

Design Effectiveness Award Entry 2014

Project Title

BT6500 product range

Category

Consumer Product (6)

Sub Category

Budget > £30,000 (6.2)

Client Company

BT plc.

Design Consultancy

Alloy Ltd.

Current Date

28.06.13





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Executive Summary (250 words)

This submission demonstrates the benefits of the ongoing commitment to commercially effective design between BT and Alloy.

The partnership is built on a vision of balancing commercial, technical and design challenges to deliver better user experiences through a diverse range of devices and services across numerous market segments.

In 2012 Alloy & BT undertook a review of DECT devices sold, and developed an integrated modular technology & design strategy that would reduce costs and maximise customisation. The 6500 range is the first expression of this new strategy, providing practical experiential benefits to users, and utilising advanced technologies to block nuisance calls.

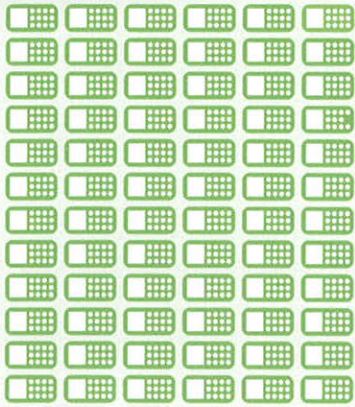
Launched less than 6 months ago, the 6500 range has had an immediate and significant impact on the market, becoming the No.1 selling device, outselling its nearest competitor by 79%, and becoming BT's fastest selling device of all time.

As a result of the new modular technology and design strategy, the 6500 range costs 19% less than a comparative model for BT to procure, yet is able to command an average selling price of £60, 2x the market average. It is currently outselling the previous model by 4x, and has helped to increase BT's overall market share to a 2 year high of 45.3%

An overview of the results can be seen on the following page.



Executive Summary Results



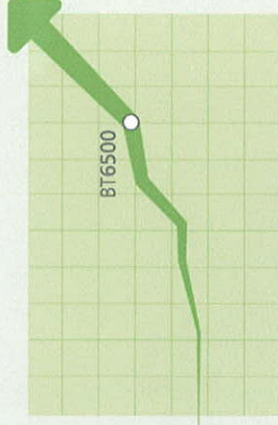
185,000+
units shipped since launch

**BT'S FASTEST SELLING
PHONE OF ALL TIME**

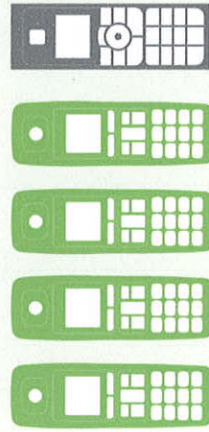


**19% REDUCTION
IN BUYING PRICE
RELATIVE TO
VERVE450**

▲45%



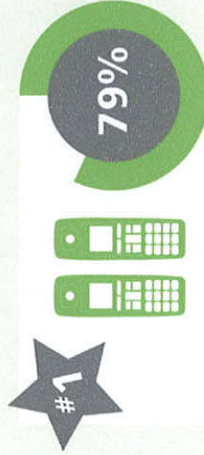
Helped drive BT market share to a
2 year high



BT6500 outsold Verve450 by 4:1

**BT6500 Twin was the highest seller
in the market* outselling its nearest rival**

*By value between Mar-May 2013



**BT6500 AVERAGE
SELLING PRICE**



**MARKET AVERAGE
SELLING PRICE**



**BT6500 received
more PR coverage
than BT Infinity**
(Premier Broadband product)

Project Overview

Project Brief

The 6500 range was developed following a strategic review of the BT device range, establishing a modular technology strategy that seeks to use common componentry across BT product ranges.

In parallel, Alloy developed a modular design strategy that mirrored the technology strategy with common tooling and parts for all BT devices. A design identity system was developed to allow a flexible architecture of colour, finishes and materials to be applied around a set of cohesive product attributes. The attributes focus on experiential elements rather than decorative styling, the core components of which can be seen on this page.

The system was applied to one of 3 'families' of devices, each offering 3 distinct value propositions within them. The goal of the design strategy is to integrate and deliver the technology strategy.

Integrating both strategies maximises BT's ability to provide a diverse product range whilst minimising cost and material use.

cont/d...



Ergonomic Arc – devices that are subtly contoured



Touch Textures - using colours, finishes and materials to make devices more tactile and engaging



Ear Bowl – to enhance audio quality



Audio Performance - devices that provide hi-quality audio connection



Waisted contours – a subtle 'waist' to the devices that sits more comfortably in the hand



Intuitive UI – developed in partnership with users

Project Overview

Project Brief cont/d...

The technical innovation unique to the 6500 range is an advanced call blocking service that limits the number of nuisance calls a user receives. The service is embedded into the hardware and software of the device, and a key goal of the design project was to ensure that the functionality and benefits are understandable and easy to use.

The 6500 range represents the premium offering of a BT family of products. It is also the first product launched under the new strategy, it has acted as a 'halo product' for the strategy, and embodies the BT brand and business strategy in a mature market.

Product Description

The 6500 is a home telephone utilising DECT technology that allows wireless communication between handset and base within the home. The range contains 2 products - a telephone, and a base unit with / without an answering machine (TAM). These are 'bundled' into packs of 2, 3 or 4 phones. *Images of the range can be seen in the Appendices.*

cont/d...



Project Overview

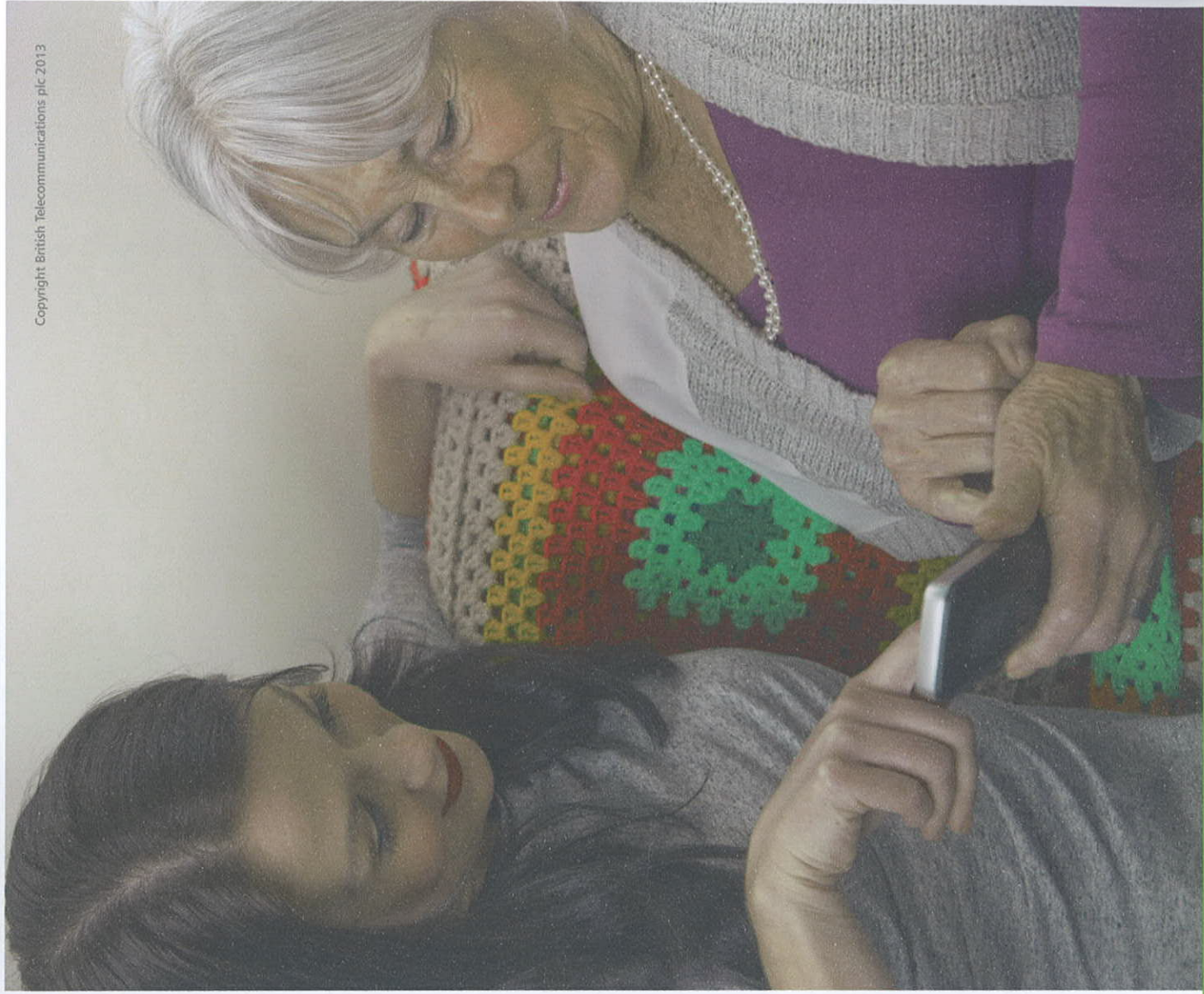
Product Description *cont/d...*

Each handset enables the user to selectively control and block incoming calls, to set the phone to 'do not disturb', yet still allow 'VIP' numbers to call. The settings are provided in the top level of the UI.

Overview of Market

As a network, BT provide devices that promote the brand & encourage use of its copper & fibre network. The high profile Home Hub & Vision Box are bundled into premium service packages, but BT telephones are sold through a variety of High St., online and 'shed' retailers.

After over 10 years of market growth, the DECT cordless market can be considered mature. The value of the core wireless technologies has been eroded by other technologies. The market has a huge diversity of SKU's with price points varying from £10 - £160. The global value chains established by the major brands have lowered the cost of market entry, and there are many smaller SME businesses competing in the same market, offering a diverse product portfolio. The result is that no single product



Project Overview

Overview of Market *cont/d...*

dominates the market, with a diverse supplier base led by brands such as Panasonic, BT & Siemens.

The market for landline telephones has diminished as it reaches saturation point, with 92% of the population owning a landline. Furthermore, other technologies and applications have emerged (e.g. mobile phones & Skype) that have eroded the market for landline telephones. However, these trends are not universal, and have had greater impact in younger market segments (67% of 18-35 yrs old owning a landline).

Despite such changes, the landline telephone (corded / cordless) remains a vital point of connection for families and the elderly, and the market is worth just over £118m p.a in the UK alone.

Project launch date

January 2013



Project Overview

Size of design budget

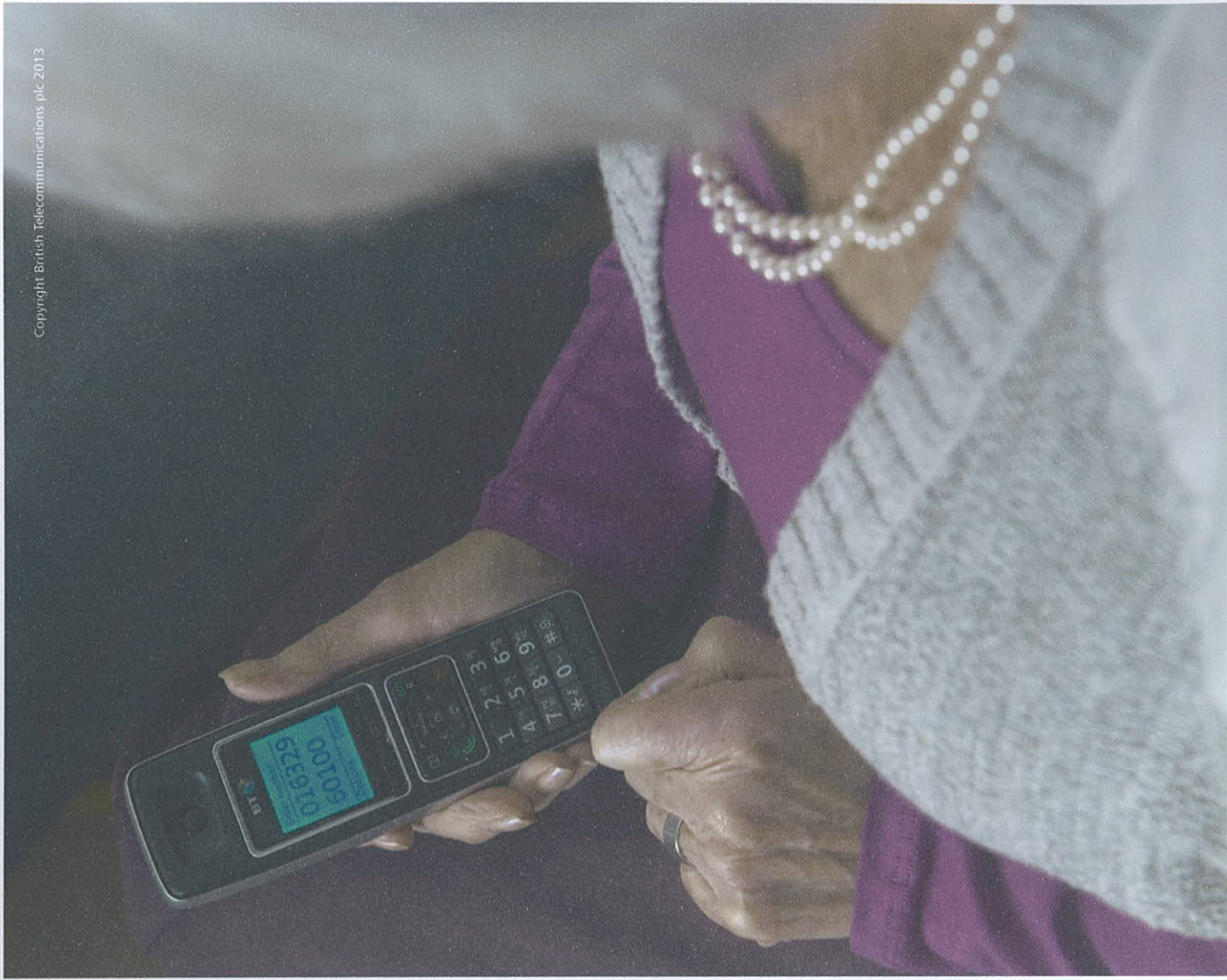
The project was undertaken within a wider BT relationship, and so project costs can only be estimated. Based on Alloy timesheets and records, we estimate the 6500 project cost BT **£122,000** for Alloy to define, design and support the development of the devices through to market launch.

Outline of design solution (287 words)

One outcome of the diverse supplier base is a proliferation of devices focused on decorative styling, often at the expense of usability. The 6500 represents a **'back to basics'** approach to innovation. We sought to create a telephone that was easy to use, comfortable to hold, that sounded better, and was appropriate to users environments.

Alloy's solution focuses on design fundamentals – to help and enable people by defining and optimising technology around their needs, and to provide a better experience for the user. In this instance, our goal was to provide **better** audio quality, more **comfort** when speaking, and an **intuitive** way to manage nuisance calls.

cont/d...



Project Overview

Outline of design solution *cont'd...* (287 words)

The 6500 range is the icon of the renewed BT design language. It is the first product released to market that expresses the commitment to practical, experiential benefits such as;

Ergonomic Arc - the handsets are subtly contoured to be more comfortable when held against the users' head as they talk.

Waisted contours - the handsets have a slight waist to them so that they sit more easily in the hand.

Touch Textures - surfaces where the user holds the handset, such as the back, have engaging textures to provide both grip and tactility.

Ear Bowl - designed and engineered to enhance the audio quality when used in the hand.

Audio Performance - both handset and base have surfaces that have been optimised to enhance the audio quality of speakers.

Handsfree - the handset has an additional speaker on the rear to provide better handsfree calling.

Intuitive UI - the UI was optimised to showcase the nuisance calling features, integrating on screen interaction with a wider physical interaction architecture, and was tested extensively with users to ensure its suitability for the market.



Ergonomic Arc



Touch Textures



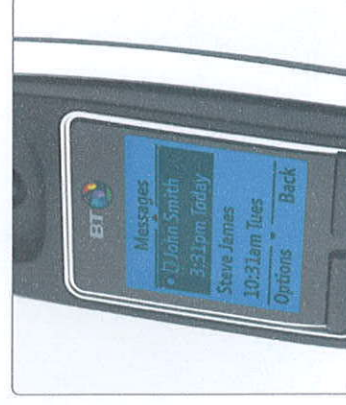
Ear Bowl



Audio Performance



Waisted contours



Intuitive UI

Other Influencing Factors

Marketing communications activity

BT undertakes major advertising and branding campaigns that focus on premium services such as BT Broadband and BT Vision. Whilst these campaigns do not promote the 6500, we recognise the wider benefit they have on the broader BT business and brand recognition. Indeed, the BT brand is one of the most recognised and trusted brands in the UK, and again, we recognise its role in reassurance during the sales process.

Like any technology brand, BT support sales efforts with key partners and channels through price promotions and special offers. BT plan such promotions. For example, the evidence highlights Q2 2013 price promotions across the range. The effect of these promotions can be seen in the supporting evidence, where sales volumes rise higher than sales value during April (where covered).

A small national press advertising campaign supported the launch of the price promotion. Advertisements were placed in several newspapers. The total cost of the campaign was £57,724, a copy of the advert can be seen on the right of this page.

Block nuisance calls.
 The new **BT6500 Nuisance Call Blocker** helps make sure the calls you get are the ones worth answering.
From £34.99 (Save £10).*
 Save £20 on packs with 2 to 4 handsets.

RING RING

Go to bt.com/shop/BT6500

amazon John Lewis Argos Sainsbury's

*Offer ends 24th May 2013. To block nuisance calls, you'll need the Caller Display service enabled from your network provider. Charges may apply. Currys and John Lewis stock the BT6500 which is the same phone as the BT6500. Prices are inclusive of VAT. 50p economy delivery for online orders on bt.com/shop. For more information, visit bt.com/stopnuisancecalls. BT Shops are not responsible for any phone theft. For more information on the BT6500, visit bt.com/stopnuisancecalls. BT6500 is a registered trademark of BT. Copyright © British Telecommunications plc 2013. Registered Office: BT, Newgate Street, London EC2A 7AL. Registered in England No. 1650000.

Appendices

- Appendix 1 Hero photograph
- Appendix 2 Handset in use photograph
- Appendix 3 Audio performance photograph
- Appendix 4 Rear detail photograph
- Appendix 5 Customer reviews from Argos

Appendix 1

Hero photograph



Appendix 2

Handset in use photograph



Appendix 3

Audio performance photograph



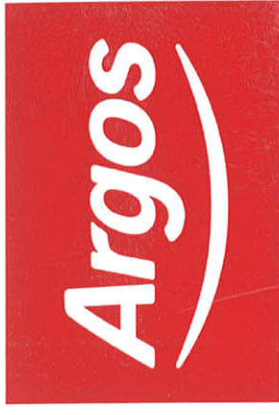
Appendix 4

Rear detail photograph



Appendix 5

Customer reviews from argos.co.uk



"Fairly easy to set up, nice loud ringtone, can hear answer machine clearly, and so pleased not to have any more nuisance calls - a good buy. :-)"

"clear easy screen to read .Tone is very good."

"great at last im free from international calls and more, these are no problem now so easy to use"

"Nice looking 'phone, easy to set up and use. Good value for money-"

..... " great phones and would highly recommend."