WindowsMobile7



Microsoft Confidential

WM7 DESIGN PROCESS OVERVIEW

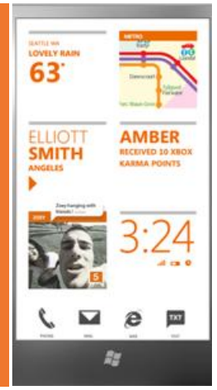
Exploration

Exploration



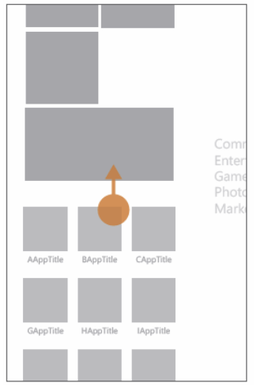
Concept

Concept



Interaction

Interaction



Production

Production

Visual

Visual



INSPIRATION





























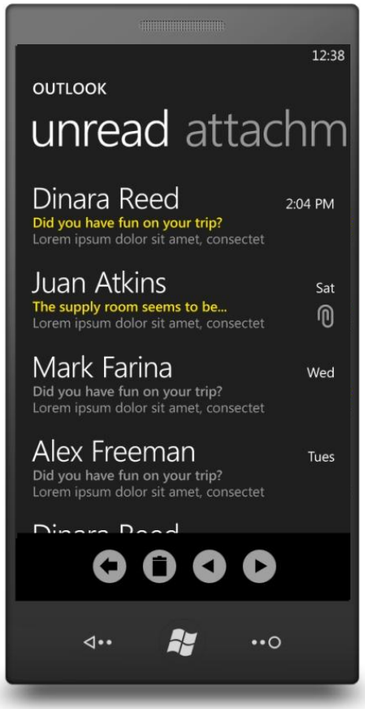


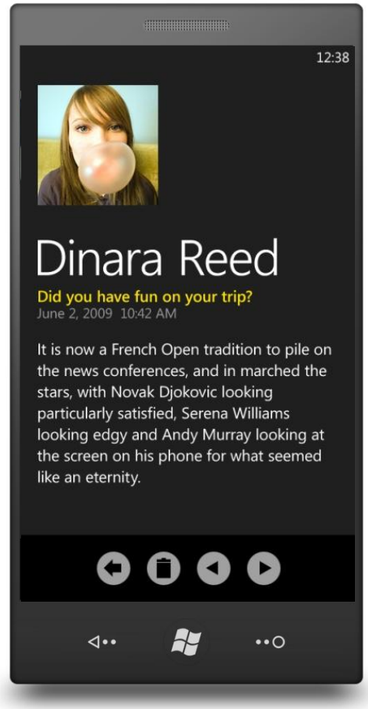




FOUNDATION & REFINEMENTS





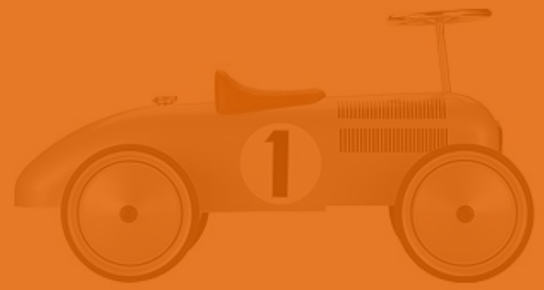


WINDOWS MOBILE 7
METRO DESIGN PRINCIPLES

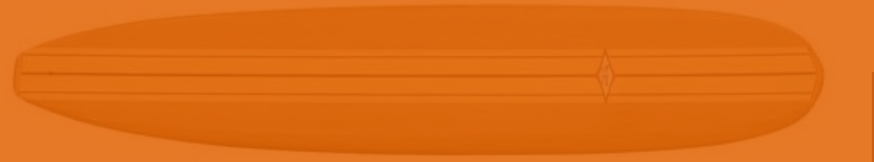
content not chrome
clean, light and fast
timeless typography
seamless and spatial
soulful and alive

WINDOWS MOBILE 7
applying metro principles to HW

WM7 METRO





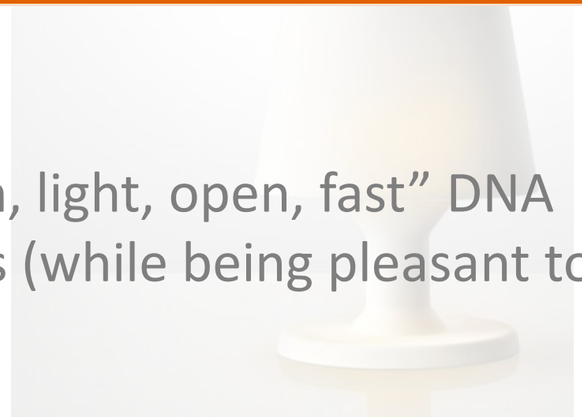
METRO ID

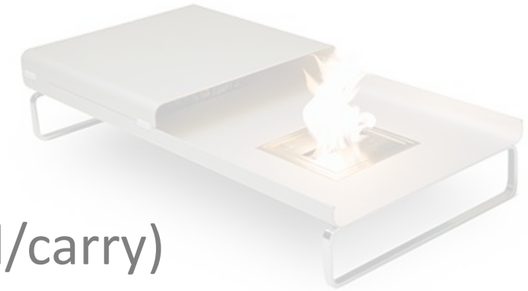


EXAMPLE
METRO PRINCIPLES clean, light, open, fast

built for speed, page loads super fast
fierce reduction of elements on the screen
uncompromising use of white space
reduction of borders
true visual simplicity

METRO





METRO ID

aesthetics supporting “clean, light, open, fast” DNA
fierce reduction of elements (while being pleasant to hold/carry)
reduction of borders
true visual simplicity



WINDOWS MOBILE 7
APPLYNG METRO PRINCIPLES TO HARDWARE

FIERCELY REDUCED FOR HARDWARE

1st read: simple
visually, cognitively

2nd read: purposeful
narrative of the function creates the form, true to the materials

3rd read: soulful and it is alive
emotional, sensual, sense of style and details

1ST READ: SIMPLE

FIERCELY REDUCED FOR HARDWARE

VISUALLY & COGNITIVELY



2nd READ: PURPOSEFUL

FIERCELY REDUCED FOR HARDWARE

NARRATIVE OF THE FUNCTION CREATES THE FORM,
TRUE TO THE MATERIALS



3rd READ: SOULFUL AND ALIVE

FIERCELY REDUCED FOR HARDWARE

EMOTIONAL, SENSUAL, WITH STYLE
& ATTENTION TO DETAILS



UI & ID INTEGRATION

next steps

reach common grounds on design principles

explore synergistic design language

explore color materials and finish

deeper UX discussion

Contents

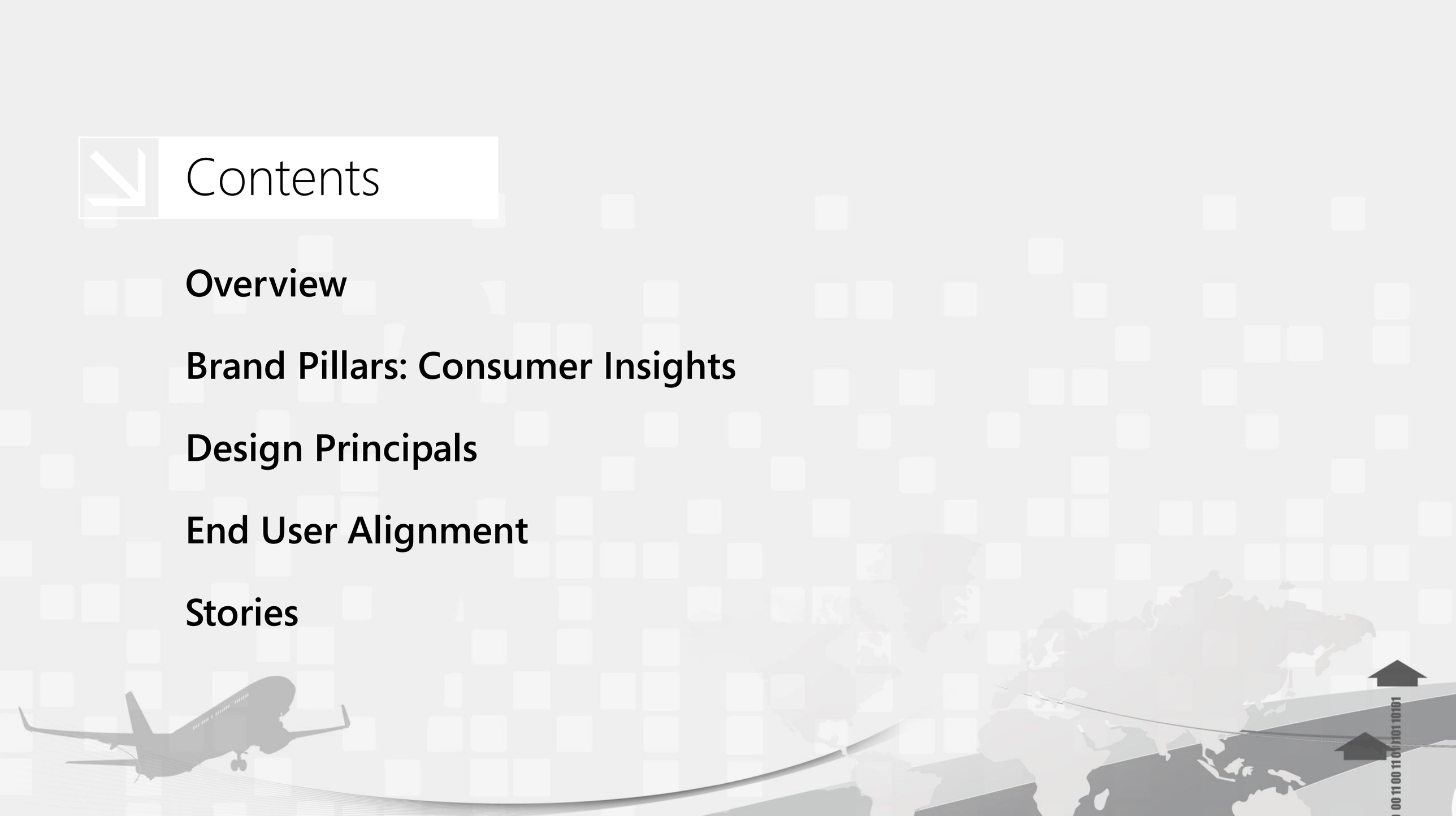
Overview

Brand Pillars: Consumer Insights

Design Principals

End User Alignment

Stories



Brand Pillars: Customer Insights

1. **Personal :** My day, my way --my windows phone contains my life and it is as unique as I am.

2. **Relevant:** My people, my location. --my windows phone knows where I am and who I care about, to give me what I need just when I need it.

3. **Connected:** My stuff , my peace of mind. My windows phone connects it to what I need and keeps me safe -across my PC, the web, and beyond.



General Overview

Windows mobile 7 offers an experience that extends the customer journey through integrated hardware and software solutions.

The WM7 framework provides opportunities to develop paradigm shifting and unique experiences by embracing, deepening and expanding its core

- tailored to market unique markets/segments and
- tailored to a focus on unique domains and domain combinations



“7 for 7”: AREAS OF DIFFERENCIATION

1 **“START” EXPERIENCE**
Simple and delightful START screen with all your relevant information at your fingertips

2 **SOCIAL COMMUNICATIONS**
‘People-centric’ experiences merging social nets with communication

3 **HARDWARE CHOICE**
Range of sizes, keyboard options, look and feel

4 **PHOTOS**
Best photo phone available replaces your point and shoot

5 **BEST FOR BUSINESS USERS**
Continued focus on user productivity

6 **LOCATION AWARE SEARCH**
Full search capability delivering location relevant results

7 **XBOX LIVE GAMING**
Arcade, Indie and Premium 3D games with Xbox Live

Design Principles

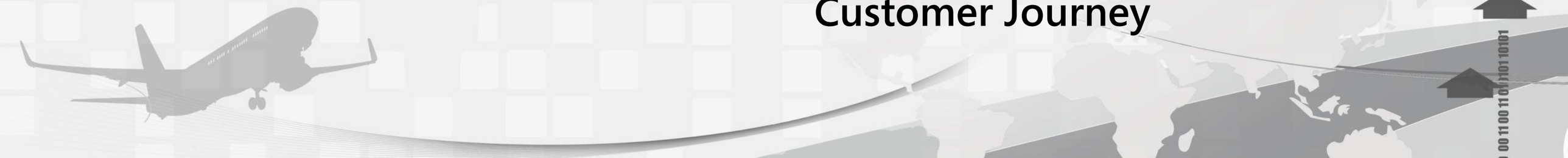
Simplicity

End user is King

CALL TO ACTION

Brand Integration

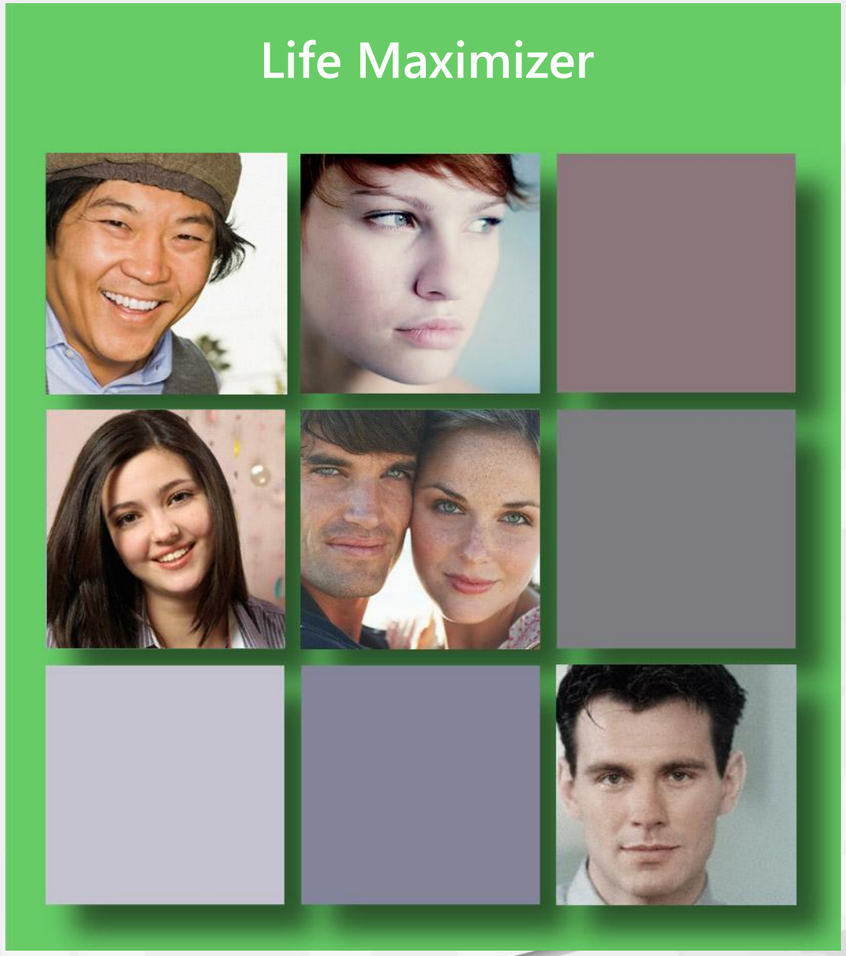
Customer Journey



End User Alignment

Life Maximizer

One customer journey that supports personal and professional demands across gender and age.



Partnership Strategy

IDEAS



Partnership Strategy

CONCIERGE

The internet has begun to position itself as the best decision engine on the market. Leveraging the this experience/brand into the mobile space will empower users with the cutting edge of relevant search/information on the go.

The importance of internet search in both the hardware and software experience will further strengthen brand loyalty between OEMs and their users.



CONCIERGE

DECISION ENGINE LEVERAGED IN THE WM7 EXPERIENCE

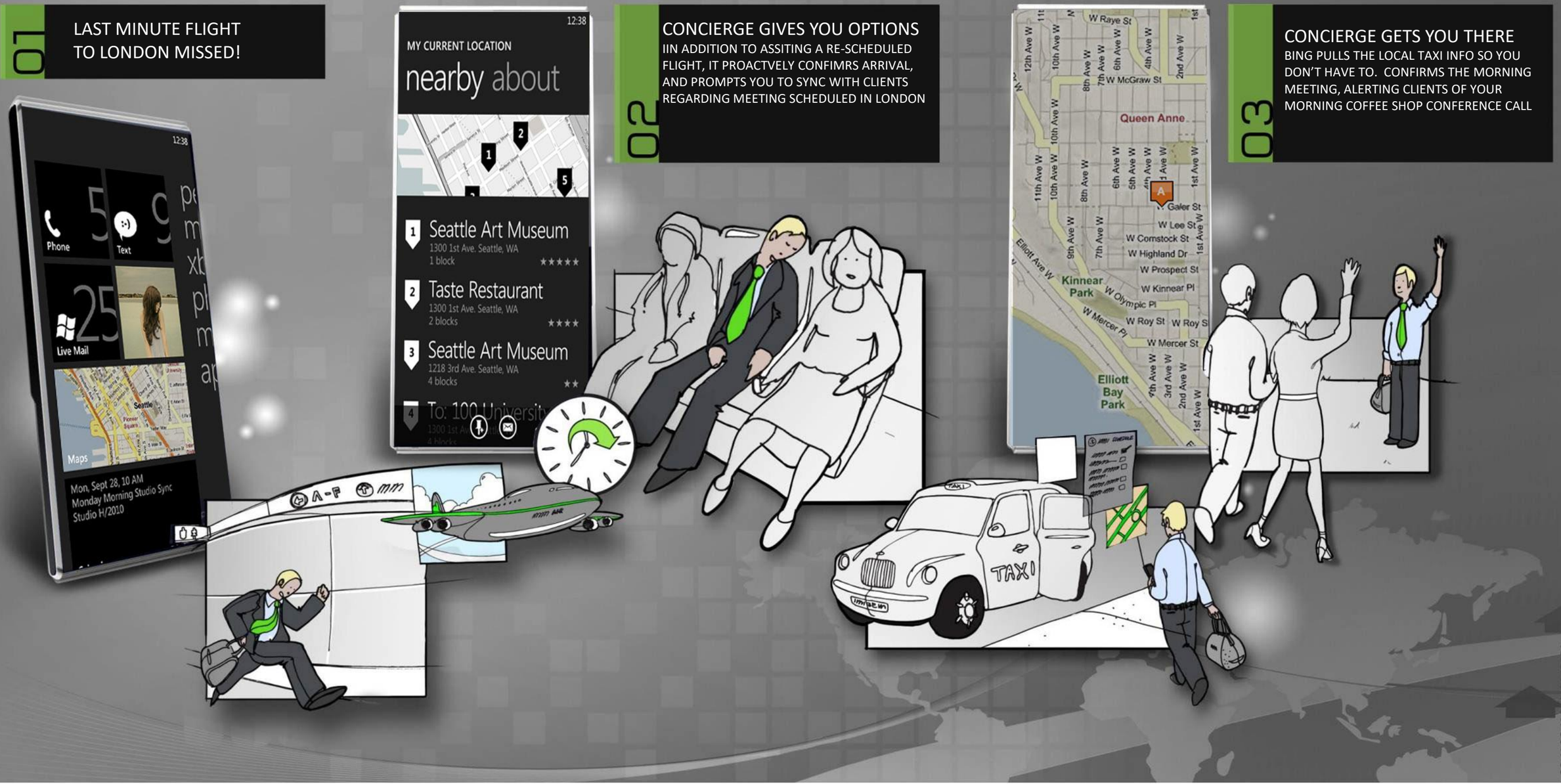
01 LAST MINUTE FLIGHT TO LONDON MISSED!

02 CONCIERGE GIVES YOU OPTIONS

IIN ADDITION TO ASSITING A RE-SCHEDULED FLIGHT, IT PROACTVELY CONFIMRS ARRIVAL, AND PROMPTS YOU TO SYNC WITH CLIENTS REGARDING MEETING SCHEDULED IN LONDON

03 CONCIERGE GETS YOU THERE

BING PULLS THE LOCAL TAXI INFO SO YOU DON'T HAVE TO. CONFIRMS THE MORNING MEETING, ALERTING CLIENTS OF YOUR MORNING COFFEE SHOP CONFERENCE CALL



CONCIERGE

DECISION ENGINE LEVERAGED IN THE WM7 EXPERIENCE



CONNECTED AND RELEVANT

CUSTOM HARDWARE ACCESSORIES EMPOWERING A TANGIBLE EXPRESSION OF THE POWER OF CONCIERGE AND WM7.



SHARED OUTPUT

REAR-FACING MICRO PROJECTOR AND FRONT- FACING CAMERA MODULE FOR ON-THE-GO VIDEO CONFERENCING AND SHARING OF MULTI_MEDIA



Partnership Strategy

METRO ID

The metro design language is a physical expression of the WM7 UI principles: clean light open and fast, timeless, content not chrome, seamless and spatial and soulful and alive.

A direct connection between hardware and software under this Universal design language creates the foundation for an OEM to promote added functionality of WM7 while also providing the flexibility to create their own unique devices for various user segments.



METRO ID

PARADIGM SHIFTING WM7 UI EMBRACED BY CUTTING EDGE INDUSTRIAL DESIGN



WM7 ENHANCED

SIDE DISPLAY EXPOITS UI FUNCTIONALITY.
MACRO VIEW OF INFORMATION:
CLEAN LIGHT OPEN AND FAST

PORTRAIT QWERTY

FLIP-UP QWERTY ALLOWS FOR ONE_HANDED
TEXT ENTRY ON THE FLY

BLACK AND WHITE

METRO DESIGN PHILOSOPHY PROVIDES THE VISUAL FOUNDATION FOR OEM CUSTOMIZATION



BLACK MARKETING MESSAGE

"THE PROFESSIONAL" IS OPTIMIZED FOR THE BUSINESS PERSON WHO NEEDS TO STAY CONNECTED AND PRODUCTIVE TO MAXIMIZE THEIR WORK DAY.

WHITE MARKETING MESSAGE

"THE ME PHONE" IS THE PHONE FOR THE URBAN SOCIALITE THAT IS ALWAYS ON THE GO AND CONNECTED TO THE PEOPLE THEY CARE ABOUT

Partnership Strategy

PARTNER SERVICES

As active participants of online communities, today's consumers are looking for new ways to extend their interaction with their favorite sites.

Applications integrated with WM7 provide meaningful ways to explore content and enrich online experiences, giving users new tools with which to engage the sites and service they already know and love.



MY BETTER SELF

3RD PARTY ACCESSORIES MAKE MY PHONE A CUSTOM LIFE COACH

I'm fat. I need to workout – but who has the time? I want to stick to a diet – but I don't have the will power.

01 Personal

YOUR PHONE AND FITNESS ACCESSORIES HELP YOU CREATE CUSTOM WORKOUTS AND ALERTS

02 My Phone

- SYNCS WITH ACCESSORIES
- UPDATES MY STATS
- TIES IT ALL TOGETHER

03 Help Me

- DISCOVER NEW TOOLS
- STAY ON TRACK
- MAKE INFORMED DECISIONS
- ENCOURAGE MY SUCCESS

04 Personal Trainer

- HELPS ME WITH MY GOALS
- REAL-TIME GUIDANCE
- KEEPS ME HEALTHY

WM7 helps me meet my goals. I joined a Facebook group with other people looking to get in shape called the Anonymous Athlete. It's fantastic. I get updates from group members. Encouragement from my friends – it's a big help.

My WM7 device gives me the will power I lack and support I need to achieve my goals.



MY BETTER SELF

3RD PARTY ACCESSORIES MAKE MY PHONE A CUSTOM LIFE COACH

I'm fat. I need to workout – but who has the time? I want to stick to a diet – but I don't have the will power.

Second Surface Display

RELEVANT INFORMATION ON BACKSIDE DISPLAYS
MICRO LCD FOR FULL MOTION UPDATES
E-INK PANEL SHOW THE LATEST UPDATE.



3rd Party Accessories

BIOMETRIC DATA COLLECTED BY THE BODYBUGG BLENDS SEAMLESSLY INTO RELEVANT CONTENT.

Partnership Strategy

ACESSORIES 2.0

Today's consumers spend their day moving across a range of digital devices, services and networks. Whether desktop or mobile their expectation is for a seamless experience that empowers and informs.

WM7 helps today's users navigate this landscape in a way that's both meaningful and personal – tailoring services and brands to meet their individual needs and interests.



FOODIE LUV

BLOG SPECIFIC FUNCTIONS INCREASE NETWORK USAGE WITH IMAGE AND VIDEO POSTS

I'm a foodie. I love food and I love to blog about it.

I need a tool that supports my obsession – allowing me to quickly broadcast my latest find and my favorite spot.

WM7 gives me the tools I need and the experience I crave. Supporting me in a way that's intelligent, logical and easy.

01 Modal Accessories

ATTACHING THE 'BLOGGER LENS' AUTOMATICALLY QUEUES-UP RELEVANT APPS FOR THE USER'S BLOGGING EXPERIENCE

02 Capture

WM7 APPS + PARTNER'S ACCESSORIES AND APPS + 3RD PARTY APPS AND SERVICES GIVE THE USER THE EXPERIENCES THEY DESIRE







03 In-Context

PICTURE TAKING APPLICATION IS BUILT DIRECTLY INTO THE BLOGGING EXPERIENCE – MEANING LESS JUMPING AROUND TO DIFFERENT APPS

04 Share

EMAIL, MMS OR POST PHOTOS TO YOUR FAVORITE ONLINE SOCIAL SPACES SUCH AS BLOGGER, TWITTER OR FLICKER

05 Discover

YOUR FRIENDS ARE INSTANTLY INFORMED ABOUT YOUR LIFE AND DISCOVERIES WHICH THEY, IN-TURN, CAN SHARE WITH THEIR FRIENDS.



FOODIE LUV

BLOG SPECIFIC FUNCTIONS INCREASE NETWORK USAGE WITH IMAGE AND VIDEO POSTS



Full QWERTY Keypad

TEXT CENTRIC USES, LIKE MESSAGING AND BLOGGING, ARE ENHANCED BY A TRADITIONAL KEYBOARD LAYOUT.

Partnership Strategy

PROJECT RUNWAY

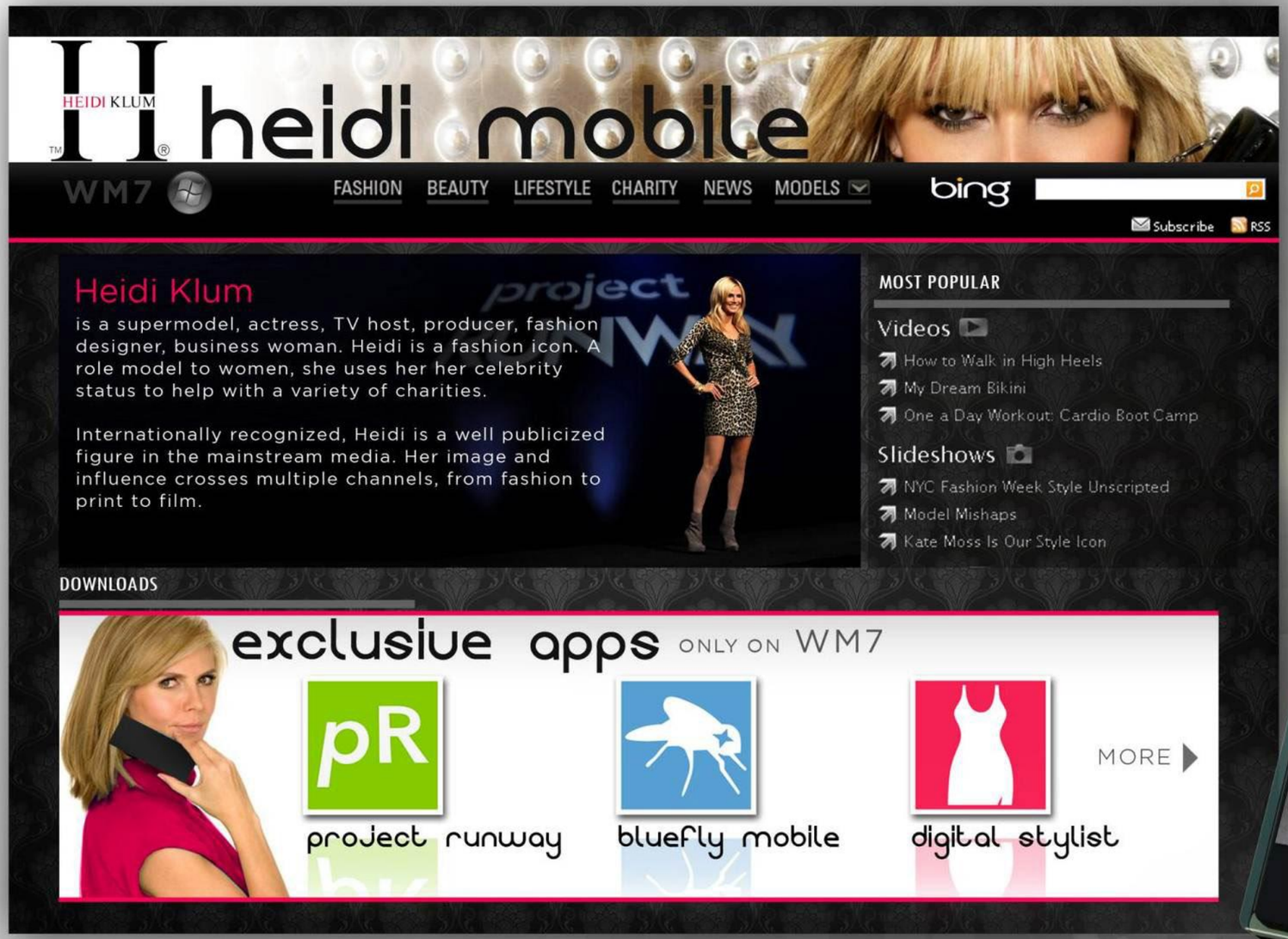
Leveraging celebrity personalities and influencers can create a “brand story”- inspired mobile hardware offering which can serve to build excitement for both WM7 and partners.

This brand story can be multi-dimensional and deep, with the possibilities of creating tangible customization through unique hardware/software offerings that serve to further strengthen the brand story and connection to users.



PROJECT RUNWAY

PARTNER CUSTOMIZATION AND ENHANCEMENT OF HARDWARE, APPS AND SERVICES





Partner Brand Experience

Hardware, mobile UI, and web portal branded together creating a strong brand and rich consumer experience

PROJECT RUNWAY

PARTNER CUSTOMIZATION AND ENHANCEMENT OF HARDWARE, APPS AND SERVICES

01

Exclusive Info

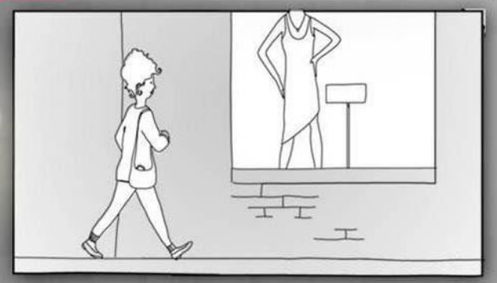
The KLUM phone grants access to Heidi's recommendations, feeds and exclusive commentary during the airing of project runway.

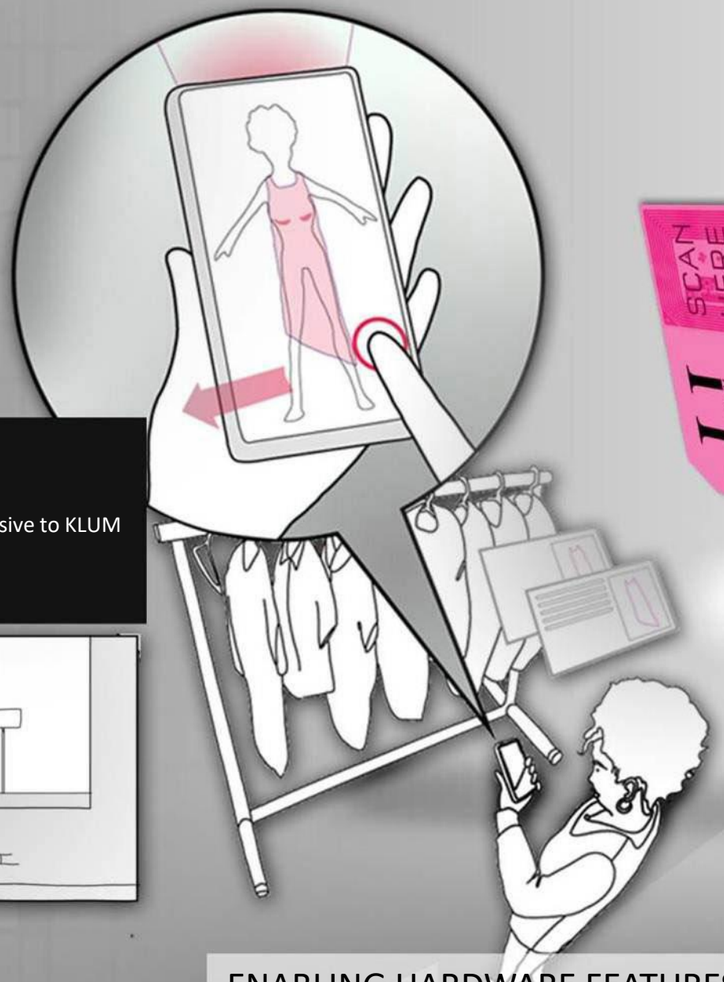


02

Connected

Heidi tweets that there is a secret sale happening, exclusive to KLUM members.
Better get to the store!









03

Hardware

Using the RFID scanner, clothes are scanned and can be cross checked with up-to-date information online

ENABLING HARDWARE FEATURES

Heidi tweets that there is a secret sale happening, exclusive to KLUM members. Better get to the store!

THANK YOU.

