



DEFINITION BY DESIGN

Project: Symbian.Org Site Brief
Agency: Miura, 15c Micawber Street, London, N1 7TB
info@miura.gi
www.miura.gi
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Author: J Garcia
Client: Symbian Foundation, 1 Boundary Row, London, SE1 8HP

Symbian.org - The brief

The Symbian Foundation facilitates collaboration across mobile phone providers towards the development of free open source software.

Symbian kicked off a project to develop a community-oriented site. But for a community of potential millions. Its aim was to create a world-class return-destination and primary launch pad for all users -- offering superb usability, design, verbal identity, functionality and content.

The site was to announce Symbian as a platform of immediate and lasting importance, engaging with developers, press, corporate and c
www.symbian.org would act as a consolidating force for Symbian's online presence, bringing together product, press, foundation information, practical guidance and community functionality (forums, blogs, tweets and all other forms of to-and-fro among the community at large). The site was to accommodate a range of mobile devices -- including flagship handsets from all Symbian partners such as ie Nokia, Samsung, LG, Sony Ericsson, and including iPhone, Android devices, all in all, covering in the region of 120 handsets.

The challenge

Consumers – for the well-initiated, the uninitiated, and everyone in between. A human, welcoming and distinct tone of voice was extremely important. The whole site was to be organised around the idea of making a real person's voyage around the Symbian world a pleasant, rewarding and memorable one. Symbian needed to engage with the wider community in an appealing and relevant way. The site was to be a showcase of Symbian wares and ways. In turn, this community had expressed their wish for reciprocal, user-to-user communication – a free exchange of comprehensive information.

The leadership team for the Symbian Foundation articulated an ambition to produce a groundbreaking, world-class online presence.