

case study

“intersection of design strategies”

UNIVERSITY OF ART AND
DESIGN HELSINKI



TeliaSonera

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KORHAN BÜYÜKDEMİRCİ

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mission



Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.



organize the **worlds information** and make it **universally accessible** and **useful**

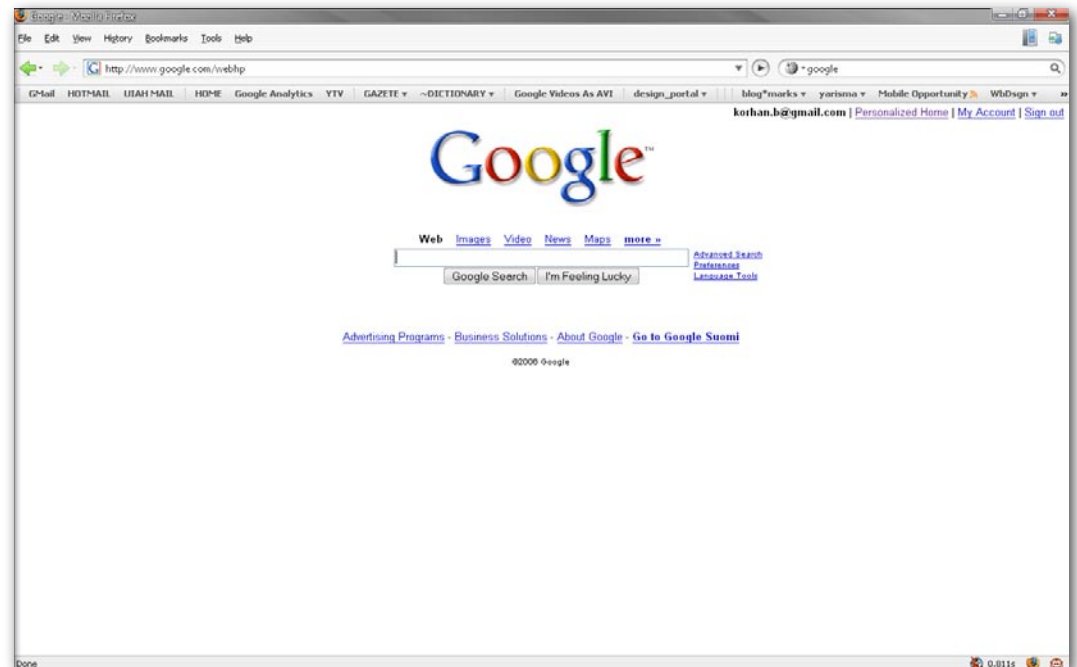
common brand values

simplicity
ease of use
user focused
fun & humour
memorable & different
innovative
personalisation
coherency



simplicity

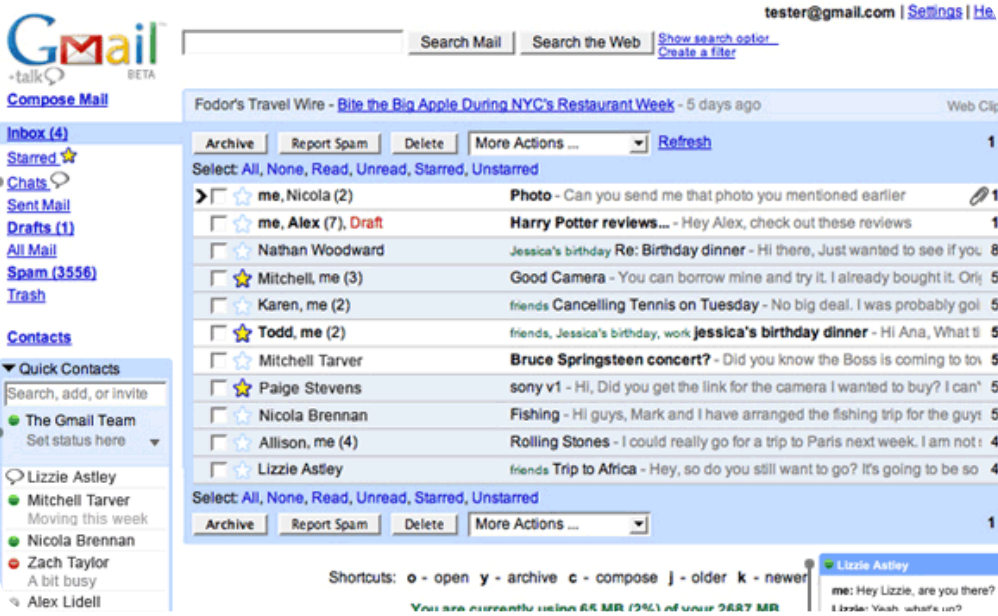
Simplicity is one of the common strengths of both Apple & Google. If we take example of Google home search page and Apple mini. They are both so simply designed. In Google web page there is only field to make search. And so much white space also.



ease of use

“As easy as brushing your teeth”

Logical navigational system and well design of menu elements makes the user experience better than competitors.



user focused



The MacBook Pro power adapter with MagSafe connector is just that: a magnetic connection instead of a physical one. So, if you happen to trip over a power cord, you won't send MacBook Pro flying off a table or desk; the cord simply disconnects, without damage to either the cord or the system. As an added nicety, this means less wear on the connectors.



Google Labs has been a showcase for some of their creations, and is a great platform to see what the public likes and dislikes. Recently they have adapted their "labs" to show products that are still in production (or "in the lab") as compared to those products and services which are ready to ship ("graduated from the labs") - although some of these graduates, confusingly, remain in beta.

Focus on the user

As it is stated in Google's philosophy, "Focus on the user and else will follow"

It is very obvious for both cases that products are user centred

user focused



First email with 2GB storage space

iPod

First MP3 player with 10GB storage (2001)

Success in identifying user needs

fun & humour



Apple Tv ads emphasizes how much fun to be an Mac user



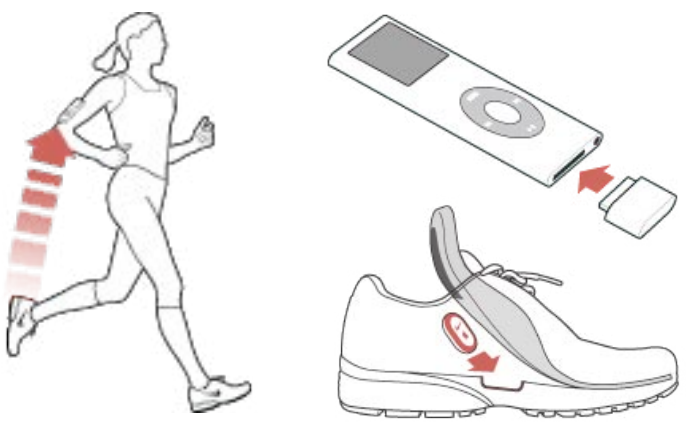
I'm Feeling Lucky button



April Fool's Day jokes

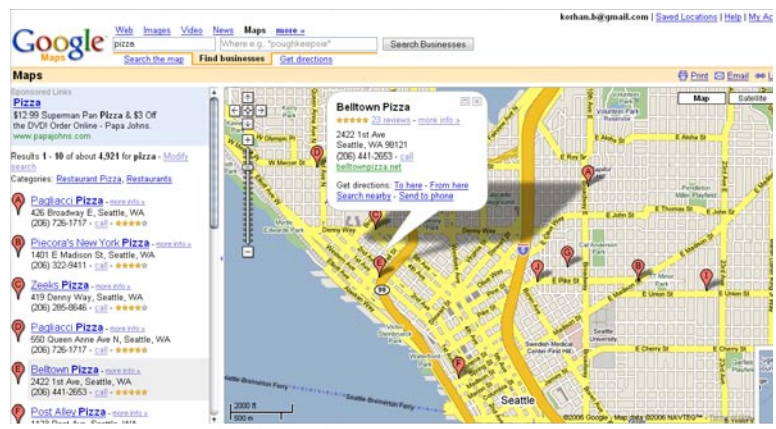
Google has a tradition of creating April Fool's Day jokes - such as Google MentalPlex, which allegedly featured the use of mental power to search the web. In 2002, they claimed that pigeons were the secret behind their growing search engine. In 2004, they featured Google Lunar (which claimed to feature jobs on the moon) and in 2005, a fictitious brain-boosting drink, termed Google Gulp was announced. In 2006 they came up with Google Romance

innovative



ipod connection with nike shoes

Continuous innovation



Google Local integrated with GoogleMaps

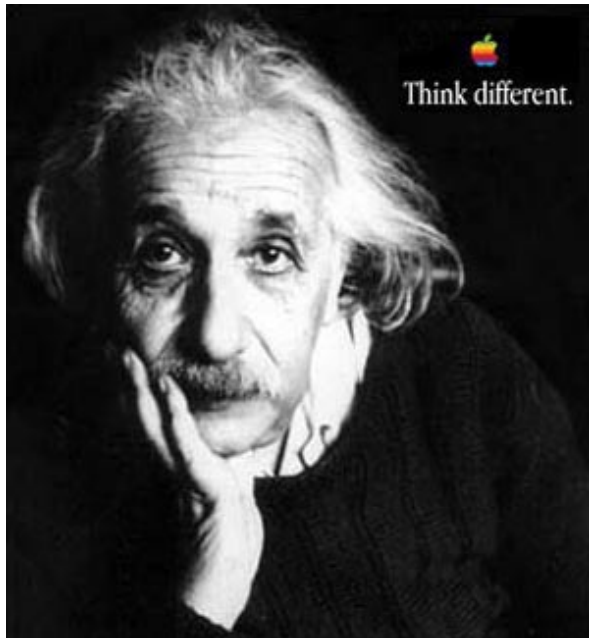


1983 The Apple Lisa was the first home computer with a GUI or graphical user interface.



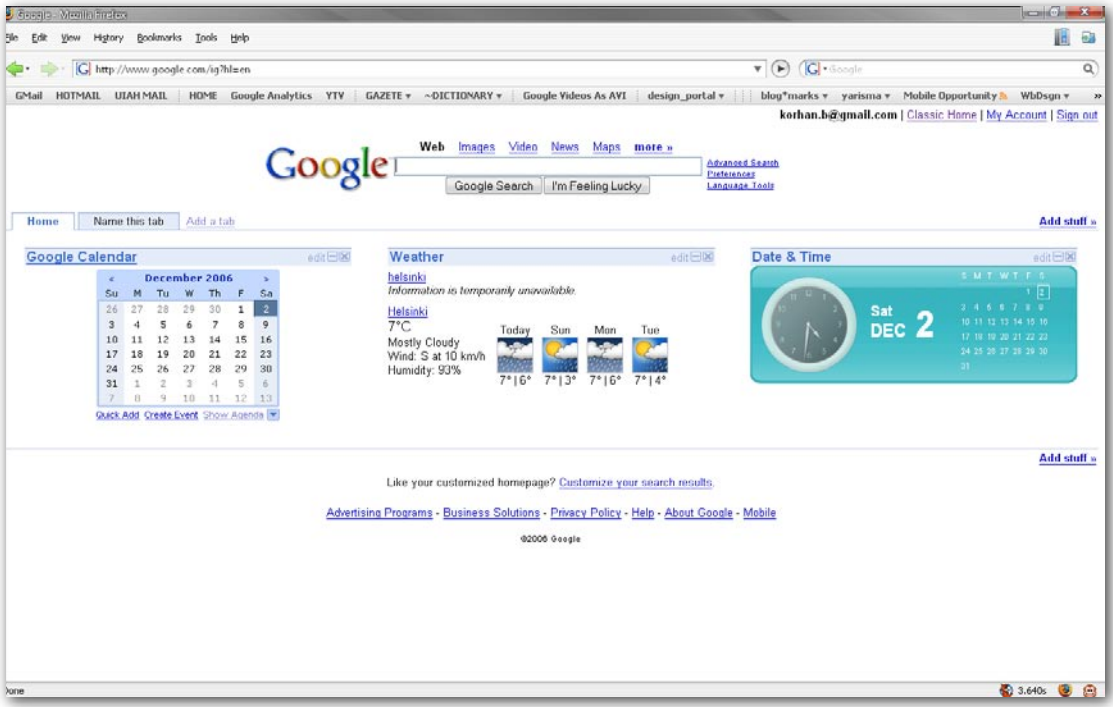
1998 Google Beta is the best search engine regarding to its smart system

innovative



Both Google & Apple are used inventors and artists in their communications.

personalisation



Apple personalizes ipods by laser engraving your texts. Google homepage could be personalized by adding your selection of widgets

Everyone wants to be special!

memorable & different



dell desktop Pc "dull stereotype"



Yahoo's website with too much information



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coherency

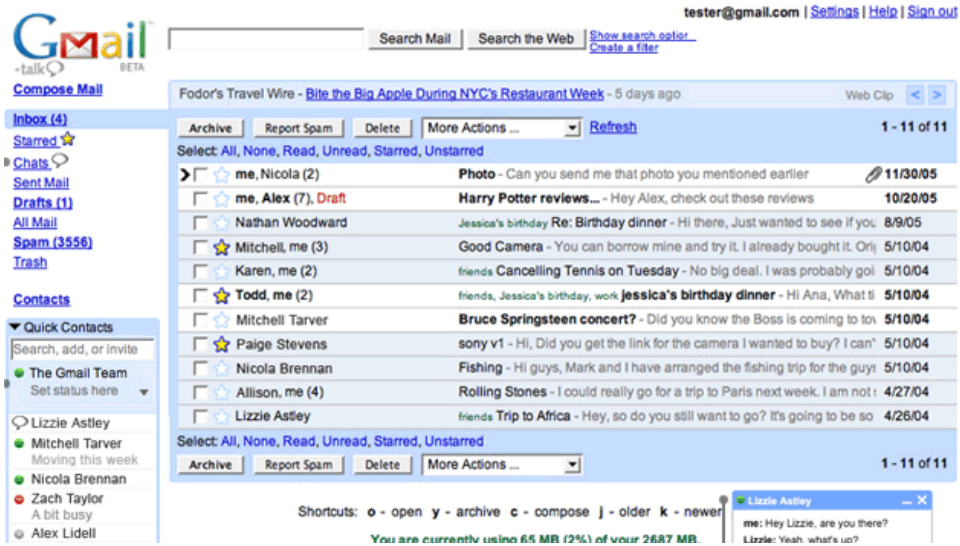


Apple's products and services are consistent through usability, product design, communications, retails



(Hint: It's a computer.)

coherency



Same Look & feel experience could be seen in many different google products. Especially simplicity, basic user interface, ease of use, similar interface types. Google is very consistent in the interface and usability of the products



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personality



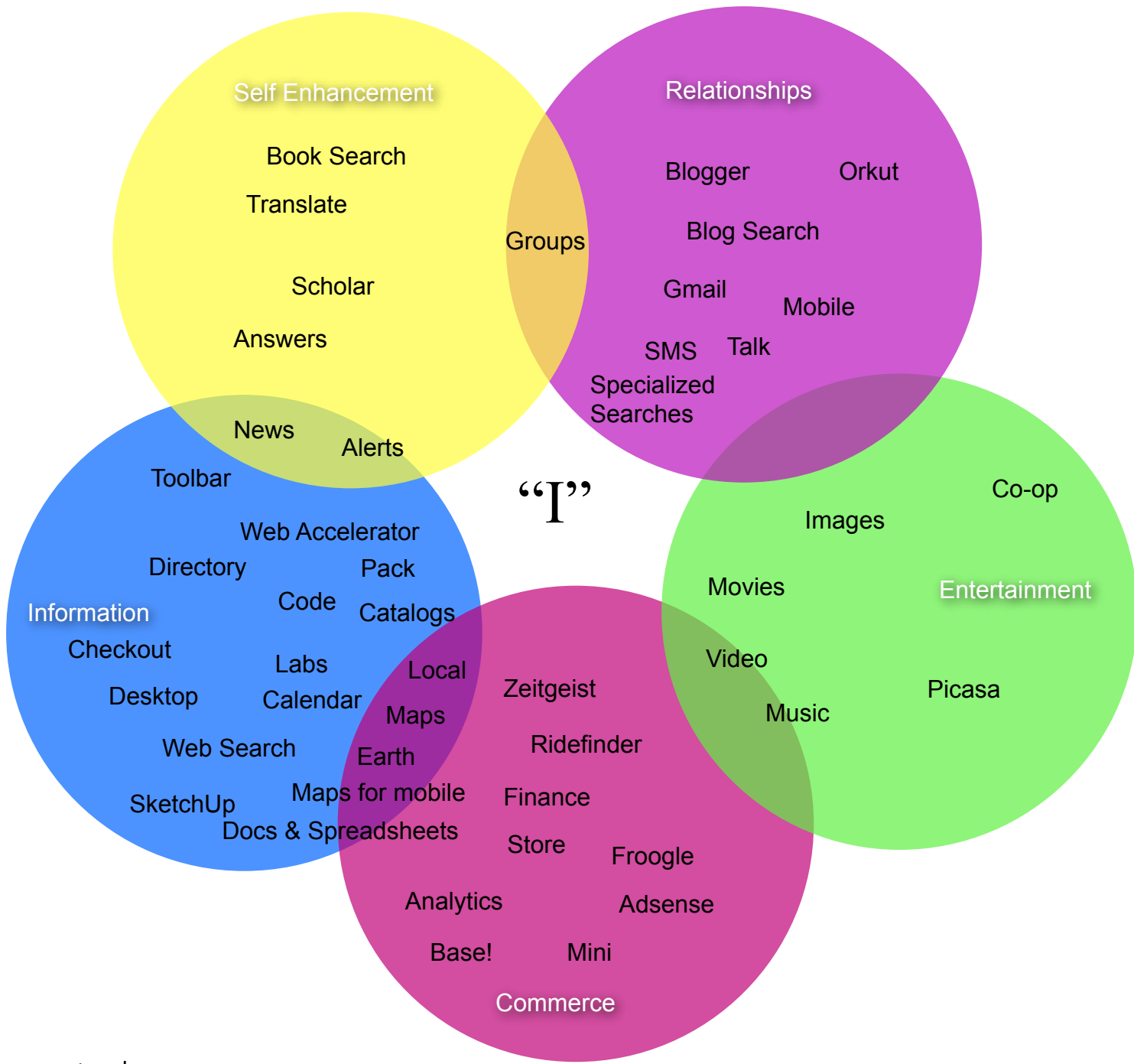
“Google take much of personality from its cofounders” Two researchers from computer science dept. of Stanford university.

Performance oriented ,efficient, fast, tech based, reliable, friendly, young, looking for fun



“Hi, I am a mac”
I am cool, trendy, young, friendly, casual, reliable, fast, looking for fun,

product strategy



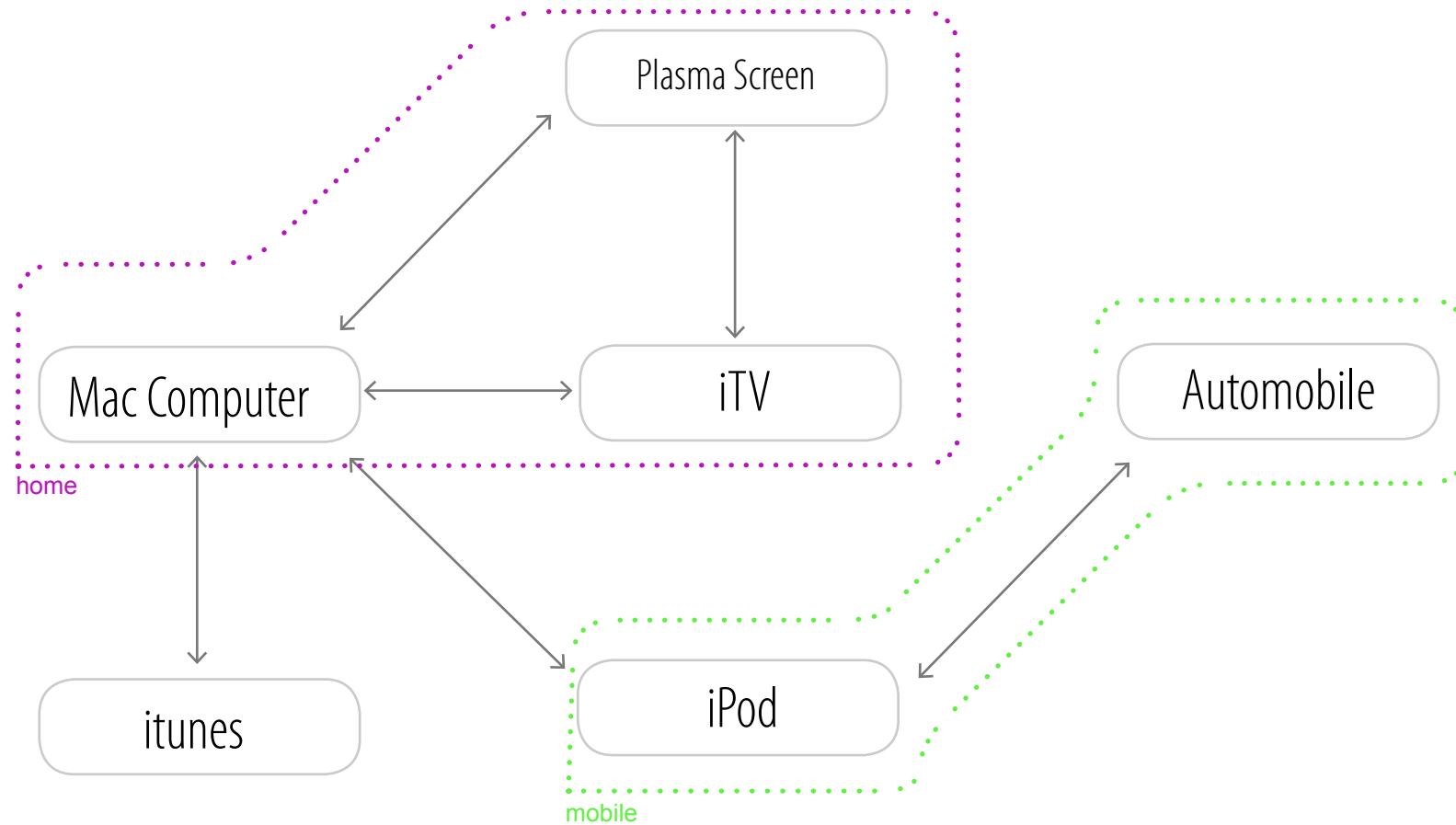
Google puts the user in the center

product strategy

The effect “multi-fonction pocket knife” (term of Marissa Mayer) is also very important. One can compare the handle of the knife to research on Internet and each tool to one of the services of Google. It is not always very near in term to functions of the knife, but it is always practical! And of course, one prefers a knife very equipped with a traditional knife. On this point however, there are grounds for to discuss. [Google gives you what you need, exactly when you need, in the place where you need,](#)



product strategy



Apple trying to be in the center position of multimedia content There are still missing parts of puzzle. iPhone or iPod 6G will increase these connections in between products

innovation strategy



Google
TechTalks

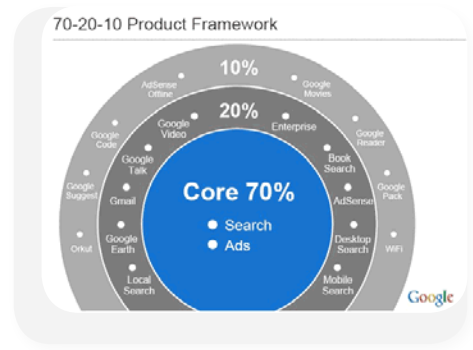
Tech talks are series of educational talks about different subjects

20%

20% percent (tech stuff)

Engineers at Google spend 20 percent of their times onto personal projects.

“Does Google have some kind of grand strategic plan for the new products it creates? Virtually everything new seems to come from the 20 percent of their time engineers here are expected to spend on side projects. They certainly don’t come out of the management team.” ERIC SHMIDT



70, 20, 10 (management stuff)

Managers spend 70 percent of time on the core business, 20 percent on related projects, and 10 percent on unrelated new businesses.

“Larry and Sergey are now operating under 70/20/10 too. They might spend their 70 percent time differently. Sergey, for example, has been looking at new ways of doing search quality, a new math around that. Larry has been pushing for some very new ad models. That would count in the 70 percent.” ERIC SHMIDT

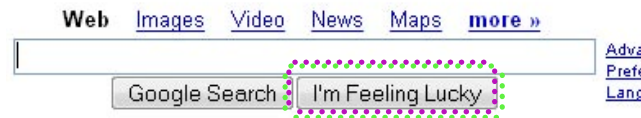
*Info is not available for Apple’s innovation strategy

branding strategy



Apple brand image is more design oriented, towards trendy and fun loving people. In Mac ad's humour is added to describe product itself, while on ipod ad's focus is more lifestyle with many colours, target is active young generation.

branding strategy



GOOGLE SPACE
BAA Heathrow



Googler insights into product and technology news and our cu

It's not rocket science (or maybe it is)

6/07/2004 01:27:00 PM

"Though women represent nearly half the U.S. labor force and more than half scientists and engineers employed in industry are women and only about 2% majors in engineering, physics, computer science, and similar fields are wo news, and that's a problem. But the [Anita Borg Institute for Women and Tech](#) programs that can change these numbers.

Google participates with the Institute to recognize outstanding women student technology through the Google Anita Borg Memorial Scholarships. The Institut winners: eight women who have each won \$10,000 scholarships, and 11 m



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"My sister-in-law found her mother after 34 years of searching by using Google. I just thought you'd like to know you helped us find our mom! -- Laurie M."

Google's branding is depending on emotional experiences. Google changes its logo during the holidays and celebrates birthdays of artists & inventors. Such as inventors, scientists... By celebrating holidays, adding fun elements to web site, making jokes on april 1st fools day and keeping a blog, Google tries to humanise brand appearance and tries to create small friendly company image and trust.

Google opened its first Google space in heathrow airport to provide information passengers. Google's first physical extension.

future strategy



iPhone
entering mobile communications market

mobile phone as a center device

“Since there are 1.4 billion mobile phone users, phone should be better platform than PC&Mac”

“We have to reduce number of devices in between us”

ERIC SCHMIDT

Apple community
emphasize on customers by opening more new stores

New Google experiences

Google expands into mobile + local + personalised
+ offline + physical world (heathrow airport)

iTv
to become the centre of home entertainment
Apple sells Warner Bros movies through itunes

Google acquires utube become center of video content

Google makes contract CBS and NBA to sell videos

WebOS web based operating systems

WebOS web based operating systems

Is YOUR BRAND

simple

easy of use

user focused

fun & humour ?

innovative

memorable & different

personalised

coherent