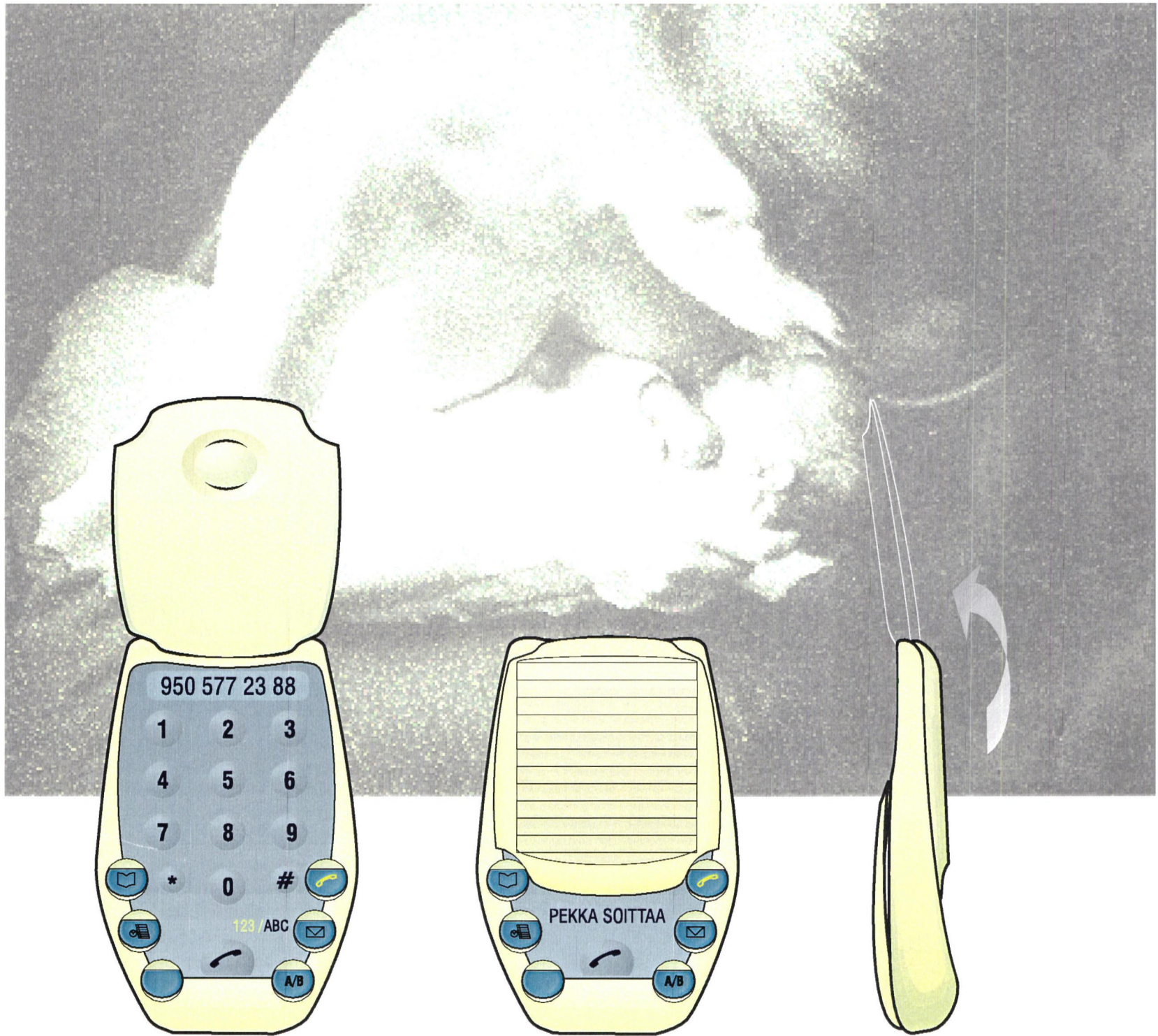
- PHONE CALLS
- MESSAGES
- DUAL MODE - roaming
between different systems
- MEMO
- CALENDAR
- SERVICES



1:1

CONCEPT 2: CARING WOMAN - mother

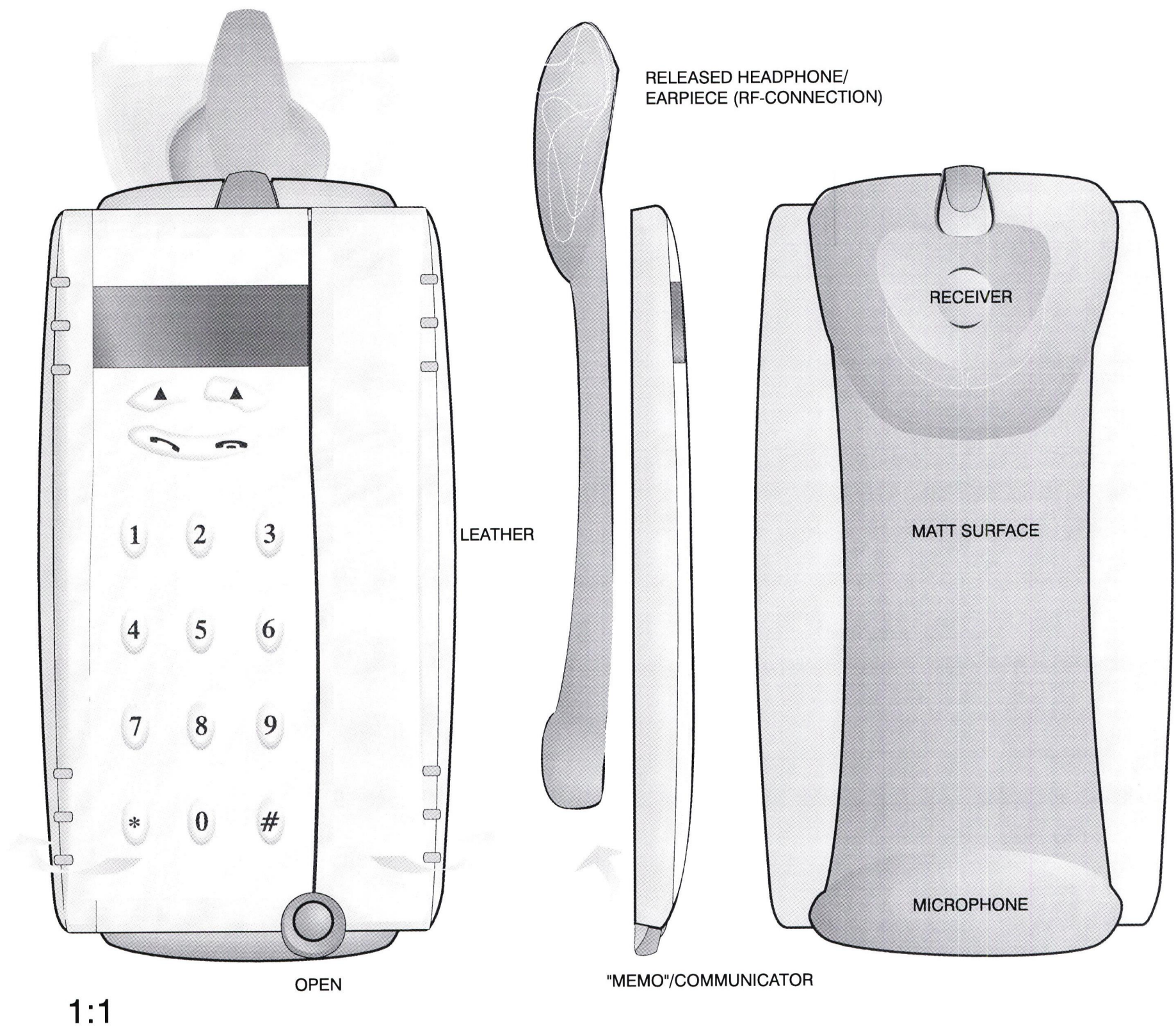
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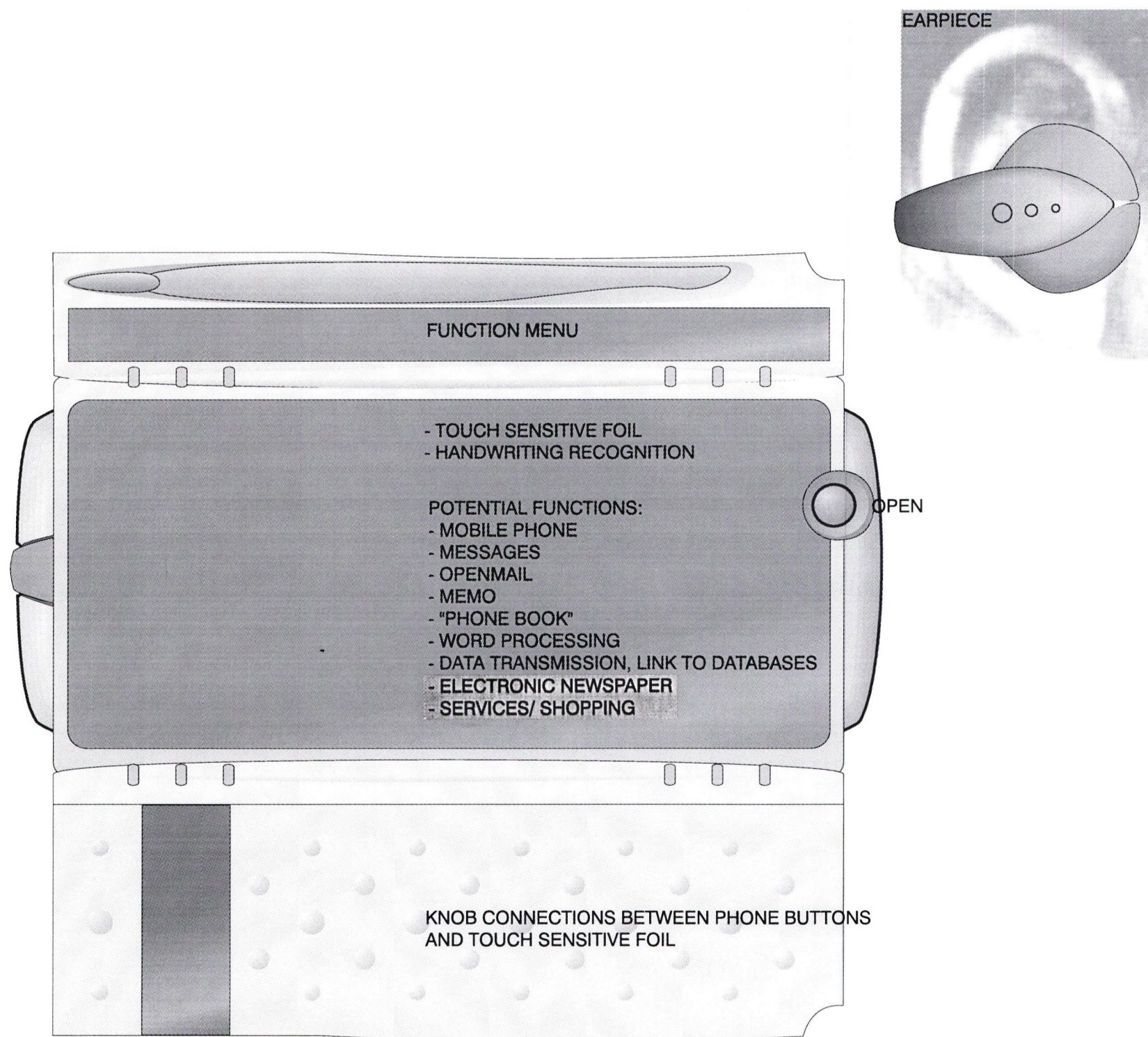
KONSEPTI 2: HOIVAAVA NAINEN - äiti

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CONCEPT 1: WOMAN WHO LIKES TO LEARN MORE AND THRIVES IN HER JOB

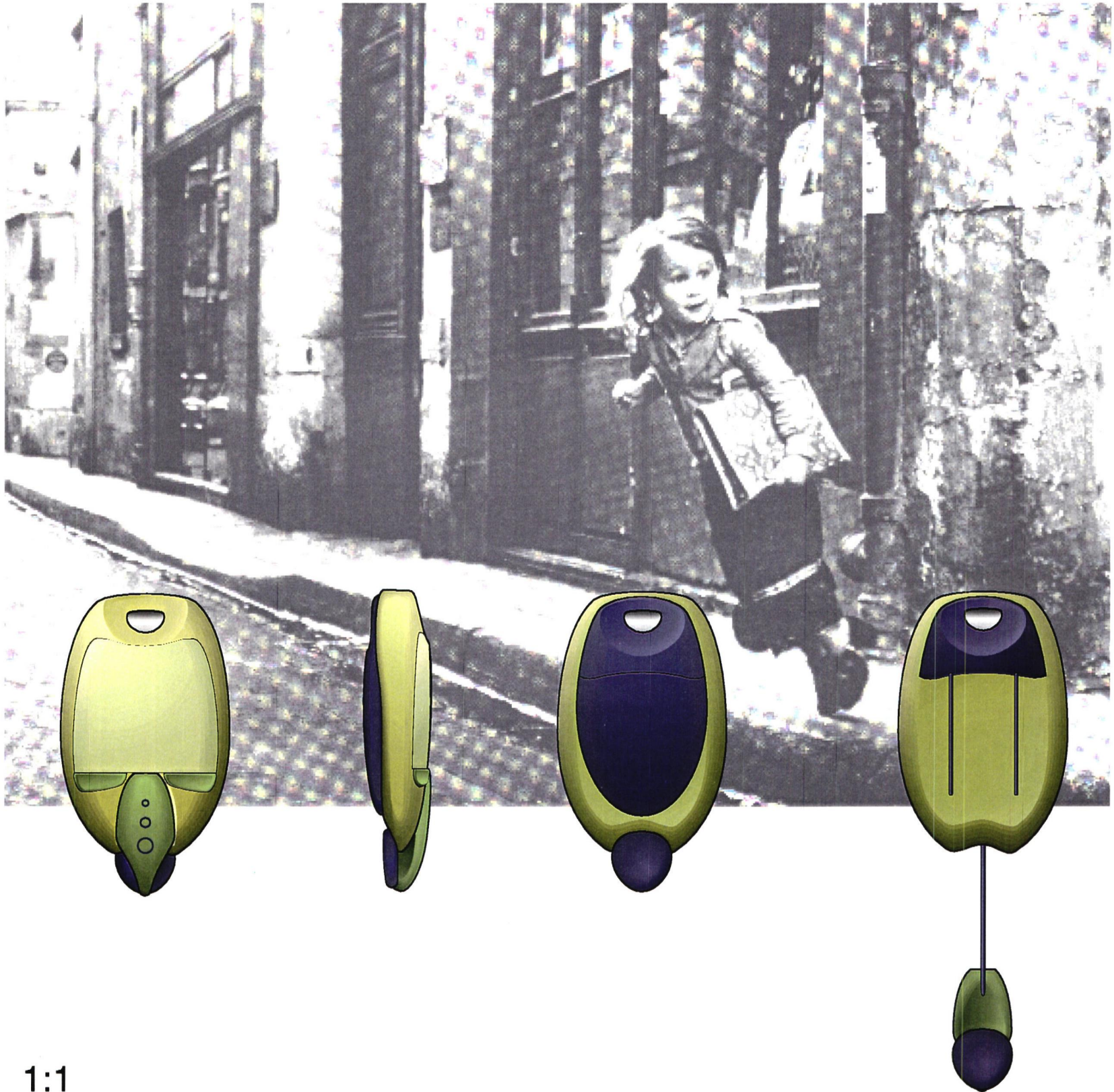
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CONCEPT 1: WOMAN WHO LIKES TO LEARN MORE AND THRIVES IN HER JOB

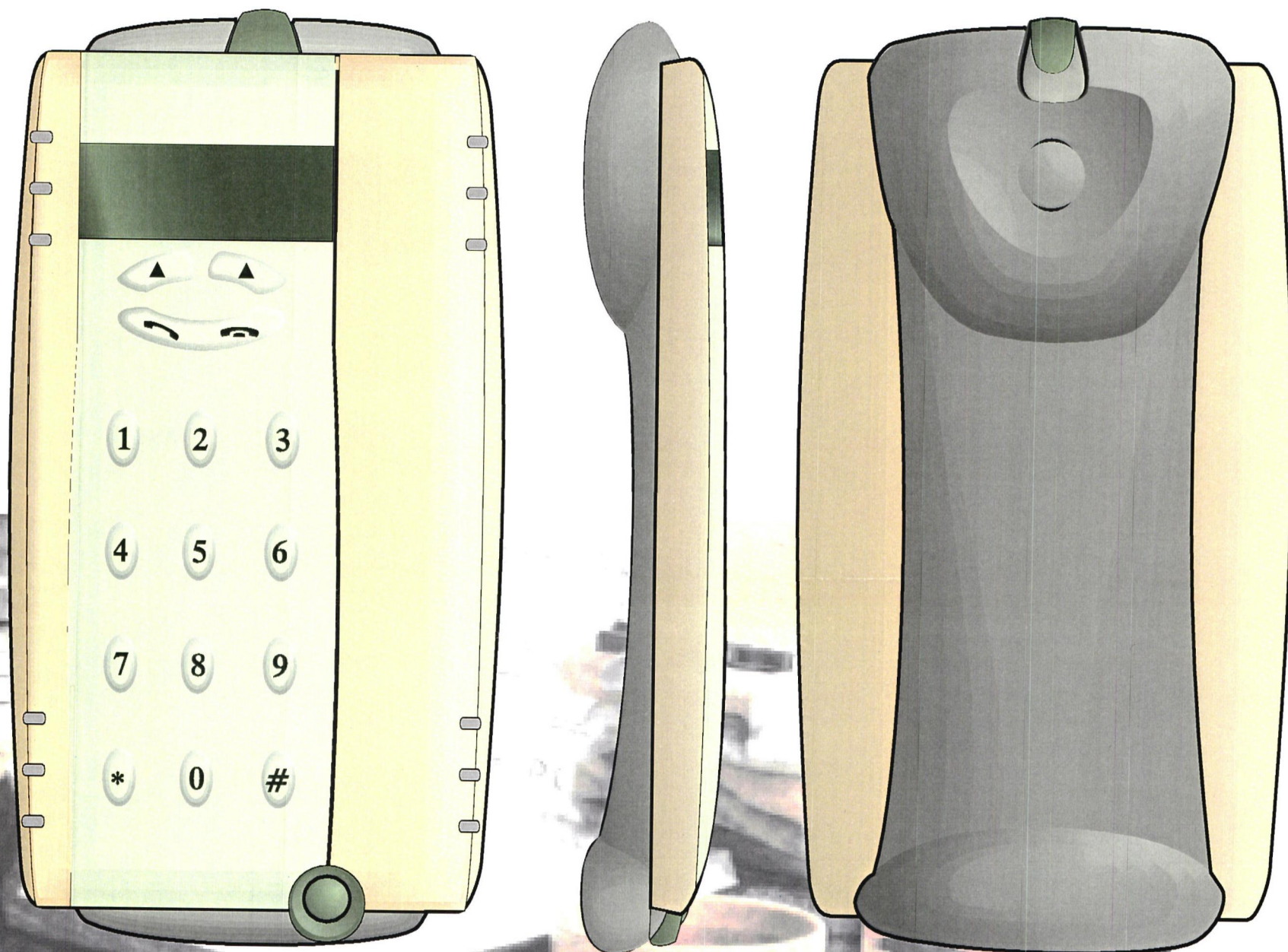
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KONSEPTI 2: HOIVAAVA NAINEN - lapsi

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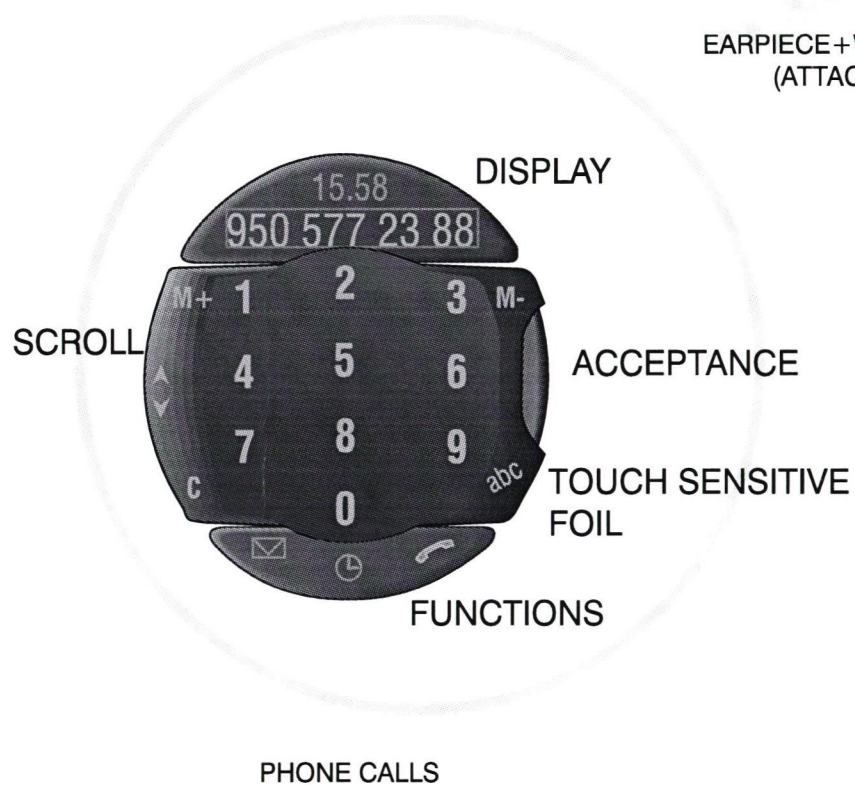
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KONSEPTI 1: OPISKELEVA, TUTKIVA JA MENESTYVÄ NAINEN

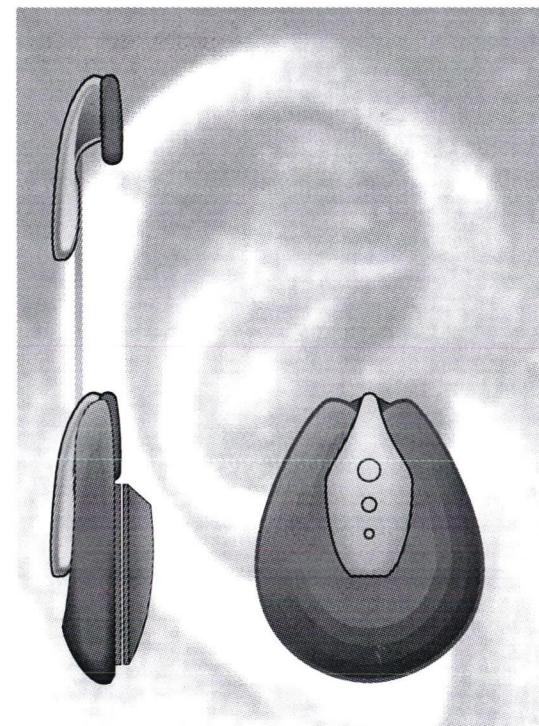
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1:1



PHONE CALLS



EARPIECE+WIRE COIL, RADIO TRANSMITTER
(ATTACHED TO CLOTH WITH NAIL)



MESSAGES

CONCEPT 3: ACTIVE FREE TIME

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