

Get to the case

Sesam.no is a new Norwegian search engine that will help you find exactly what you need, and not everything else

Three important factors:

- More information in one place: news, home pages, pictures, addresses, telephone directory, company information, weather
- Simple navigation: all information from one search field
- Frequent update of sources

1. Focus on the users

Emotional search

Google

Yahoo



Entertainment, exploration and learning

Rational search

Eniro / Kvasir / Yelo

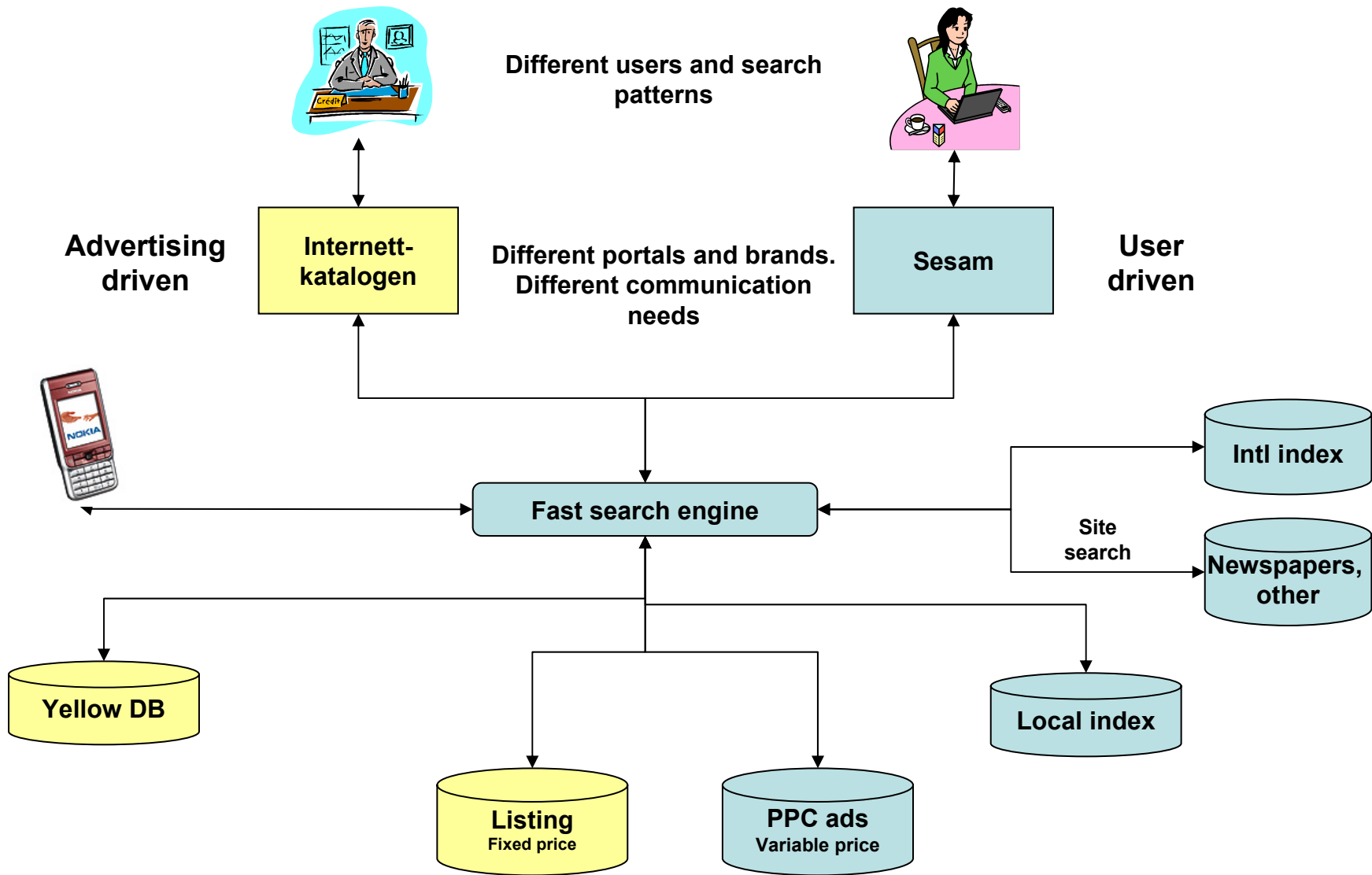
Gule sider / Findexa



Names, numbers and facts



Sesam.no is a service covering both these needs



Sesam has done everything alone

Not that we have to, but we have chosen to be independent and be able to manage our company ourselves. This requires substantial investments

Yahoo, msn and Google have a very dominant positions and control in their market – without significant competition from related sectors. How long is it going to last?










Well functioning network economies and barriers to entry has led to the "3 amigos" making money everywhere

Sesam will succeed because...

- We will have full focus on the users and their needs
- We will build distribution on all portals
 - Newspapers, online newspapers and online portals
- Build the brand name Sesam.no
 - Recognition and knowledge
- Have a strong organization with Norwegian employees understanding Norwegian habits – whether they search for Norwegian content or not

The icons on Sesam

When using Sesam, you can easily navigate by icons. This does the icons mean:

-  Sesamsøk. Gives results from Norwegian sites.
Sesamsøk searches simultaneously through all our sources and extracts what is most relevant for you...
-  Foreign sites.
Relevant hits on foreign sites.
-  Companies.
Relevant hits from our company directory.
-  People.
Relevant hits from our telephone directory.
-  News.
Relevant hits in news.
-  Pictures. Relevant hits in pictures.
-  Encyclopedia. Relevant hits from the user generates web encyclopedia Wikipedia.
-  TV. Relevant hits for today's TV schedule in Dagbladet.
-  Weather. Relevant hits in the VG weather forecast.

Some user areas on Sesam.no ⁽¹⁾

- One search field where you can enter whatever you need...
- Possibility to navigate through icons
- News archive that can give you the answer to whether Oddvar Brå won when he broke his pole
- Telephone number and address – who called me?
Who is actually living in my street?

Some user areas on Sesam.no ⁽²⁾

- Map showing where you could find a goldsmith in Bodø or a hair dresser in Grunerløkka
- As an example, Sesam.no currently has 1,043 pictures of Bondevik, but how many does it have of Stoltenberg?
- What is the weather going to be like? What's on TV?
- Other alternatives include searching in international and Norwegian news or in an online encyclopedia