



Nokia Feature Stereo TV

IDEO Product Development

The Nokia Feature Stereo TV project is a TV-control interface consisting of a remote control and an on-screen display for Nokia's "Feature Stereo TV," the high end model in Nokia's TV product line. The interface is meant to help differentiate the Feature Stereo TV from the competition, convey a sense of quality and style, promote brand recognition, and of course be engaging and easy to use.

The interface supports a rich set of functions for a wide range of users, from the average couch potato to computer-literate AV enthusiasts to TV dealers and salespeople. The interface places oft-used functions in the most accessible layers of the interface and pushes more esoteric information and controls out of sight until intentionally revealed. The hand-held remote and the on-screen display are designed as a single interface, with the remote supporting the top level of the control structure. Dedicated

controls on the remote support frequently used functions, with the on-screen interface providing a more extensive set of options. ☺



These screens show different LED functions, level indicators (left) and item selectors (below). Originally a custom anti-aliased font set was to be used, and therefore all characters would be upper case in a relatively high resolution. However, due to memory constraints, standard ROM characters were actually used. The use of only upper case text initially remained as part of the interface's character. In the final design, upper and lower case characters are used.



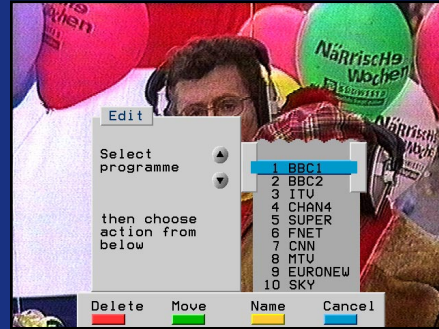
Easy to learn and use

(Marc)

The designers were facing a lot of limitations. The display and processor in a TV are far less capable than the typical desktop computer. The design has to be immediately appealing (for sales) and usable over the long term by a wide variety of people. And even though these users have bought a feature-rich TV, they don't want to spend a lot of time learning how to use it. They just want to watch the Lucky Gourmet or Fishing With Wally or whatever, hitting the right buttons without thinking much about it. IDEO's design is a solid and sensitive attempt to balance rich features with ease of use in the midst of all these competing constraints.

(Lauralee)

It seems that a lot of thought and ergonomic/human factors study was given to the relationship of the hard controls on the remote artifact and the soft controls on the screen. The representation of screen controls have a very similar appearance to those on the remote; e.g. the four arrow key indicators on the screen look similar to the four arrow keys on the remote handset—direct visual mapping is good.



Effective design process

(Harry)

In terms of the completeness of the process, and the sensitivity of their research and analysis, I think this one is good by any standard, and it is by far the best thing here.

This is the only piece of documentation that considers the users conceptual model.

