Analysis why nokia n failed in the market marketing essay

Nokia Corporation started in 1865, when engineer Fredrik Idestam established a wood pulp mill in Finland and started manufacturing paper followed by a rubber factory and expanded its business to Electronics (Nokia 2008). In 1968, Nokia moved to telecommunications market and played a pioneering role in the early evolution of mobile era. This move was perhaps the most important decision in its history, as it has taken Nokia to new heights. (Nokia 2010, Story of Nokia). In 2007, Nokia was recognized as world's fifth most valuable brand and is topmost mobile vendor from several years.

Nokia found its most of success in African and Asian markets (Nokia 2010, Nokia Now: 2000-Today). Recent statistics shows that Nokia has 47. 22% of market share in the world (67. 42% in Africa, 63. 97% in Asia, 37. 24% in Europe, 34. 62 in South America and 3. 53% in North America). Despite of higher market shares in the world when it comes to UK it just holds 18. 74 % of market share (GetJar 2010, Nokia Market Share).

Nokia launched its long awaited new model N97 on 19 June 2009, with newly introduced QWERTY keyboard and a massive 32 Giga Byte of on-board memory with 89mm (3. 5-inch) touch screen, HSDPA and Wi-Fi, 5 megapixel camera and newly introduced OVI store installed. It was Nokia's best smartphone ever made in history. (Flora Graham 2009, Mobile Phones)

Problem Identification:

Nokia has faced rigid competition in last few years from the like of Job's iPhone, RIM's Blackberry and Google's Android. People have moved on and a game of Snake and a nice ringtones are no longer sufficient to persuade

customers. It's all about apps now days which seems to be the biggest problem for Nokia mobiles (Management Today 2010, Nokia). Nokia N97 was launched on the same date as of its biggest competitor iPhone 3GS. It could not compete with iPhone 3GS and failed with higher margins in the market despite of its better hardware specifications (PR News 2009, Nokia N97 vs. Iphone 3GS).

Competition was just one of the reasons why Nokia N97 botched. Reviews illustrates that the iPhone's success was due it's touch screen technology, sleek design, light weight, higher processing speed, better internet usage and specially its App store with thousands of new applications. Nokia also introduced OVI store but it failed due to a vast variety of smart applications for everyone in Apple's app store.

Moreover, Consumers started having many of hardware, software and memory problems just after few hour of buying. Early reviews demonstrate that N97 was not user friendly, lower sensitivity in touch screen with no multi-touch and lower Battery life (Flora Graham 2009, N97 Review). Following is the list of problems and bugs in N97,

1. 3G causes N97 to reboot continually.

2. Music Playback kills the battery very quickly.

3. Scratches on the lens plastic due to faulty design on lens Cover.

4. Hitting certain keys on keyboard caused handset to freeze.

5. Non-User friendly browser, one has to end full screen mode to enter new URL.

6. Memory-full errors occurring repeatedly even after mass 32 GB memory.

7. Unlock Slider doesn't work some times.

Some of other early problems were fixed after the Firmware update (Godfather 2009, Bug List).

Key Objectives:

Objective of this report is to do a marketing research on Nokia's N97 and find out ways how can Nokia can improve its future mobile phones and gain back the market shares globally. Key research objectives are as follows,

' To examine consumers' perception towards Nokia N97

' To examine why do people buy High-tech mobile phones.

' To determine the reasons why N97 failed in the Market.

Research Methods and limitations:

In this report, primary research will be done in order to gain deep insight to the problems Nokia N97 is facing. Primary research is about acquiring the original data about the product and the market. Primary research data is the data which has not been published before and has a specific purpose behind it.

Moreover, Qualitative research and analysis will be done. Encyclopedia defines qualitative research as follows,

'Research that seeks to provide understanding of human experience, perceptions, motivations, intentions, and behaviors based on description and observation and utilizing a naturalistic interpretative approach to a subject and its contextual setting' (http://www. encyclopedia. com/doc/1O62-qualitativeresearch. html#citationanchor)

As the topic of this research is the problem of Nokia N97 qualitative research will help towards understanding the experiences of the users of N97 and perception of non-users about this product.

Moreover, in Qualitative research data is collected from a small number of respondents. It is very helpful towards defining the problem and identifying the determinants which are the main cause of the problem. In short, qualitative research method can provide realistic results and also shows the natural emotions of the people towards Nokia N97. (http://books. google. co. uk/books? id= mlS51EoDCa4C&pg= PA3&dq= definition+of+qualitative+research&hl= en&ei= MFcyTJjcHJWnsQbbhdzNBA&sa= X&oi= book_result&ct= result&resnum= 3&ved= 0CDsQ6AEwAg#v= onepage&q= definition%20of%20qualitative%20research&f= false)

However, in depth interviews will be conducted with the people who are the users of the high-tech mobile phones such as Nokia, Iphone and BlackBerry. The reason we selected to do interviews is that the Interview is the most extensively employed method in qualitative research. There is flexibility of

the interview which actually makes it so attractive (www. oup. co. uk/pdf/0-19-874204-5chap15. pdf). Interviews gives a relaxed environment to the respondent and the respondent feels centre of focus so gives a better answers. Probes will be used to increase the information which will be use for analysis.

The number of interviews will be 10 and then will be analyzed accordingly according to the key trends and the themes. Five Nokia N97 users (current and ex-users) will be interviewed to get a better understanding. Permission will be asked and Interviewees will be assured that their names and information and responses will be anonymous and will not be used for any other purpose.

Limitations:

However there are some limitations and drawbacks for interviews as any type of research will have. As for the interviews, the interviewer must be appropriately trained and should know interview techniques and one must also have skills for analysis. So it would be difficult to give an appropriate research finding because of no experience and needed skills.

Moreover, the biggest constraint is time constraint. An interview consumes a lot of time and the time is very limited. So only 10 interviews will be taken and the interviewees will be from Brunel University.

Research Finding and Analysis

Q1. Which Mobile Phone do you use and why?

1. 'I use Blackberry curve and why I use it is may be because It is much user friendly'

2. 'I am using BB bold and I am sticking to it due to their fast and secure email service (internet Usage) which suits my job perfectly'

3. 'I use iphone3GS because of its Apps'

4. 'IPhone the loveliest phone ever I use it because it has amazing apps for everyone. It's just amazing'

5. 'I am using iphone from the time when 2G was released and currently I am using iphone 3GS because it's fast, it has amazing applications, easy to use and especially remarkable for internet use'.

6. 'I am currently using BlackBerry Bold because it is easy to use (user friendly) and its cool (fashion)'.

7. 'I use iphone 3gs and there are uncountable reasons behind it. Like internet usage, music, touch screen (user friendly) and of course its applications'.

8. 'I am using iphone 3GS and I use it for uncountable reasons. It has many cool games (Applications) due to which you can't get bored and it has a stylish look as well'.

9. 'I am using Nokia N97 because I bought it for '500 there is no particular reason behind it. I just use it'

10. 'N97 because I like taking pictures and it has a good 5Mpg camera and its good for messaging as it has a nice keyboard'.

Main reasons behind High-tech mobile Phone usage

Reasons Number of responses

User Friendly 5

Applications 5

Fast Internet Usage 3

Design/Look 3

Number of Interviewees: 10 users of high-tech mobile Phones

Majority of respondents gave more than one reason when they were asked about why they are using a particular mobile phone. So the numbers of responses towards a reason are more than the total number of respondents. Main reasons were four which includes User Friendliness, Internet Usage, Applications and Design/look. 5 respondents believes that they use their mobile phone because it its user friendly and easy to use. This represents that people buy those phones which are more easy to use. 5 Respondents believes that the mobile phone they are using have good application for everyone. However, when we talk about Nokia, it is way behind in the competition of applications.

3 respondents thought that their current mobile phone has a good design/look which means that it is fashionable due to its unique design. 3 responses were given towards the internet capabilities of their mobiles.

Q. 2: If you go to the market to buy a mobile phone (other than your existing phone) what kind of specifications you will be looking for?

1. 'Well I will look for its battery timing, camera, music capabilities and internet capabilities'

2. 'Well if a mobile is user friendly I don't mind buying it but it should have faster internet browsing capabilities so that I can browse through my emails all the time'.

3. 'I think I will go for a mobile with a sleek design and loads of good applications'.

4. 'I believe I will go for a trendy, fashionable and stylish mobile'. (Design)

5. 'I will go for iPhone again because I think there is no other better mobile out there in the market'. (applications)

6. 'I will be looking forward to its design, camera and music player because I do not want to waste money on MP3 player or ipod'.

7. 'It depends on my budget totally I may use a '15 mobile phone because at last one just has to listen to the phone calls'.

8. 'I will be looking for the touch screen with higher sensitivity so that I can have a better gaming experience'. (Applications, Hardware)

9. 'I will go for a mobile which is user friendly, easy internet access and its screen resolution for gaming purpose'. (Applications, Internet)

10. 'Well I like taking a lot of pictures and as it is my hobby. I will look for a mobile phone with best camera in the market'.

Specifications needed in a mobile phone

Variable Responses

Hardware (Camera, Resolution, Touch Screen, Battery) 4

Applications (Games etc) 5

Design 3

Internet 3

User Friendliness 2

The result shows that people when buying a mobile phone prefer the applications the most (5 responses). After that 4 responses were given to hardware specifications. As from here we can assume that applications are getting more important to customers rather than hardware specifications.

Q3. What is your perception about Nokia N97 and have you ever used it?

1. 'No I haven't used it but I know that it was not really successful'. (Negative)

2. 'Yes I have used my friends' Nokia N97 and it was fine but it could be better if they have had good applications' (Neutral)

3. 'Yes I have used it, my brother have it and it's really tricky with a lot of problems especially its music player and browser they always mess around'(Negative)

4. 'No I haven't used it but I have seen its pictures and the thing I like about it is the huge memory and a cool QWERTY keyboard'. (Positive)

5. 'No I never used it because when I was buying my phone last year everyone recommended me Iphone 3GS rather than N97'.(Negative)

6. 'How can I forget N97!!? I bought it and returned it the same day it really was difficult to use' (Negative)

7. 'Yes I used it for like couple of months but it was full of bugs. It was a big disappointment from Nokia'(Negative)

8. 'Yeah I have wasted 500 pounds unluckily. It was a bad experience everything was old fashioned' (Negative)

9. 'I still use N97 it is difficult and have many of software and hardware malfunctions. I tried selling it but no one bought so can't change phone until my budget get settled'(Negative)

10. 'Buying Nokia N97 was one of my biggest mistakes. It is a big disappointment. I can't change it because I am on contract and I still have to wait for 6 more months to get an upgrade. It has some real issues and if you

talk about applications then I would say they really need to build up there OVI store'(Negative)

Negative Consumers Perception about Nokia N97

Variables Responses

Negative 8

Neutral 1

Positive 1

The figure shows that most of consumers have a negative perception (8 responses) towards Nokia N97.

Q4. What are the major problems you faced with your N97 (Asked to the Nokia N97 users only)?

1. 'It had many problems such has Unlocking problem, slower internet use and it kept on freezing which was first'

2. 'Well there are number of problem in N97 like Memory issues, battery issues, non- user friendly, camera lens and applications which could have been better'.

3. 'There are many of problems like Touch screen is not sensitive as compared to Iphone 3GS. It's not fast enough for browsing and applications are not to impressive'.

4. 'The worst problem with N97 is its battery timing. Then camera cover leaves scratches on the lens and applications are not enough'.

5. 'It's totally old style. It has several problems like Unlocking, memory issues, re-booting on 3G, lower battery life and applications are not sufficient'.

Major problems faced by the Nokia N97 users and ex-users

Variables Responses

Unlocking Problem 2

Internet 2

Applications 4

Hardware and Software 5

This question was asked to 5 interviewees who are the users or ex-user of N97. There were multiple problems faced by different users because of this number of responses towards each variable is higher. The above data illustrates that all of respondents are unhappy with the N97. Mostly faced problems are due to fewer applications (4 responses) available on OVI store. Consumers also faced hardware and software bugs (5 responses) which could be the main reason of N97 failure in the market.

Conclusion:

First research objective was to find out why people buy the High-Tech mobile phones. First two questions were designed to provide an insight to what consumers actually expect from High-Tech phones. Research shows that people are more towards applications now days. As Iphone App store introduced thousands of applications everyone expects to buy a phone which has amazing application collection. Subsequently, consumers are willing to buy those phones which are user friendly, attractive and easy to use when it comes to browsing.

Second research objective was to determine the consumer perception towards Nokia's flagship Mobile N97. In the interview third question was designed to find out consumers perception towards Nokia N97. Research shows that people have had information about Nokia N97 but it was negative because early problems faced by the users were published the next day (as per secondary research findings).

Third research objective was to find out the reasons behind the failure of N97. Last question was designed to find out the key problems faced by users and ex-users of N97 users. The result showed that consumers bought N97 because they had higher expectations from it. As Nokia always presented N97 as the competition to Iphone this is what which actually made customers to think about variables which were not there like applications internet usage experience and state of art touch Screen.

Recommendations:

Nokia has a good brand image in the market and is responsible for a huge market share. It should start taking steps to improve the Operating System

on which mobile like N97 runs on because this can solve the battery problems Nokia users are facing. Secondary research shows that the early bugs are the main cause of N97 failure in the market even most of them were fixed after a firmware upgrade in 3 weeks. Nokia should focus towards its OVI application store because all the discussions and research shows that the consumer needs applications matching to their lifestyle. Nokia should also consider the user friendliness of their mobiles to attract more customers. Nokia also should double check the design of their products before launching it to diminish any future disappointments. Finally with all the key elements of marketing communication used effectively Nokia can regain their lost market share.

Executive Summary:

This report will provide in depth analysis of the main reasons of Nokia N97 failure in the market.

Introduction:

' Nokia started its operations in 1865.

' In 2007 it was recognized as Fifth most valuable brand.

' Nokia is the topmost mobile vendor with highest market share from several years.

' Nokia N97 and Iphone launched on the same day 19th June 2009.

' N97 has higher hardware specifications

Problem Identification:

' Competition by other Smartphone vendors.

' Several Hardware and Software malfunctions were faced by the customers.

Key Objectives:

' To examine consumers' perception towards Nokia N97

' To examine why do people buy High-tech mobile phones.

' To determine the reasons why N97 failed in the Market.

Research method:

' Qualitative method is used as it helps towards finding out the people perception, intentions and attitudes towards N97.

' Interviews are conducted in which 10 people participated, consisted of 8 students and 2 staff members of Brunel University.

Conclusion and recommendations:

' Nokia N97 failed due to competition in applications by Iphone.

' Discussions show that N97 also had some hardware and software flaws as well.

' Nokia will have to build up their application store to compete with the other Smartphone manufacturers.

Introduction:

Nokia Corporation started in 1865, when engineer Fredrik Idestam established a wood pulp mill in Finland and started manufacturing paper followed by a rubber factory and expanded its business to Electronics (Nokia 2008). In 1968, Nokia moved to telecommunications market and played a pioneering role in the early evolution of mobile era. This move was perhaps the most important decision in its history, as it has taken Nokia to new heights. (Nokia 2010, Story of Nokia). In 2007, Nokia was recognized as world's fifth most valuable brand and is topmost mobile vendor from several years.

Nokia found its most of success in African and Asian markets (Nokia 2010, Nokia Now: 2000-Today). Recent statistics shows that Nokia has 47. 22% of market share in the world (67. 42% in Africa, 63. 97% in Asia, 37. 24% in Europe, 34. 62 in South America and 3. 53% in North America). Despite of higher market shares in the world when it comes to UK it just holds 18. 74 % of market share (GetJar 2010, Nokia Market Share).

Nokia launched its long awaited new model N97 on 19 June 2009, with newly introduced QWERTY keyboard and a massive 32 Giga Byte of on-board memory with 89mm (3. 5-inch) touch screen, HSDPA and Wi-Fi, 5 megapixel camera and newly introduced OVI store installed. It was Nokia's best smartphone ever made in history. (Flora Graham 2009, Mobile Phones)

Problem Identification:

Nokia has faced rigid competition in last few years from the like of Job's iPhone, RIM's Blackberry and Google's Android. People have moved on and a game of Snake and a nice ringtones are no longer sufficient to persuade customers. It's all about apps now days which seems to be the biggest problem for Nokia mobiles (Management Today 2010, Nokia). Nokia N97 was launched on the same date as of its biggest competitor iPhone 3GS. It could not compete with iPhone 3GS and failed with higher margins in the market despite of its better hardware specifications (PR News 2009, Nokia N97 vs. Iphone 3GS).

Competition was just one of the reasons why Nokia N97 botched. Reviews illustrates that the iPhone's success was due it's touch screen technology, sleek design, light weight, higher processing speed, better internet usage and specially its App store with thousands of new applications. Nokia also introduced OVI store but it failed due to a vast variety of smart applications for everyone in Apple's app store.

Moreover, Consumers started having many of hardware, software and memory problems just after few hour of buying. Early reviews demonstrate that N97 was not user friendly, lower sensitivity in touch screen with no multi-touch and lower Battery life (Flora Graham 2009, N97 Review). Following is the list of problems and bugs in N97,

1. 3G causes N97 to reboot continually.

2. Music Playback kills the battery very quickly.

3. Scratches on the lens plastic due to faulty design on lens Cover.

4. Hitting certain keys on keyboard caused handset to freeze.

5. Non-User friendly browser, one has to end full screen mode to enter new URL.

6. Memory-full errors occurring repeatedly even after mass 32 GB memory.

7. Unlock Slider doesn't work some times.

Some of other early problems were fixed after the Firmware update (Godfather 2009, Bug List).

Key Objectives:

Objective of this report is to do a marketing research on Nokia's N97 and find out ways how can Nokia can improve its future mobile phones and gain back the market shares globally. Key research objectives are as follows,

' To examine consumers' perception towards Nokia N97

' To examine why do people buy High-tech mobile phones.

' To determine the reasons why N97 failed in the Market.

Research Methods and limitations:

In this report, primary research will be done in order to gain deep insight to the problems Nokia N97 is facing. Primary research is about acquiring the original data about the product and the market. Primary research data is the data which has not been published before and has a specific purpose behind it.

Moreover, Qualitative research and analysis will be done. Encyclopedia defines qualitative research as follows,

'Research that seeks to provide understanding of human experience, perceptions, motivations, intentions, and behaviors based on description and observation and utilizing a naturalistic interpretative approach to a subject and its contextual setting' (http://www. encyclopedia. com/doc/1O62-qualitativeresearch. html#citationanchor)

As the topic of this research is the problem of Nokia N97 qualitative research will help towards understanding the experiences of the users of N97 and perception of non-users about this product.

Moreover, in Qualitative research data is collected from a small number of respondents. It is very helpful towards defining the problem and identifying the determinants which are the main cause of the problem. In short, qualitative research method can provide realistic results and also shows the natural emotions of the people towards Nokia N97. (http://books. google. co. uk/books? id= mlS51EoDCa4C&pg= PA3&dq= definition+of+qualitative+research&hl= en&ei= MFcyTJjcHJWnsQbbhdzNBA&sa= X&oi= book_result&ct= result&resnum= 3&ved= 0CDsQ6AEwAg#v= onepage&q= definition%20of%20qualitative%20research&f= false)

However, in depth interviews will be conducted with the people who are the users of the high-tech mobile phones such as Nokia, Iphone and BlackBerry. The reason we selected to do interviews is that the Interview is the most extensively employed method in qualitative research. There is flexibility of

the interview which actually makes it so attractive (www. oup. co. uk/pdf/0-19-874204-5chap15. pdf). Interviews gives a relaxed environment to the respondent and the respondent feels centre of focus so gives a better answers. Probes will be used to increase the information which will be use for analysis.

The number of interviews will be 10 and then will be analyzed accordingly according to the key trends and the themes. Five Nokia N97 users (current and ex-users) will be interviewed to get a better understanding. Permission will be asked and Interviewees will be assured that their names and information and responses will be anonymous and will not be used for any other purpose.

Limitations:

However there are some limitations and drawbacks for interviews as any type of research will have. As for the interviews, the interviewer must be appropriately trained and should know interview techniques and one must also have skills for analysis. So it would be difficult to give an appropriate research finding because of no experience and needed skills.

Moreover, the biggest constraint is time constraint. An interview consumes a lot of time and the time is very limited. So only 10 interviews will be taken and the interviewees will be from Brunel University.

Research Finding and Analysis

Q1. Which Mobile Phone do you use and why?

1. 'I use Blackberry curve and why I use it is may be because It is much user friendly'

2. 'I am using BB bold and I am sticking to it due to their fast and secure email service (internet Usage) which suits my job perfectly'

3. 'I use iphone3GS because of its Apps'

4. 'IPhone the loveliest phone ever I use it because it has amazing apps for everyone. It's just amazing'

5. 'I am using iphone from the time when 2G was released and currently I am using iphone 3GS because it's fast, it has amazing applications, easy to use and especially remarkable for internet use'.

6. 'I am currently using BlackBerry Bold because it is easy to use (user friendly) and its cool (fashion)'.

7. 'I use iphone 3gs and there are uncountable reasons behind it. Like internet usage, music, touch screen (user friendly) and of course its applications'.

8. 'I am using iphone 3GS and I use it for uncountable reasons. It has many cool games (Applications) due to which you can't get bored and it has a stylish look as well'.

9. 'I am using Nokia N97 because I bought it for '500 there is no particular reason behind it. I just use it'

10. 'N97 because I like taking pictures and it has a good 5Mpg camera and its good for messaging as it has a nice keyboard'.

Main reasons behind High-tech mobile Phone usage

Reasons Number of responses

User Friendly 5

Applications 5

Fast Internet Usage 3

Design/Look 3

Number of Interviewees: 10 users of high-tech mobile Phones

Majority of respondents gave more than one reason when they were asked about why they are using a particular mobile phone. So the numbers of responses towards a reason are more than the total number of respondents. Main reasons were four which includes User Friendliness, Internet Usage, Applications and Design/look. 5 respondents believes that they use their mobile phone because it its user friendly and easy to use. This represents that people buy those phones which are more easy to use. 5 Respondents believes that the mobile phone they are using have good application for everyone. However, when we talk about Nokia, it is way behind in the competition of applications.

3 respondents thought that their current mobile phone has a good design/look which means that it is fashionable due to its unique design. 3 responses were given towards the internet capabilities of their mobiles.

Q. 2: If you go to the market to buy a mobile phone (other than your existing phone) what kind of specifications you will be looking for?

1. 'Well I will look for its battery timing, camera, music capabilities and internet capabilities'

2. 'Well if a mobile is user friendly I don't mind buying it but it should have faster internet browsing capabilities so that I can browse through my emails all the time'.

3. 'I think I will go for a mobile with a sleek design and loads of good applications'.

4. 'I believe I will go for a trendy, fashionable and stylish mobile'. (Design)

5. 'I will go for iPhone again because I think there is no other better mobile out there in the market'. (applications)

6. 'I will be looking forward to its design, camera and music player because I do not want to waste money on MP3 player or ipod'.

7. 'It depends on my budget totally I may use a '15 mobile phone because at last one just has to listen to the phone calls'.

8. 'I will be looking for the touch screen with higher sensitivity so that I can have a better gaming experience'. (Applications, Hardware)

9. 'I will go for a mobile which is user friendly, easy internet access and its screen resolution for gaming purpose'. (Applications, Internet)

10. 'Well I like taking a lot of pictures and as it is my hobby. I will look for a mobile phone with best camera in the market'.

Specifications needed in a mobile phone

Variable Responses

Hardware (Camera, Resolution, Touch Screen, Battery) 4

Applications (Games etc) 5

Design 3

Internet 3

User Friendliness 2

The result shows that people when buying a mobile phone prefer the applications the most (5 responses). After that 4 responses were given to hardware specifications. As from here we can assume that applications are getting more important to customers rather than hardware specifications.

Q3. What is your perception about Nokia N97 and have you ever used it?

1. 'No I haven't used it but I know that it was not really successful'. (Negative)

2. 'Yes I have used my friends' Nokia N97 and it was fine but it could be better if they have had good applications' (Neutral)

3. 'Yes I have used it, my brother have it and it's really tricky with a lot of problems especially its music player and browser they always mess around'(Negative)

4. 'No I haven't used it but I have seen its pictures and the thing I like about it is the huge memory and a cool QWERTY keyboard'. (Positive)

5. 'No I never used it because when I was buying my phone last year everyone recommended me Iphone 3GS rather than N97'.(Negative)

6. 'How can I forget N97!!? I bought it and returned it the same day it really was difficult to use' (Negative)

7. 'Yes I used it for like couple of months but it was full of bugs. It was a big disappointment from Nokia'(Negative)

8. 'Yeah I have wasted 500 pounds unluckily. It was a bad experience everything was old fashioned' (Negative)

9. 'I still use N97 it is difficult and have many of software and hardware malfunctions. I tried selling it but no one bought so can't change phone until my budget get settled'(Negative)

10. 'Buying Nokia N97 was one of my biggest mistakes. It is a big disappointment. I can't change it because I am on contract and I still have to wait for 6 more months to get an upgrade. It has