

# Undertake the re-design of the Blackberry

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## Executive Summary:

Research In Motion (to be referred to as RIM) is an extremely successful electronics company within today's industry; particularly the mobile phone sector. The main ground for this success is the highly reputable, well-known product line: the Blackberry. RIM currently possesses 40% of the market, with Apple creeping up behind them. As smartphones are the new must-have device, it is extremely vital that the Blackberry remains on top of the market chain.

In order to retain RIM's title as the leading smartphone brand, development must occur and methods in order to achieve market capitalisation should be taken place. Research must be carried out in order to attain a sound understanding of the public's views and attitudes towards the current products, as well as gathering a general viewpoint towards features of a new product. Surveys and one-on-one interviews should be taken out in order to gain these desired viewpoints. The Blackberry was originally produced for the business market, after this was achieved; modifications with regards to functionality were taken out to attract the youth market. This was achieved through the additions of social networking and BBM to the device.

After analysing the data, a proposed design should be suggested based on the research taken out. Overall, the suggested new design for the Blackberry has a modified shape in order to be more ergonomical for the user; there are also reduced functions in order to reduce complexity of the product. The combination of the two features, alongside the well-known-brand should increase RIM's likelihood of achieving market capitalisation and ensure the company's position as the leading smartphone brand within today's society.

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## Introduction:

There is a distinct gap in the market for Blackberry customers. RIM themselves have stated that in recent years, development has focussed on visual aspects and aesthetical diversity. Therefore, by enhancing the current concept into a more ergonomical design and simplifying the functional aspects of the device, Blackberry can fill this gap. This research aims to identify how the Blackberry might be designed to facilitate a wider market. The idea was chosen due to the high competition within the mobile phone industry. RIM is currently the leading brand within this trade and in order for them to retain this title; the company must research into why some devices are better/more desirable than others, given that most devices within today's society possess the same functions.

In order to achieve a reliable understanding of the customers wants and needs from a phone, primary research must be taken out. From such methods as surveys and interviews, we can gather a dependable representation of the public's thoughts and attitudes towards the current Blackberry line, and from this information RIM can develop the product to satisfy the public and thus be more likely to achieve market capitalisation.

## Chapter One: Design In Context

Within the last two decades, smartphones have grown to a point where they have become the must-have technology. A 'smartphone' is described as a mobile phone that offers more advanced computing ability and connectivity than a contemporary feature phone. Smartphones and feature phones may be thought of as handheld computers integrated with a mobile telephone, but while most feature phones are able to run applications based on platforms, a smartphone usually allows the user to install and run more advanced applications. Smartphones run complete operating system software providing a platform for application developers. Thus, they combine the functions of a camera phone and a Personal Digital Assistant (PDA). Smartphones can otherwise be classed as a convergent phone (a phone which brings multiple functions together).



**Figure 1:**  
Smartphone  
ownership over  
a set period

As shown in figure one, the desire for a smartphone is growing rapidly. There has been an astonishing increase to almost 40% of the population owning a smartphone within the time period of 2006 and 2009 (this time period was when both RIM and Apple started releasing models of smartphones).

Research In Motion (RIM) is one of the most successful smartphone companies to date. The main ground for their success is the highly reputable, well known product line: The Blackberry. Research in Motion was founded in 1984. The first Blackberry device was launched in 1999 as a 2-way pager. In 2002, the Blackberry as we know it was born. As Research In Motion have expanded and developed their line of products, there has been an astonishing response from the public. Subscribers reached over 20 million by 2008.

'Research In Motion (RIM) is the company behind the innovative and award-winning BlackBerry® product line... Setting the bar for mobile access to email, applications and more, the BlackBerry family of products also allows virtual real-time communication, so you can stay in touch with the people and information that matter most.' [1]

Another well-known company producing smart phones at an astonishing rate is the highly regarded company Apple. Apple's product line covers more than just mobile phones, they are well known for their diversity in products such as: computers, mp3 players, media players and tablet PC's. The iPhone's

history began when Steve Jobs instructed Apple Inc's top engineers to investigate touch screens and create the iPhone. The development of this device started nearly a decade before it came to the markets in 2007. In 1999, Apple acquired the rights to the domain name 'iphone'. Several years later the Apple chief announced that they were opting to invest in advanced mobile handsets. Again in an interview in 2002, Steve Jobs mentioned that Apple was working on a smartphone that would kick start the next generation mobile phone market. After several years of keeping the details of the phone under wraps, Apple announced the launch of the iPhone in 2007. This new innovation had two hundred patents attached to it. During the press conference, Steve Jobs described the iPhone as 'revolutionary' and an 'innovative design'. The iPhone stood out from its competitors because of its touch screen, advanced features, and minimal hardware. By the end of 2007, nearly six months after the iPhone went on sale, Apple had sold up to 3 million handsets. At the end of 2007, Apple introduced the iPhone to European countries and to the rest of the world by mid-2008. Due to its worldwide launch, Apple iPhone sales went up to 6 million handsets by mid-2008. These figures made iPhone the fastest selling device of all time. The iPhone completely changed Apple's fortunes and became the company's most profitable device. The iPhone dimensions and features may have changed over the last few years but it remains as popular as ever.

Overall, Apple and RIM are the two biggest competitors within the mobile phone industry. The Blackberry is currently the most predominant brand of smartphone in public use.

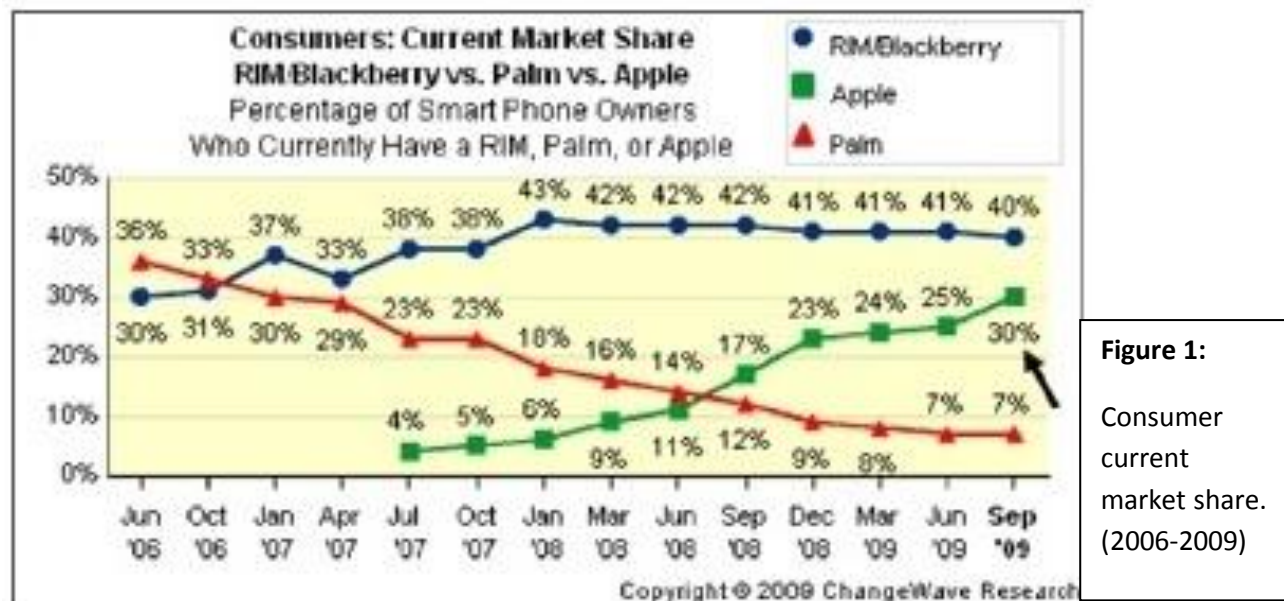


Figure 1:  
Consumer current market share. (2006-2009)

As shown in figure 2, in 2006, Palm were the top company for smartphones, however, this decreased rapidly to fall to a mere 7% in 2009. Whereas Blackberry possessed 30% market share and have risen to obtain 40% within these years and remain the leading smartphone company to date. In contrast to this, as the iPhone was released in 2007 with a mere 4% market share, it has grown in popularity and has achieved 30% in 2009 and is still growing. Given that Apple have attained a shocking growth in success, the potential for the company to grow bigger and expand further than the ability of RIM has become apparent, leading to them becoming the new leading company for mobile phones. This presents a possible threat to RIM, therefore serious action must be taken in order for RIM to remain the superior smartphone company.

## Chapter Two: Research

In order for a solution to be found to keep RIM on top of the market share, thorough research must be taken out. The first step would be to review and evaluate the success of current products. Observing such factors as: functions; diversity of products; cost and ergonomics. After analysing this information, it would be wise to form a questionnaire in order to get a general view from the public across the entire market i.e. looking at different target markets to discover lost/forgotten sectors which RIM could look into tackling. After this is done, it would be beneficial to assess how RIM is currently researching/adapting in order to suit niche markets and find out how to improve their success. Finally, it would be best for RIM to look into reasons for gaps in the market to exist.

In recent years, RIM have been focussing on the development of the visual aspect and aesthetical diversity, implying that the functionality of the devices are almost identical. Every Blackberry possess the following 'basic' functions: calls, text messaging, media player, voice activation, camera, instant messaging, office apps, internet access, satellite navigational system, downloadable apps, games, bar code app, email access, direct social network app, calendar and is able to automatically retrieve contact details from social networking sites. It could quite easily be argued that the Blackberry is over-functioned. The best way to find out if this is the case would be to survey the public on their views towards the Blackberry.

There is a surprising amount of Blackberry models available. This is because RIM makes varying versions for competing wireless carriers, and these may have different features, even if they look the same. There are generally five main models of the Blackberry. The 'Bold' is the top-of-the-line BlackBerry, relatively large and costly, with a wide keyboard and a big, vivid screen. The 'Curve' is its little brother, still sporting a good, full, keyboard, but lower-priced, smaller and lighter. The newest 'Curve', called the 8900, has a beautiful screen and is even sleeker than its predecessor. The 'Pearl' is a slimmer, low-priced, more fashion-orientated model with a truncated keyboard that has two letters on each key and relies on software to guess which one you meant to hit. The 'Pearl Flip' is much like the Pearl, except, as its name implies, it's a flip phone. The 'Storm' is the BlackBerry line's most direct competitor to the Apple iPhone. It's the only BlackBerry without a physical keyboard, instead relying on a large, beautiful touch screen for typing and navigation. Unlike on the iPhone, however, the Storm provides physical feedback each time you press down on the screen.

Ergonomics are a very important feature, given that a product must suit the users in order for it to be successful. If this was not the case then the product would only reach a certain level of success as a result of word getting out about poor usability.

'I love the idea of the Blackberry, it does look pretty, there's no question about that! It looks really big though, I don't think that it would fit in my handbag very well alongside my other stuff. It feels very bulky. I have arthritis in my wrist so I don't think this phone would suit me very well. It's already hurting my hand just holding it. These buttons are also far too small, how am I expected to know which button I'm pressing?!? It's got a lot of stuff on here; I don't even know what BBM is... I have no need to see my emails while I'm out, today's society has gone mad thinking everyone MUST be in contact with everyone else all the time, I think it's ridiculous, honestly. I'm fine with my simple, easy to use and see mobile that I have now, but I do think that Blackberry's are a lovely thing to own, it just wouldn't suit my lifestyle.'

This is a direct quote from a one on one interview. The full interview can be found in the appendix. The response from this subject indicates that the Blackberry is not designed to its best capability. There

were a few similar responses, mostly from older generations of participants. These interviews can be found in the appendix. One strategy that could be taken out in order to increase market share of the Blackberry would be to undertake the re-design of the aesthetics in order to appeal to those of more elderly generations in addition to the adolescent market that it clearly appeals to today. Suggestions from this market include: simplicity, size and reduction of deemed 'unnecessary' functions.

### Survey results:

A survey was carried out in order to investigate into the opinions and general attitude towards RIM's Blackberry product line. The full survey can be found in the appendix alongside qualitative results. The following findings were found:




1. What is your gender?			Response Percent
1	Male		48.6%
2	Female		51.4%

We aimed to ask an equal ratio of female to male in order to get a fair representation of the public's attitude and opinions of today's Blackberry products.

2. What age group do you belong to?			Response Percent
1	0-15		7.9%
2	16-21		63.2%
3	22-30		5.3%
4	31-40		2.6%
5	41-50		10.5%
6	50+		10.5%




4. Do you own a mobile phone?			Response Percent
1	Yes		97.4%
2	No		0%
3	Not currently, but I have done		2.6%

As you can see, 100% of people either own a mobile phone, or have done in the past showing that mobile technology is clearly a 'must-have' item in today's society.

7. If you do not already own a Blackberry, would you consider getting one?			Response Percent
1	Yes		31.2%
2	No		37.5%
3	I don't know		31.2%

As shown, only 31.2% of participants would consider getting a Blackberry. Results showed that there was a correlation between the age and the likelihood of the person purchasing the device. The general trend was that the younger the participant was, the more likely they were to say yes to the question. Likewise, the older the participant was, the more likely they were to say no or I don't know. This shows that the marketing and promotions that are aimed at the younger generations are clearly effective. This also implies that more must be done in order to appeal the Blackberry towards the older generations. One of the non-adolescent participants stated:




'I don't think there is any point in the Blackberry for me. It is clearly aimed at the youngsters with all the social networking and BBM, I would just not use these features, i need something simple to use and not flashy, I have no need to a touch screen that I can barely see.'

11. Is aesthetics (appearance) more important than function to you?			Response Percent
1	Yes		23.7%
2	No		63.2%
3	I don't know		13.2%

63.2% of people said that aesthetics is not more important than function, implying that function is more important. One participant was quoted saying:

'It needs to work well and do what you want from the phone rather than looking pretty, looks can always be customised.'

As RIM have previously stated, over the past few years development has been focused on appearance and aesthetical diversity, this result implies that this was not the best solution on their part as the vast majority of people agree that function is more important than appearance. This would also suggest that modifying the functionality of the device would be advisable.

14. If Blackberry released a more simplistic, easier to use version for those who are intimidated by technology, do you think it would be successful?			Response Percent
1	Yes		60.5%
2	No		21.1%
3	I don't know		18.4%

Nearly two third of participants agreed that a more simplistic version of the Blackberry would be successful. When asked why, there were several responses:

'The blackberry is over complicated and all the buttons are packed into a small area which a person with arthritis, rheumatism or poor eyesight would have trouble using.'

'Because people of my age are fed up of buying into excess technology which we are never going to use. If you made it simpler, without all the pointless functions, I would definitely buy it'

'Simple and efficient things are always popular.'

'They look quite complicated so i think it puts a lot of people off, a simple version would fit a better demographic.'

'So many people prefer simplicity to multiplicity of features'

'Many people have told me they don't want one because it seems too technical'

Overall, it is clear that a more simplistic version of the Blackberry is a good idea. Modifying the functionality and form into a much simpler device aimed at the older generations.

### Technophobia:

Technophobia is the fear or dislike of advanced technology or complex devices, especially computers. The term is generally used in the sense of an irrational fear, but others contend that their fears are justified. This is common amongst the older generations, which as the previous results show, is our target market. Technophobia may be a cause for a gap in the market, therefore easing the public onto technology through more simple devices may solve this problem.

## Product Concept and Specification:

Based on the previous research, it is clear that for the Blackberry line to expand and achieve market capitalisation, the undertake of a redesign of the basic Blackberry concept in order to appeal to the older generations is vital. The Product Design Specification entails key characteristics proposed for the new product to adhere to.

### Client requirements:

- The product must appeal to the gap in the market (older generations).

### Target market:

- The product must be aimed at the gap in the market.
- The gap in the market is the older generations e.g. 50+

### User requirements:

- In order for the product to satisfy the target market, it must be easy to use with a simple design.
- The product must avoid being deemed as over-complicated
- It must be easy to carry, i.e. not bulky

### Function:

- It must have the basic phone features such as: texting, calls etc.
- As BBM is associated with the Blackberry brand, it should be included in this simpler design
- Other 'over-complicated' functions are not necessary within the functions of this device.

### Aesthetics:

- The basic outline of the device should be ergonomical with regards to the shape i.e. the length side should comply with the curvature of the hand in order to be more comfortable to hold in the hand.
- The screen should be big enough to clearly see the display.

### Ergonomics:

- The shape of the device should be easy to hold in the hand
- The buttons must be clear and easily seen and relatively simple to use
- The screen must be big enough for the display to be seen easily.
- The functions should be easy to understand and all functions deemed 'unnecessary' should be removed in order to reduce uncalled-for complexity.

### Materials:

- Similar to several phones of this calibre, the device will compose of an aluminium casing.
- Removable parts such as the battery cover and sim card cover should be made from acrylic

### Manufacture:

- Cast moulding.

## Design Proposal:

The proposed design looks like so:

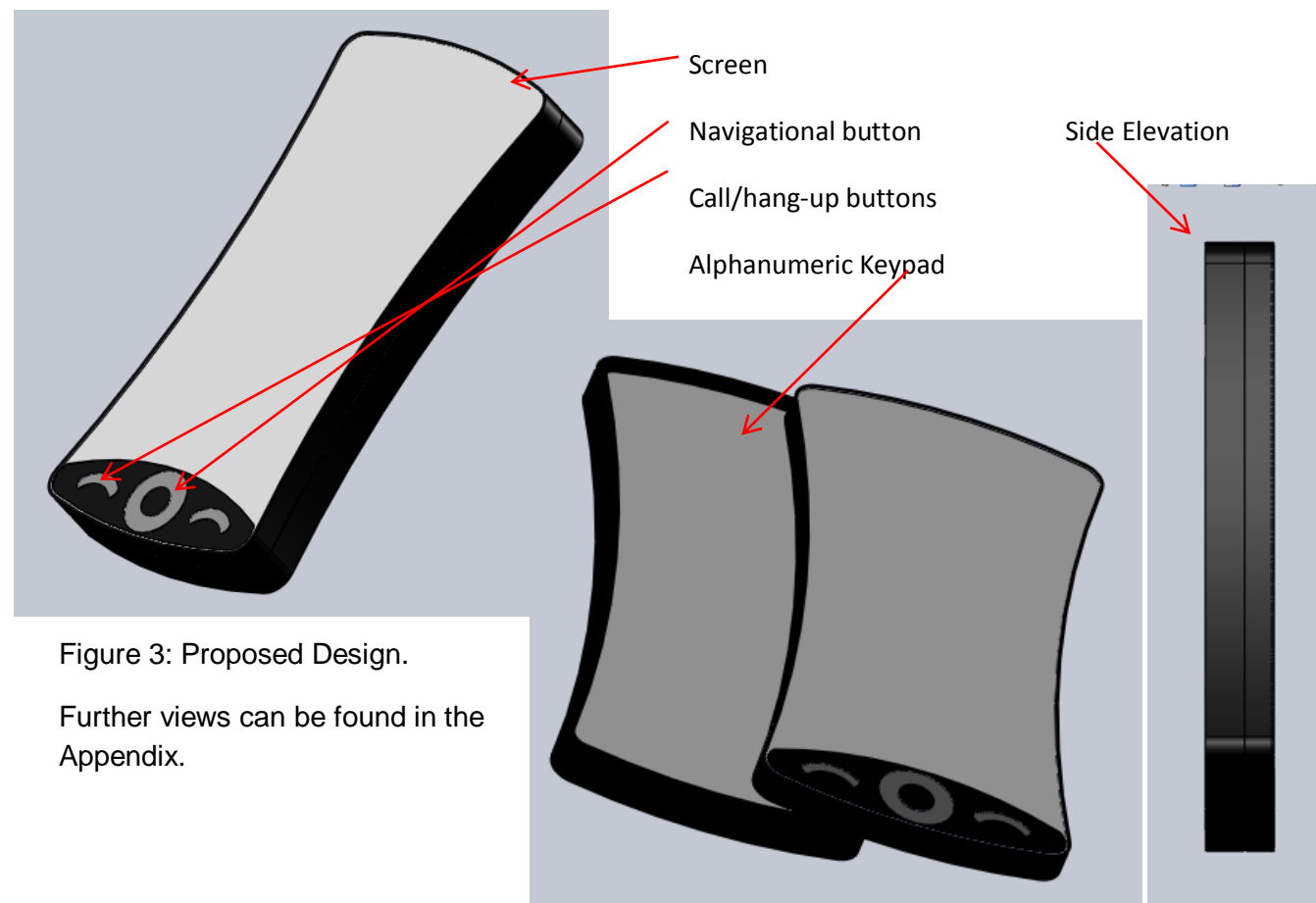


Figure 3: Proposed Design.

Further views can be found in the Appendix.

As seen in figure 3, the sides are curving inwards in order to comply with the natural curvature of the human hand, decreasing the bulk of the device. This design's keypad slides out from the side, as opposed to the QWERTY keyboard that is usually associated with Blackberry; a simpler alphanumeric keyboard is used. Due to the reduced quantity of buttons, these keys are bigger than the conventional key pad, creating an easier, more ergonomical and user friendly input device. This keypad also contains the generic indentation design for the visually challenged. A touch sensitive option is also available if the user desires this feature. More viewpoints of the design can be found in the appendix. The screen takes up roughly 90% of the front face of the device, this allows for easy visual access. The extra 10% of the front face is taken up with three buttons, the call and hang-up buttons, and navigational keys. The combination of the two key features allows for easy usage of both the touch sensitive option as well as the slide option.

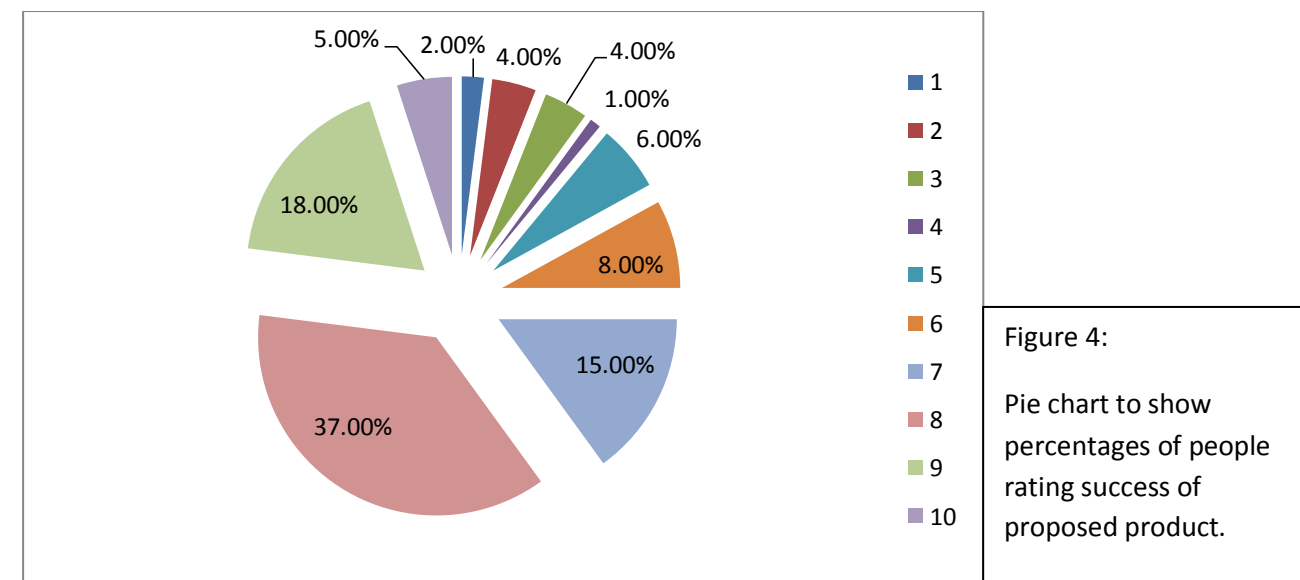
The functionality of the product is much more basic as opposed to the ordinary, more conventional Blackberry known today. This device shall possess the fundamental features of a mobile phone such as: text messaging, calls, organiser and internet access (if desired).

This design need not be just for the older generations, all of the aesthetical features may appeal to any generation and although the functionality of this particular device is very basic; the conventional features that are normally associated with the Blackberry can easily be downloaded for free. Therefore

this device can appeal to all areas of the market. This in turn also increases the likelihood of market capitalisation.

The casing for the device composes of aluminium. Aluminium is lightweight material. Aluminium alloys commonly have tensile strengths of between 70 and 700 MPa, and doesn't become brittle at low temperatures. Instead, its strength increases. It can also be easily worked using most machining methods – milling, drilling, cutting, punching, bending, etc. Furthermore, the energy input during machining is low. Aluminium reacts with the oxygen in the air to form an extremely thin layer of oxide. Though it is only some hundredths of a (my) m thick (1 (my) m is one thousandth of a millimetre), this layer is dense and provides excellent corrosion protection. The layer is self-repairing if damaged. Aluminium is extremely durable in neutral and slightly acidic environments. The removable parts such as the battery and sim casings are to be made out of acrylic. Acrylic is lightweight and shock absorbent, so if the product was dropped, the parts would not shatter. It is also relatively cheap and easy to manufacture. Both components will be manufactured via cast moulding. It's a process highly adaptable to the requirements of mass production. Large numbers of a given casting can be produced quickly. Certain light metal alloys, because of their respective strength and weakness, can be produced only as castings. Cast moulding shows excellent bearing qualities.

This proposal was shown to the participants from the previous survey, they were asked to rate the success of this design on a scale of 1-10 with 1 being the lowest and 10 being the highest, the results were as follows:



As shown in figure 4, the majority of people rated the product to be a likely success as 60% of the participants gave it a rating of 8+, implying that if this product was in stores today, they would be likely to buy or suggest it to others. Furthermore, these results show 89% of participants rating the product at 5+ indicating that the product possesses potential to be very successful within this sector and thus a key asset within the Blackberry product line as it may become the device which moves RIM from the market share and pushes them into the realms of market capitalisation.

## Conclusion:

Overall, this report has clearly stated that there is a gap within the market for Blackberry customers. Research In Motion (RIM) have clearly stated that within the last few years, their main focus has been on the aesthetical diversity of their products, not functionality. As survey results showed, this was not the best route for RIM to take in order to achieve market capitalisation. The Blackberry has conquered the business market, and developed and captured the attention of the youth market through additions of social networking apps and BBM. Ultimately, the stereotypically 'function driven' customers have already been satisfied. The new gap in the market for this particular product line is the older generations. Research has discovered that older generations are more likely to have a fear of advanced technology. By reducing complexity through simplifying the 'unnecessary' functions alongside adapting the aesthetics to make it more ergonomical for users that are put off by the bulkiness of the current products; the target market can be enticed into this highly reputable, well-known brand.

The proposed design includes both of these features. The outline is curved inwards to comply with the natural curvature of the human hand so that it is easier to hold for a long period of time. The keypad slides out from the side, as opposed to the convention QWERTY keypad; this design possesses an alphanumeric keypad. Due to this feature, there is more space for each button and so each key can be bigger allowing for an easy visual. The screen takes up 90% of the front face, giving it a clear interface. The device can also be used as a touch screen if desired. This design can also appeal to other markets as well as the targeted one. The device's casing is to be made from a mixture of aluminium and acrylic. Overall, this design is a beneficial solution to the needs of RIM customers and could be marketed within the style of 'customize your own Blackberry', given that whatever feature desired by the user can be added at any given point.

## Appendix:

### One on one interviews:

*'The keypad is far too small for someone of my age, it is too hard to see what each key is and the buttons themselves are too small to be able to press, especially for people like me that suffer with either arthritis/rheumatism'*

*'I don't like the little touch pad to control everything, it is too sensitive and moves too quickly.'*

*'I love the idea of the Blackberry, it does look pretty, there's no question about that! It looks really big though, I don't think that it would fit in my handbag very well alongside my other stuff. It feels very bulky.*

*I have arthritis in my wrist so I don't think this phone would suit me very well. It's already hurting my hand just holding it. These buttons are also far too small, how am I expected to know which button I'm pressing?!? It's got a lot of stuff on here; I don't even know what BBM is... I have no need to see my emails while I'm out, today's society has gone mad thinking everyone MUST be in contact with everyone else all the time, I think it's ridiculous, honestly. I'm fine with my simple, easy to use and see mobile that I have now, but I do think that Blackberry's are a lovely thing to own, it just would suit my lifestyle.'*

*'There are too many things that you can do on it, at my age all you need is to be able to make calls and some people like to be able to text'*

*'I like the blackberry, it is very helpful in my current line of work, but in about 3 years time when I retire it will lose most of its practicability.'*

*'I had a go on it for 10 minutes, I still have no idea how to make a call.'*

*'My grandson was showing his off to me the other day, I still don't know what all the commotion is with these phones, my black and white screened phone from 10 years ago still does me well.'*

### Survey questions:

1. What gender are you?
2. What age group do you belong to?
3. What is your profession?
4. Do you own a mobile phone?
5. If so, what make and model is it?
6. Why did you choose your current phone?
7. If you do not have a Blackberry, would you like to, or at least consider getting one?
8. If so, why?
9. If not, why?
10. Do you like turtles?
11. What features of a phone do you look for when purchasing one?
12. Are aesthetics more important than function to you?
13. If so, why?
14. If not, why?

15. If blackberry released a more simplistic version for those who are intimidated by technology, do you think it would be successful?

16. If so, why?

17. If not, why?

18. Overall, what is your general viewpoint of the Blackberry compared to other phones?

## Qualitative results

### Why did you choose [your mobile phone]?

*'Good offer, satnav, touch screen, apps, big memory, fast processor'*

*'Colour, size and came with the contract'*

*'My mum chose it'*

*'It was a present'*

*'It was the closest to me at the time'*

*'It has good features'*

*'It was a gift'*

*'Music functionality and reliability of Nokia. Also aesthetically it's not bad'*

*'Pink, touch screen, trust Samsung'*

*'It's a blackberry'*

*'Phone and music player'*

*'BBM'*

*'Good camera'*

*'Because it's cheaper than a Blackberry, which is what I originally wanted.'*

*'BBM'*

*'Relatively cheap and aesthetically pleasing'*

*'Good contract deal'*

*'Able to access the internet'*

*'Touch screen'*

*'It was cheap and I need it for a year.'*

*'Imposed by employer'*

*'Good value'*

*'My brother gave it to me'*

*'Best on gadget show and friend has one and it pretty'*

*'Provided by my employer'*

*'Easy to use'*

*'Because Samsung make by-far the best screens in the world.'*

*'Because it was a blackberry'*

*'Efficient'*

*'Free satnav programme'*

*'Did everything I wanted - email access primarily.'*

*'It is simple to use and has all the features that i need and would want in a phone'*

### Would you consider getting a Blackberry? If so, why?

*'Lots of friends have BlackBerrys and could be easier to converse'*

*'You have you own computer on your phone'*

*'Because the Blackberry torch has all the features i want'*

*'Popular right now, seems everybody has a curve. Very functional also'*

*'Good for professionals'*

*'BBM seems useful, easy to use etc.'*

*'If a future job required lots of meetings and always being on the move it would make it easier to keep organised'*

*'Able to access e-mails while on the move, pick up work faster.'*

*'Works well with the profession I have chosen'*

*'Lots of features'*

*'Because I had one before and it took over my life.'*

*'Not a bad phone, but I don't want a QWERTY keyboard, prefer a touch screen'*

### If not, why?

*'Don't think a teenager needs to have the capabilities that come with a blackberry and they are overpriced'*

*'Don't use e-mail much'*

*'I don't think i have the lifestyle that really needs one'*

*'But bad rep'*

*'iPhone is faster processing and can store music better and has not broken once'*

*'Prefer the phone I have now'*

*'Not sure I will get any benefit from it'*

*'I'm not a fan of having to sign up to the blackberry service.'*

*'Everyone who has them complains about them. My sister has one which just doesn't work - she can't receive texts if she's on the phone etc. '*

*'I like the iphone'*

*'They break easily'*

*'I don't think there is any point in the blackberry for me. It is clearly aimed at the youngsters with all the social networking and bbm, i would just not use these features, i need something simple to use and not flashy, i have no need to a touch screen that i can barely see'*

*'I have no need for one'*

### What features of a phone do you look for when purchasing one?

*'Fits comfortably in my hand, comfortable and easy to use, good speaker, satnav, unique'*

*'Size, camera etc. and if it has the functions and memory i want'*

*'The internet'*

*'Easy to use, slim design, and cheap to purchase'*

*'Internet, camera'*

*'Text, camera, memory, radio, mp3 player'*

*'Sony Ericson'*

*'Music functionality, 3G, general functionality of a smartphone'*

*'Decent camera, terms of contract- texts, minutes etc. colour, Bluetooth and next phone better internet access'*

*'Music player, internet, easy to use, good call quality'*

*'Sleek, smart and functional'*

*'Internet'*

*'Camera'*

*'Looks, spec, RELIABILITY is most important.'*

*'Affordability, functionality, recommendations, respected make'*

*'Camera'*

*'Internet, texts, etc.'*

*'Simplicity but functional'*

*'Unlimited text messaging, long distant and internet'*

*'Long battery life, decent camera, Wi-Fi.'*

*'If it easy to use it'*

*'Price, features, games'*

*'If it looks nice and the best deals'*

*'That it does what i need it too - text, make phone calls, maybe a camera?'*

*'Calling some, texting and good service'*

*'Simplicity'*

*'Easy to use and be able to easy access everything I need'*

*'Good camera, Good Operating system, Good processor, Cool features, Apps, Micro SD card compatibility.'*

*'What it looks like, what it does'*

*'Camera and internet'*

*'Memory, camera, processor, satnav'*

*'Tech features, email access'*

*'Simplicity, ergonomical factors, i have arthritis and cannot hold a phone for long without getting pain in my wrist if i am using an ergonomically designed device'*

*'Quality of functions and reliability'*

### Are aesthetics more important than function to you? If so, why?

*'Because for me it is important how beautiful is from outside'*

*'I like particular colour and style. Has to look pretty and girly.'*

*'I like to look at my phone and use it a lot so it's nice for it to look good.'*

*'Appearance is important'*

*'Because I don't want a work of art that's as useful as a chocolate teapot'*

*'I like things to look nice'*

*'I would like it to look good, but I won't choose it just because it is pretty'*

*'I want it to look pretty '*

*'It's nice to have a good looking phone'*

*'Phone must look good, otherwise no matter how good it is, you wouldn't enjoy using it.'*

### If not, why?

*'It needs to work well and do what you want from the phone rather than looking pretty, looks can always be customised'*

*'It needs to be practical and if something looks good but doesn't have the key things i need there's no point having it'*

*'I don't care how it looks'*

*'I would prefer it to work then have a useless, pretty, phone'*

*'Function is more important than aesthetics the phone needs to be good'*

*'It's not the main factor but it's an important consideration'*

*'Because the phone could look good, but not be very practical'*

*'Don't care what it looks like'*

*'Because, it has to fit it purpose of being used as a communicator'*

*'Phones designed mainly to be attractive to look at are usually worse value for money'*

*'I would rather have an easy to use phone that worked than something that looked nice.'*

*'Providing it does the job it is supposed to do its fine.'*

*'A phone is a tool no more I'd rather have a phone that does the job well then makes me look good while failing at being a phone.'*

*'A phone's for using, not for looking at'*

*'I'm not really fussed what it looks like it's not for fashion it's to be used and do a job. If i had the latest design / model etc. I'd just worry about losing it / getting it stolen'*

*'Just need something to do its original job'*

*'Because the main thing i want is ease of use'*

*'I just need it to work!!'*

*'Because I have had some ugly ass phones in my time and they have been more powerful than anything else on offer.'*

*'Function always before form, it has to do what I want, more than look good.'*

*'If it doesn't work, then there is no point'*

*'If it doesn't work, then it is not functionally accurate, and therefore a faulty product, much more important than whether it's pretty or not'*

### Overall, what is your general viewpoint of the Blackberry compared to other phones?

*'Too complicated, got more on it than is needed and all Blackberry's are the same with just slightly different looks'*

*'Blackberries are good yet i know a lot of people that have had faults and had to have replacements sent etc.'*

*'I think the blackberry beats simple phone but some phones beats it with more great settings'*

*'It is more useful to people who need it for their work. It is too bulky to carry around if you don't need to'*

*'It is more business related.'*

*'They are better in some ways with all of the functions but using them can be difficult so other phones are better for the less techy'*

*'It's a key contender in the smartphone market but not the main leader. They are trying to appeal to the main market but forget that they come from the business sector'*

*'Blackberry have a lot more applications for business use, that many people would never use. They are very complicated to use and quite bulky. But as of its name, they are the phone to have because of the trend'*

*'It makes communication easier than previous phones that I've used'*

*'Good phones but lack quality of similar priced phones and not as reliable'*

*'The best phones'*

*'As good as it is, I prefer other phones'*

*'Market leader, not necessarily the best in function or value but good enough to top the phone leader boards.'*

*'The ability to send quick messages to people (BBM)'*

*'Worth the expense if you're going to make use of all its functions, but otherwise not good value for money.'*

*'Stupidly expensive and over rated'*

*'Clever, but possibly overrated'*

*'A bit too bulky'*

*'They are good, a bit much with the constant attachment they create for people. I would personally like an iphone more.'*

*'They are all right phones if you have business to complete on the go.'*

*'It's ok if u need it to do all of the thinks it say it does if u don't it's pointless'*

*'It's a good gadget for people who like technology, but it might seem a bit complex'*

*'It's really good, it has blackberry messenger and is quite simple to use.'*

*'It looks nice and it does seem to be a very popular choice. BBM seems like a good idea everyone talks about using it and if it were available on my phone id use it. BUT lots of people moan about it being too complex and difficult to use. There always seems to be someone with a problem with their blackberry. Other phones have similar apps/service and work better.'*

*'It's fine as is my exceedingly basic Nokia'*

*'They are mainly a work phone you can't mix personal and work'*

*'Great phones, Great functions. Poor workmanship. Too intrusive on people's lives.'*

*'i think their better, and more useful, i can link all my contacts to their Facebook pages, i have my uni and personal emails set up to my phone so i can see them on the go. I can surf the web, listen to music and watch videos.'*

*'I think they are good for business phones but nothing else.'*

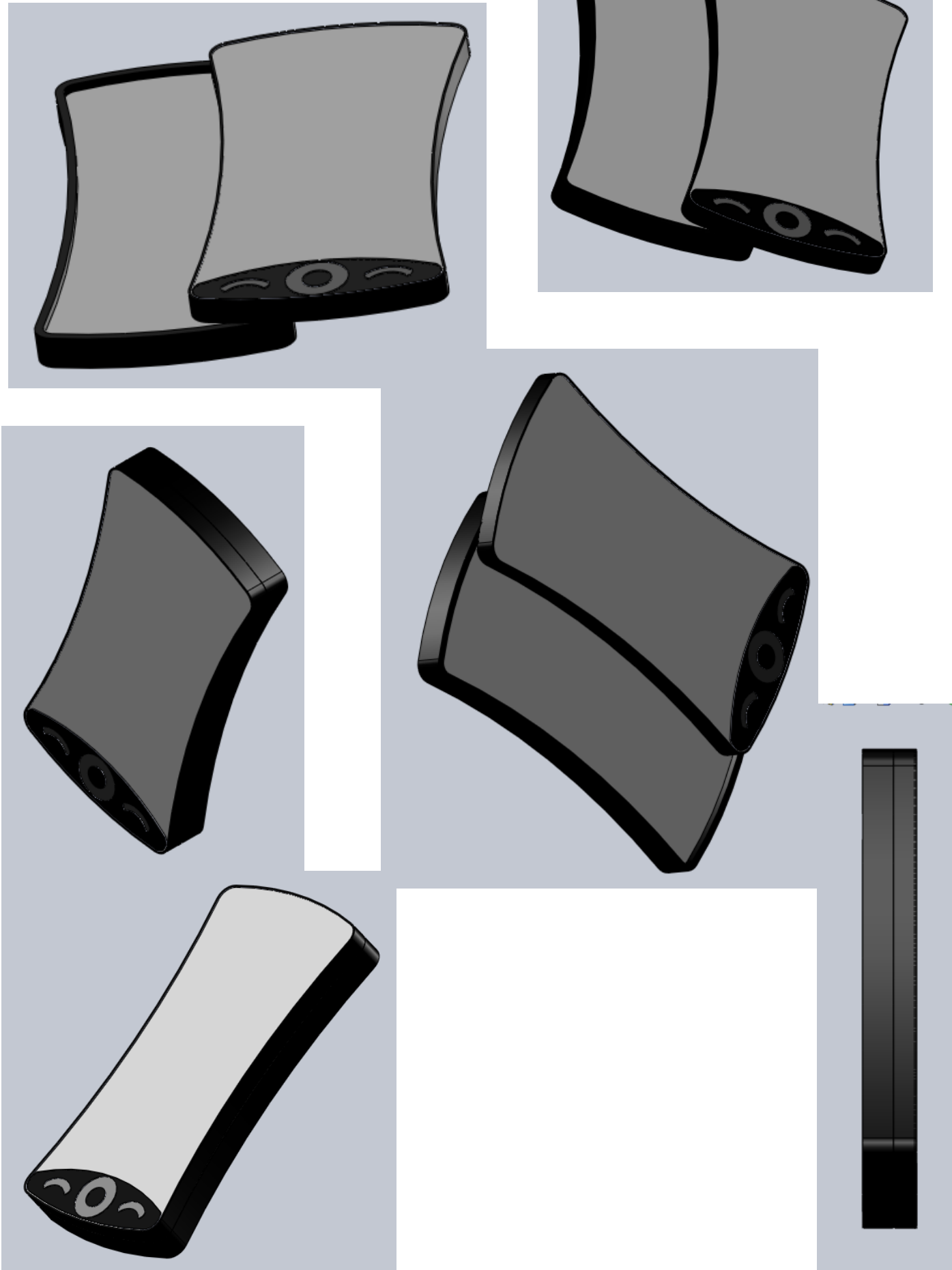
*'Not really sure, as I've never owned one, but I'd probably have to say in line with other phones really.'*

*'Excellent phones, top quality features, premium priced, but a truly premium product'*

*'it's a brilliant company, if there were more simpler designs for people like me and perhaps older users, than blackberry would be very successful. But at the moment, they are completely useless to people like me'*

*'Brilliant brand, expansion on products is not a bad idea'*

Proposed design:



Critical discussion:

Original Presentation board:

# The Blackberry

There is a distinct gap in the market for Blackberry customers. Blackberry themselves have stated that in recent years, development has focussed on visual aspects and aesthetical diversity. Therefore, by enhancing from in a more ergonomical design and simplifying the functional aspects of the device, Blackberry can fill this gap.

Objectives/Methods:

- **Conduct surveys**

Gain an understanding on what customers are looking for in a product. To determine what social factors may affect the consumers choice of product.

- **Gather secondary research**

By finding existing data, comparisons of today's statistics with previous figures can be made. Trends and distinct changes can be easily noticed and Blackberry's popularity can be easily spotted and justified.

- **Interviews**

Interviewing gives a much more personal response as opposed to surveying. From the results, information on the customers attitude towards the product can be found.

This research aims to identify how the Blackberry might be designed to facilitate a wider market.



With the combination of full diversity of the product functionality alongside the well known, highly reputable brand, Blackberry can achieve market capitalisation.

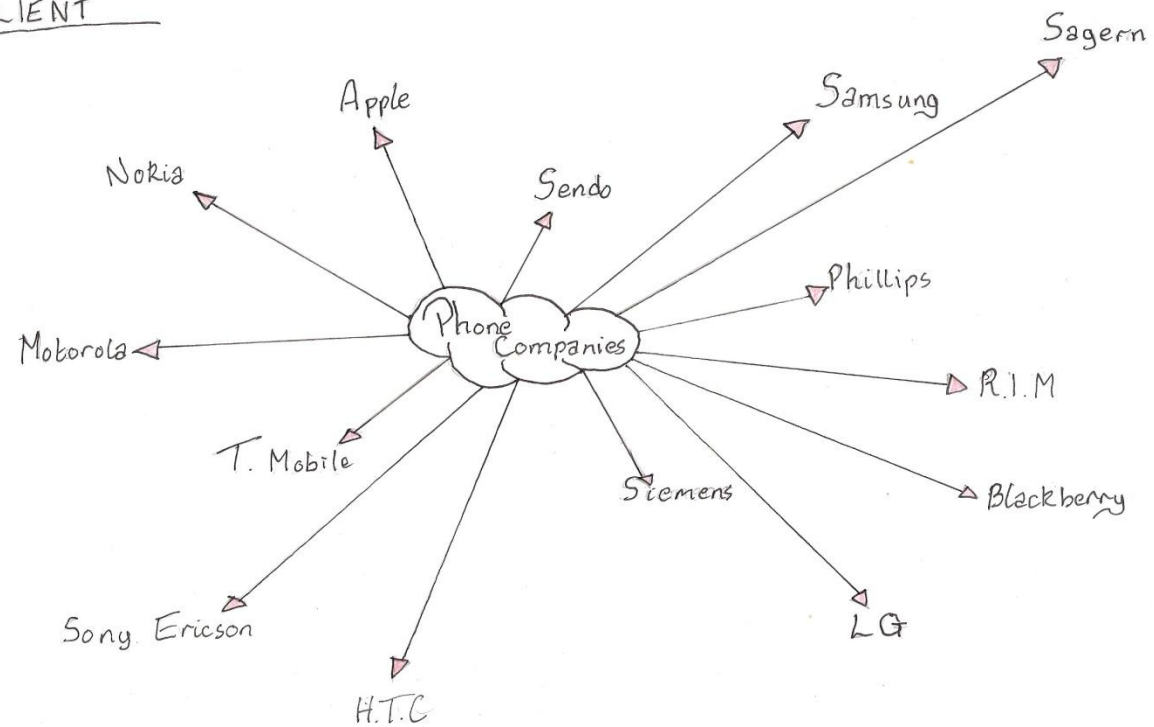


BlackBerry

Submitted journal pages:

The following pages are copies of the journal previously submitted.

CLIENT



CLIENT

Blackberry's Functions as a personal digital assistant.

Background of Blackberry's

- \* The first device was produced in 1999 as a 2way pager, In 2002, the blackberry as we know it was born.
- \* It is a perfect example of a convergent device (Brings together multiple funct)
- \* It was developed by the canadian company 'Research in Motion' (RIM)
- \* It's Main feature is email access.
- \* It began to expand its email service to make it compatible with non-Blackberry devices and colour screens e.t.c.
- \* Subscribers reached over 20million by 2008.
- \* In recent years, development has focused on the visual aspects and aesthetical diversity.

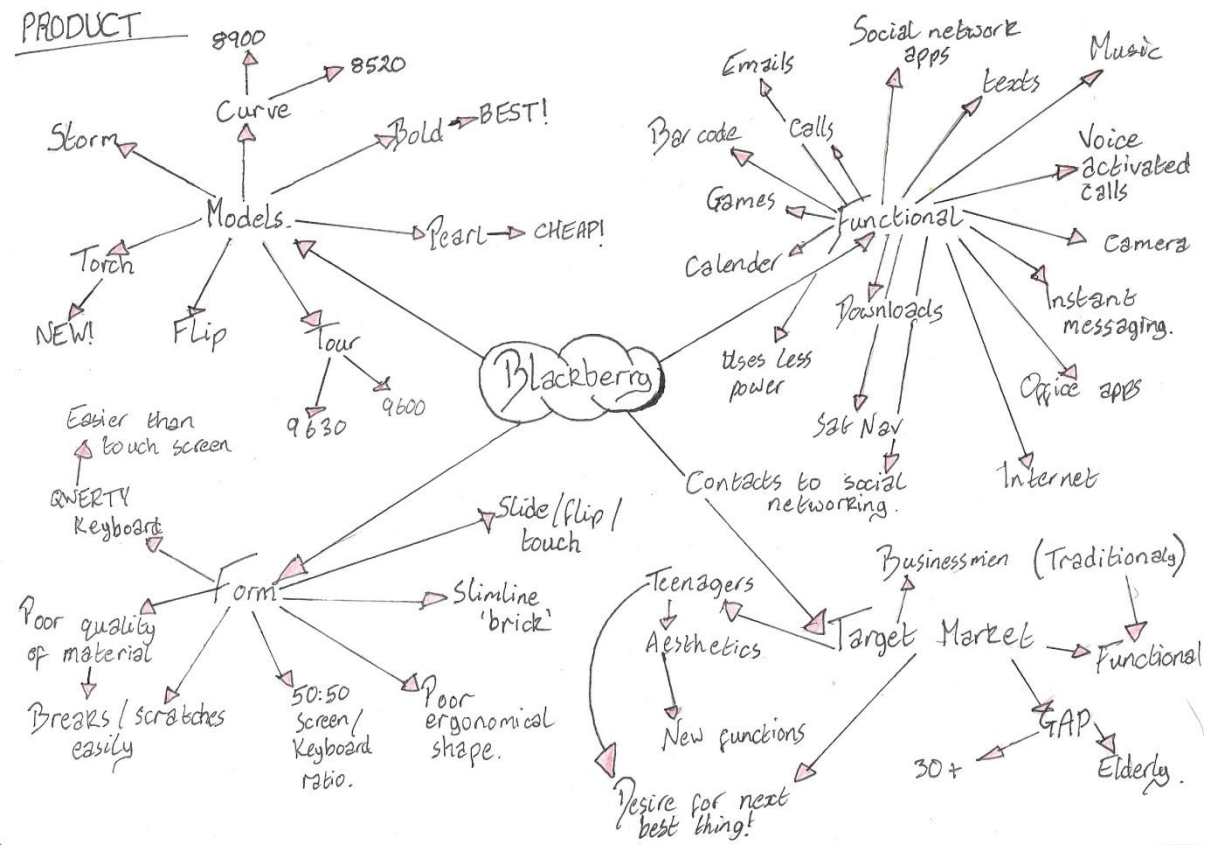


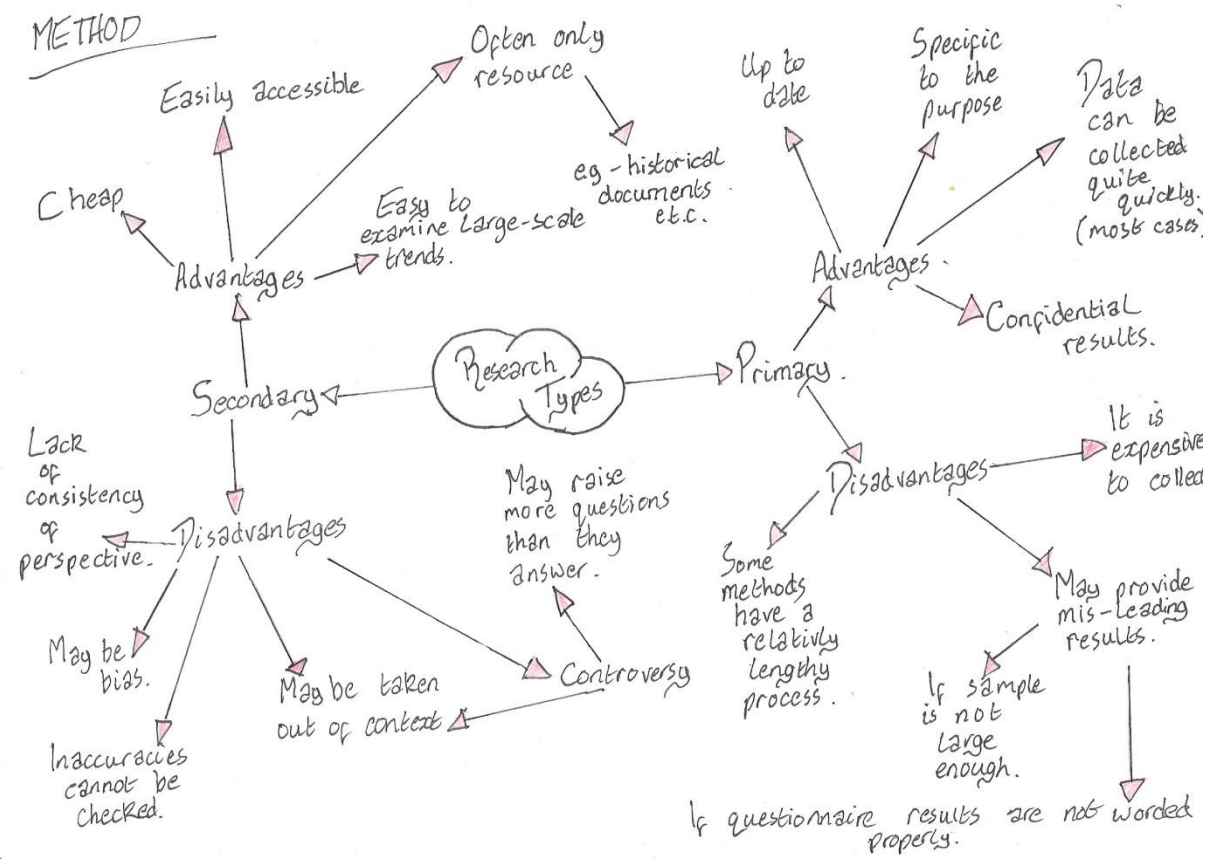
Product Comparison:



Blackberry:	Apple:
<ul style="list-style-type: none"> <li>- Have a slower software update cycle, the underlying architecture that powers the device tends to remain fairly similar.</li> <li>- QWERTY keyboard.</li> <li>- Long battery life (several days).</li> <li>- Confusing menus and options.</li> <li>- Operating system is designed to be maintained by IT support desks.</li> <li>- Originally designed for business environment.</li> </ul>	<ul style="list-style-type: none"> <li>- Pursues an aggressive improvement cycle issuing regular software updates.</li> <li>- Touch screen.</li> <li>- Must be re charged of an evening.</li> <li>- No removable battery.</li> <li>- Menu is clear and well-ordered.</li> <li>- Visible in a business environment.</li> <li>- Simple to use for those intimidated by technology.</li> </ul>
<p><u>Features</u></p> <ul style="list-style-type: none"> <li>- Bluetooth</li> <li>- Camera</li> <li>- Video player</li> <li>- Speaker phone</li> <li>- Music Player</li> <li>- Keyboard</li> <li>- Email</li> <li>- Expandable memory</li> <li>- 3G speed</li> <li>- GPS</li> </ul>	<ul style="list-style-type: none"> <li>- Bluetooth</li> <li>- Camera</li> <li>- Video player</li> <li>- Speakerphone</li> <li>- Music Player</li> <li>- Email</li> <li>- 3G Speed</li> <li>- Wi-Fi</li> <li>- GPS</li> </ul>

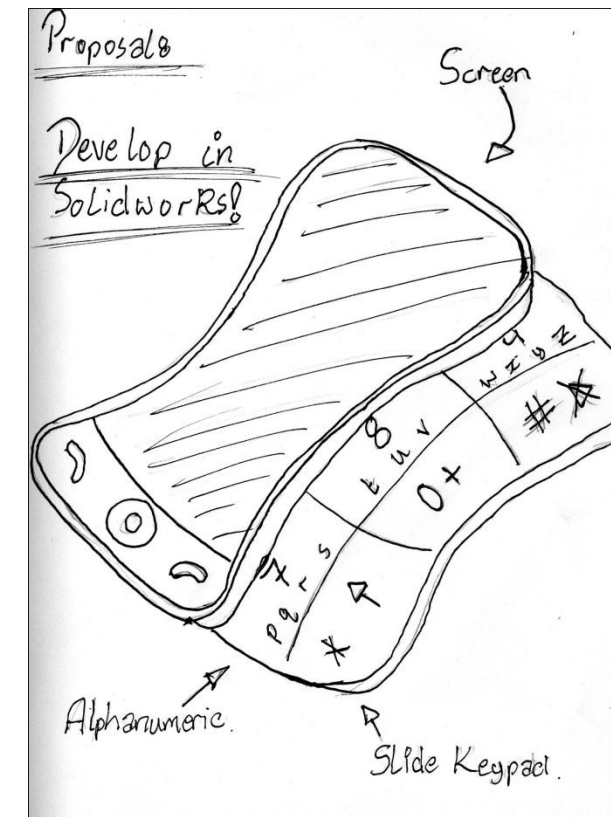
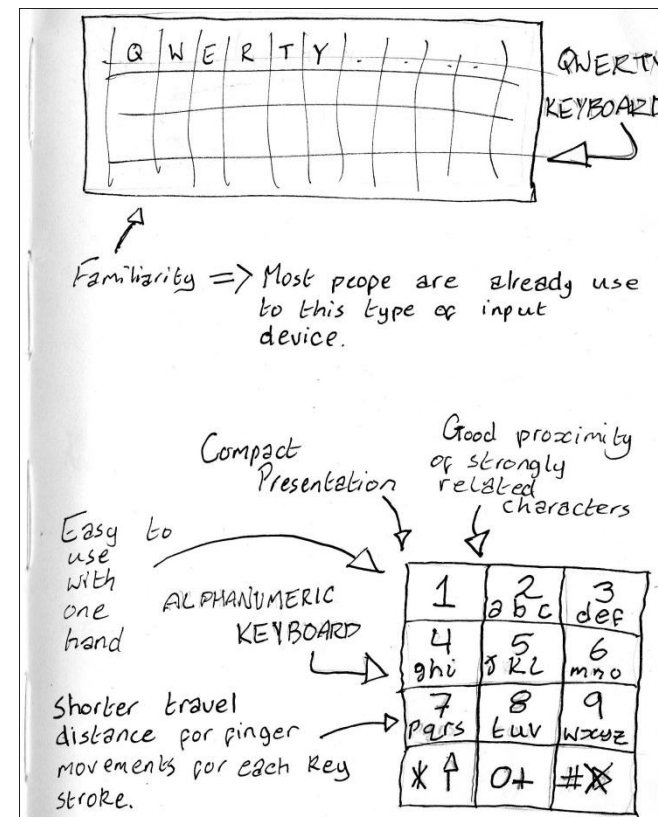
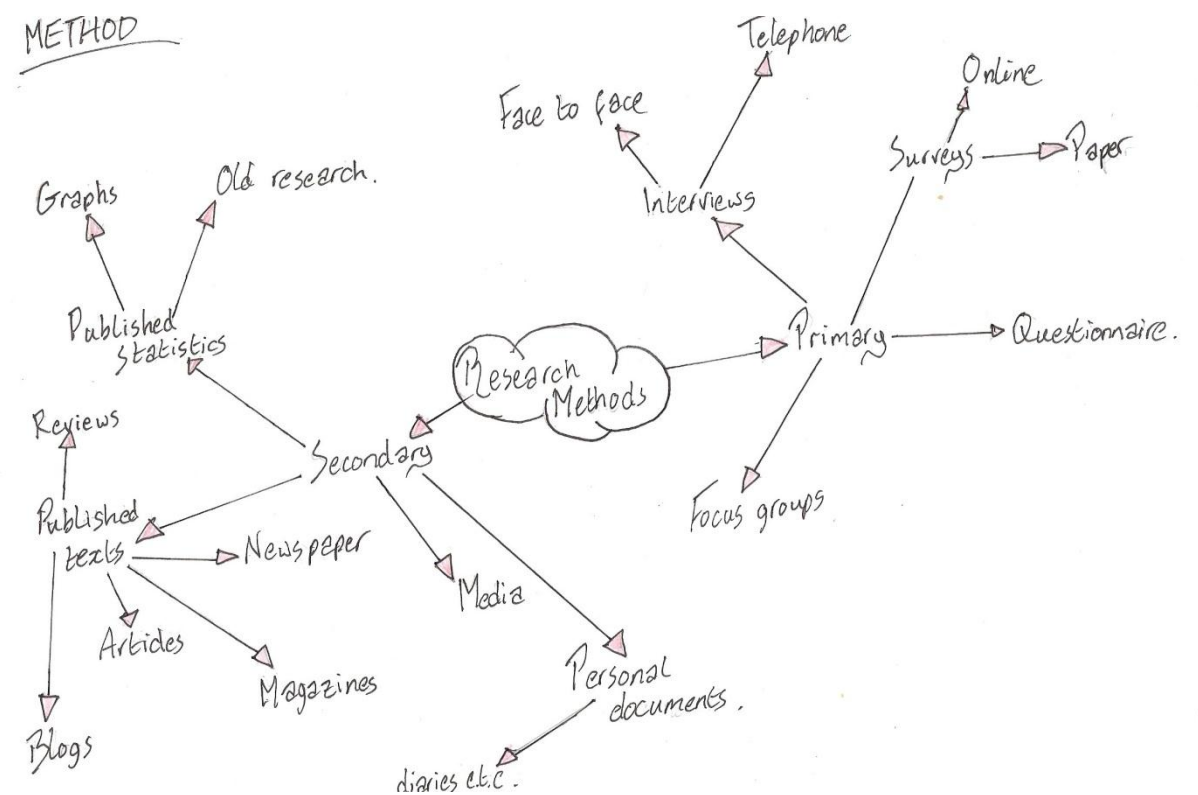
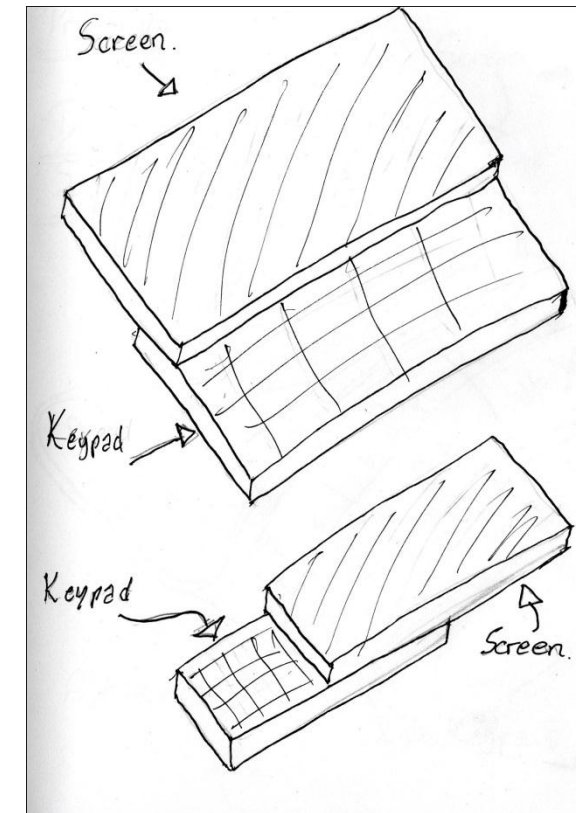
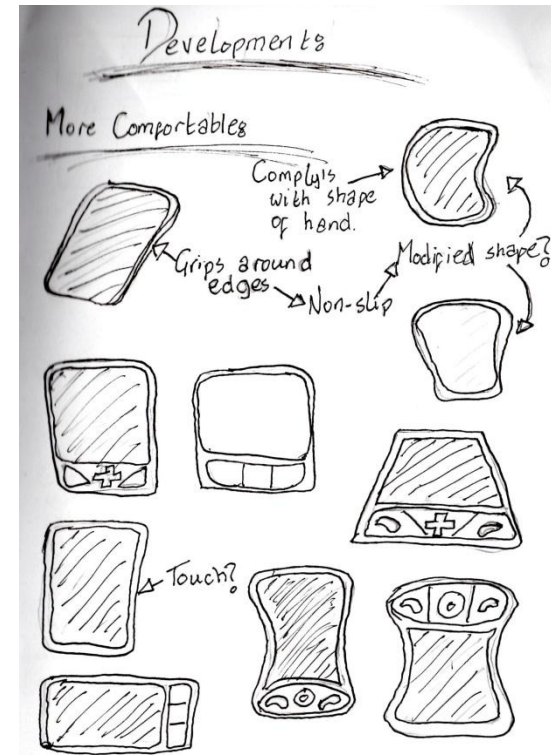
PRODUCT





**Further journal pages:**

The following pages show how I developed a suggested design for Blackberry. The pages consist of the development of meeting the main needs of the target market and combining that with the existing brands in order to modify and create a solution to the best of its ability.



## References:

[1] Company

Ownership: Copyright © 2011 Research In Motion Limited, unless **otherwise noted**.

Available at: <http://www.rim.com/company/>

Accessed on: 13/12/2010

### **Iphone gaining on blackberry market share**

Ownership: Copyright 2006 - Thoughts Media Inc.

Available at: <http://forums.thoughtsmedia.com/f384/iphone-gaining-blackberry-market-share-95768.html>

Accessed on: 15/12/2010

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### **The advantages of Acrylic plastic**

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