BBC

Brief set by
BBC

In collaboration with
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Consultant**

**Reimagine our
relationship with the BBC
using new and emerging
technology**

Related Disciplines
Product & Service Design
Technological Innovation
UX, UI & Digital Design

Deadline
20 March 2018, 5pm GMT

Background
The BBC is the world's leading public service broadcaster. Its mission is to enrich people's lives with programmes that inform, educate and entertain. It's unparalleled in delivering digital experiences beyond expectations, on mobile, tablet, desktop and TV across 10 digital products: BBC Homepage, Search, News, Sport, Weather, Knowledge & Learning, CBeebies, CBBC, iPlayer and Radio & Music.

Technology shapes our relationship with the brand through these platforms, our interactions mediated through remote controls, keyboards, touchscreens. But as the tech landscape rapidly evolves, so too will the way we connect with brands and content. Think conversational user interfaces (eg chatbots or services like Alexa and Siri), gestural interfaces, wearable tech, or the possibilities offered by data and hyperpersonalisation.

To quote designer and author Golden Krishna, "the best interface is no interface." What might that mean for the BBC? How can its next generation experiences use technologies like voice, gesture and new forms of interactivity in a way that will bring stories and experiences to life for its audience?

The Challenge
Create an innovative vision of a BBC experience shaped by current or emerging technologies. You can take an entire look across the breadth of the BBC offering, choose a particular product or programme, or focus in on a specific demographic.

This might be about tech, but it's not just for digital thinkers. It's about human-centred design, and how developments in technology can enable this.

So start human. First, identify your audience. What are their wants, needs, expectations, capabilities? Then it's time to start thinking about emerging (or existing, but unexplored) technologies, and **how they could enable a seamless connection and conversation between the person and the brand.** The most important thing is the person at the heart of the experience. The tech is just a tool, and the better a job it does the less noticeable it will be.

Design a new way to interact with the BBC.

Who is it For?
A full-spectrum approach will need to understand the full, broad BBC audience, whereas your user will vary if you're looking at a particular product or programme.

What to Consider
· Know your audience, and put them first. Understand their user needs, their behaviours, patterns and routines. Think about their relationship with the brand, how they access these services at the moment, and how they might want to do so. Use this to find insight, and let that drive an exploration of how new technology could lead to a whole new look, feel and mode of interacting.

· This is a chance for bold and playful thinking, but do stay grounded in reality. Think **near future** – the next one to two years – rather than heading into the realms of science-fiction.

· People can be averse to change, so how could you make your solution seamless and intuitive? How might it integrate with their existing habits, or other products and platforms they use?

What's Essential
There's no need for code, just compelling communication. If you can create a prototype, do. Otherwise use animatics or other tools to show your concept in action.

Present:
· **Your solution.** Clearly explain your idea, how it would work, and the current / emerging technologies used.

· **Your creative process:** How you arrived at your solution; key insights from your research; a convincing rationale for your focus and design decisions.

What and How to Submit
Read **Preparing Your Entries** before you get started for full format guidelines – we won't accept work that doesn't meet these specs.

Main (essential):
Present your solution and process using either presentation **video** (max. 2 min) OR annotated **JPEG** slides (max. 8).

Optional (judges *may* view this if they wish): Prototypes or mockups as **interactive work** (websites, apps, etc) or **physical** supporting material. If your main piece is video, you can also submit **JPEG** slides (max. 4).