D&AD New Blood Awards

BBC

Brief set by
BBC

Help people discover everything the BBC has to offer

Related Disciplines
UX/UI
Interaction Design
Product & Service Design

Deadline
23 March 2021, 5pm GMT

The backstory

The BBC is the world's leading public service broadcaster, delivering entertainment, educational resources and up-to-date news. They must act in the public interest, bringing value to all audiences, through impartial, high-quality and distinctive content and services. They design experiences with purpose, that improves people's lives.

Despite offering a number of platforms and touchpoints, many people are unaware of the expanse of the BBC's offer, and often engage via a single touchpoint or 'mode' (viewing, listening or browsing).

So how can the BBC help people discover the breadth of the content available, connect its products and services, and open up the full power of the BBC portfolio? By creating more relevant and engaging experiences to enable their audiences to feel like the BBC is 'for me'.

What's the challenge?

Design a new customer experience or service to help the BBC's audiences fit the BBC into their daily lives, tailored and optimised to where they are and the device they are using.

You should consider both the services BBC audiences already know and love, and also how you might weave in new kinds of offerings powered by data and ambient intelligence (environments that are sensitive and responsive to the presence of people).

Who are we talking to?

The BBC is for everyone, bringing value to all. You need to speak to the 91% of the UK population that uses the BBC each week.

Your response should investigate individual audiences within the expanse of the UK, and interrogate whether you should develop an idea for a specific audience or form a solution that encompasses everyone's experience. No matter what route you decide to take, make sure your response doesn't alienate existing users.

Things to think about

Be realistic
Remember to think near future, not science fiction. Your idea should harness technology available to allow a rollout within one to two years.

Be audience first
Start human. Identify your audience. What are their wants, needs, expectations, capabilities? If you're casting your net wide you might want to consider a range of personas representing key audience groups. 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.

Bring value
Think about what a valuable relationship with the audience looks like. Consider how data and technologies like voice, gesture and new forms of interactivity can be used in a way that will bring stories and experiences to life. How can you join up the whole of the BBC to connect more deeply with its audience?

Pull your idea together
Consider creating a service blueprint that brings to life how your proposal will work across different user journeys, touch points, BBC products and services.

The important stuff

Present:

- Your solution: Clearly explain your idea, how it would work, and the 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.

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.

What and how to submit: Read ***Preparing Your Entries*** before you get started for full format guidelines.

Main (essential)**:**

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

Optional (judges may view this if they wish)**:**

Prototypes or mockups as **interactive** work (websites, apps, etc). If your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further Information

Helpful links

Full list of BBC services
bbc.com/aboutthebbc/whatwedo/publicservices

Learn more about the BBC, including their policies, what they do and how they do it
bbc.com/aboutthebbc