



# D&AD Student Awards 2008

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DEFINE THE NEXT GENERATION IN MOBILE PHONES BY  
DESIGNING AN AESTHETICALLY STUNNING NEW HANDSET FORM

## **Product Design The Future of Mobile Phones Sponsored by Orange**



### **The brief**

Define the next generation in mobile phones by designing an aesthetically stunning new handset form.

### **Product specification**

Your handset design must be able to accommodate the following components:

- Camera
- Micro SD Card slot
- Charger jack
- USB Connection to PC
- Battery
- Screen

### **Mandatory requirements**

Creating the next big thing in fashionable, desirable mobile phones is not an easy task! Aside from the physical aspects of the phone your design must demonstrate a good level of market appeal, value for the end user and positioning in the crowded mobile market place. Think of your handset as an object of beauty; an iconic product, stylish, giving the owner 'super cool' status and creating envy among peers.

### **Considerations**

- Design of the interface/software aspects is not required beyond the handset's physical aspects
- Ergonomics – you need to provide a comfortable, easy to use form if your phone is going to be successful in the market. Make sure your user will never want to put it down!
- Explore before you start – research the market, different users and get the right insights for success before you even sketch your design
- Sustainability (the product's lifecycle, use of and sourcing of materials and any tangible 'benefits' you can add to the offering)
- Target cost of the phone is important; as this will be a pay-as-you-go phone it is not feasible to base the design on a full touchscreen, as used by the Apple iPhone or LG Prada
- Designs need to be innovative and creative, but also realistic for manufacturing

### **Target audience**

Orange sees its core customer base as having spontaneous fun and relishing new experiences. Male or female and aged between 16 and 34 they tend to have lots of friends, love socialising and are very aspirational and individual. They will be technologically-savvy and appreciate the ergonomic and aesthetic aspects of a product as much as its functions. This audience is the key driver for positioning your design in the market.

**Key competition**

Orange both works and competes with the following major players in this market; Nokia, Sony Ericsson, Samsung, Motorola, Alcatel and Sagem. Other networks also have their own branded phones including Virgin's Lobster brand, O2's Cocoon phone and Vodafone's own handsets.

**Background**

Your phone now enables you to access the internet, upload photos to blogs, play music, take photos and use instant messaging. By developing handsets which combine great design, fashion, form and colour, Orange wants to ensure you can get the most out of your phone and experience something different from all the other phones in the market.

**Deliverables**

Work mounted on no more than four A2 or A3 boards plus optional 3D models.

**Further information**

[www.orange.co.uk](http://www.orange.co.uk) and [www.dandad.org/studentawards08](http://www.dandad.org/studentawards08)

**Brief set by**

James Butterworth, Orange.