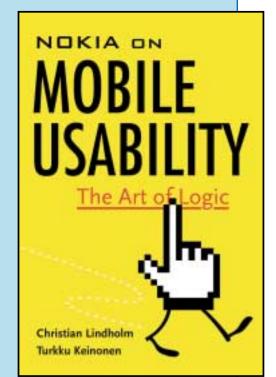
THE OFFICIAL BOOK ON MOBILE USER INTERFACE DESIGN FROM THE WORLD'S FOREMOST VENDOR OF MOBILE DEVICES



Nokia on Mobile Usability:

The Art of Logic

All cell phones are pretty much alike, right? Wrong. With a 37% market share, Nokia has more than double the share of its closest rival. Its brand loyalty stats are an amazing 92%. And the typical Nokia customer actually spends more minutes on the phone than users of any other brand.

People want Nokia phones because they're easy, comfortable, and fun to use. In this one-of-a-kind resource, the engineering product design team responsible for those favorable characteristics reveals its working methods, field experiences, successes, failures, and the logic that makes sense of it all.

This beautiful, four-color book vividly delivers:

- The complete design process, from concept creation to product testing
- The future of small interfaces
- Usability engineering in practice in the mobile environment
- · The elements of a Nokia User Interface
- First-person accounts of the product development cycle

Christian Lindholm (Espoo, Finland) is Director of User Interfaces at Nokia Mobile Phones and is the inventor of the NaviKey UI.

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