



MICROSOFT LUMIA



MICROSOFT LUMIA - THE ESSENCE OF PREMIUM

DEFINING PREMIUM IN SMARTPHONES

THE CHALLENGE

To challenge Apple and Google's stranglehold on the smartphone market it was imperative for Microsoft to identify what customers really value in premium end smartphones. Our aim was to establish, from a design and technical standpoint, what consumers really felt premium-ness meant in relation to smartphone products and how this could be translated into more innovative product design.

OUR APPROACH

Our immersive qualitative approach, in the first instance, used co-creative approaches with consumers and designers to explore what language, materials, style and aesthetics encapsulated a feeling of quality and premium-value in different varieties of products. Subsequently, the aim being to identify how this could best be translated into smartphone technology - from product handset through to packaging.



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WHAT YOU FEEL IS JUST AS IMPORTANT AS WHAT YOU MAKE

These qualitative insights formed the basis of input into new design briefs for two new prototype premium Lumia handsets, each one taking a different direction on premium-ness as directed by the research. These prototypes were then evaluated quantitatively in research in the UK and USA exploring product appeal and positioning vis-a-vis key rivals to help determine the optimum target audience profile and price points.

POSITIVE OUTCOMES

By paying attention not just to the physical attributes and technology required in handsets, but also the tonal qualities needed, our insight helped the client appreciate the importance of 'feeling' as being critical to what premium-ness meant and, consequently, a change in design ethos at the top end of the market.



QUALITATIVE

8 extended co-creative design infused consumer sessions



QUANTITATIVE

1,000 quantitative clinic style product face-to-face interviews

Conducted across UK and North America

