

## Swedish redesign of Android UI for the Japanese market

*Ocean Observations makes their official debut in the much secluded telecom industry of Japan with a branded Android effort now launched in the Japanese market.*

It was in the beginning of 2009 the Swedish design company Ocean Observations was offered the challenging and exciting project to do an extensive customization of the Android platform for Japan's second largest operator KDDI. The goal was to adapt the graphic user interface to the Japanese market and offer a uniquely branded experience for the operator's customers.

Although providing one of the most advanced and service oriented mobile armadas in the world, the operators and manufacturers have struggled with the emotional aspects of the user experience due to limited hardware capabilities of yesterday's mobile phones. The fully loaded devices have often lacked a clear structure for navigation and orientation. With their new device IS01 running Android, KDDI took the chance to make a difference in the market stepping away from the 'logo-on-hardware' strategy and making the interface usable and thoroughly corresponding to their values.

"The Android OS has really given our industry a much needed vitamin injection. But it poses one immediate problem for any major player - you basically offer the same experience as everybody else", says Mayako Fagerfjäll, Managing Director at Ocean Observations. "KDDI acknowledged this and gave us one of our dream challenges, making a good thing better"

Max Rudberg, graphic designer of the Lucid GUI explains: "we wanted the user to be able to easily personalize their phone and based the graphic concept on this goal. Since the most basic form of customization is to change the wallpaper, we decided to make the wallpaper an integral part of the design. By making the interface transparent the wallpaper shines through in a beautiful way. The wallpaper changes the colour of buttons, widgets, icons and windows, effectively setting the mood for the whole phone."

"KDDI is very excited to work with Ocean Observations and its team to offer innovative user interface to Japanese mobile users through our products" said Mr Takashi Shigeno, General Manager of Open Platform Depts. at KDDI.

### **About KDDI**

KDDI is the only Japanese information and communications company that comprehensively provides all communications services, from fixed to mobile. KDDI is aggressively working towards realization of the coming Ubiquitous Network Society through its ability to develop leading-edge fixed and mobile communications networks, and services to support them, and through the ability to carry out technical R&D at a level unsurpassed anywhere.

### **About Ocean Observations**

Ocean Observations was founded in 2001 and is an award-winning design agency focused on making connected consumer products beautiful, fun and easy to use. Ocean is located in Stockholm, Sweden but work with clients all over the world. Some of them are among the most influential companies in the industry, such as Nokia, Vodafone, KDDI, Skype, Ericsson, Hutchison 3, Samsung and Huawei. Our team is a sweet blend of interaction designers, graphic designers, industrial designers, design strategists and business developers.

For more information please visit [www.oceanobservations.com/brandroid.html](http://www.oceanobservations.com/brandroid.html) or contact Mayako Fagerfjäll, [mayako@oceanobservations.com](mailto:mayako@oceanobservations.com), mobile: +46-708717282.