



Brief set by
BBC

Make the BBC a learning platform that benefits every child

Related Disciplines

UX/UI/Interaction Design
Digital Product & Service Design

Deadline

22 March 2022, 5pm GMT

The backstory

The BBC's mission is "to act in the public interest, serving all audiences through the provision of impartial, high-quality and distinctive output and services which inform, educate and entertain".

The BBC is committed to 'value for all' and there is an opportunity to build new, more valuable relationships with its young audiences through its educational offering – supporting a child's learning journey at every stage of their development, and beyond.

In 1998 the BBC launched BBC Bitesize which currently provides a free online study resource designed to help with learning, revision and homework, providing support for learners aged 4 to 16+ across a wide range of school subjects.

The Covid-19 pandemic and the resulting widespread home learning shone a spotlight on how the BBC can play a critical supporting role to children, parents and teachers through its broadcast and online educational content. By providing a new expanded educational offering the BBC could deliver even greater value in a future crisis.

The UK's next generation has an exciting and challenging world to navigate. The BBC needs to *inform, educate, entertain and inspire* them.

What's the challenge?

Create a new BBC learning experience that responds to every child, that is tailored to their specific needs, and the way they want to learn. This should support all ages and abilities and ensure no child is left behind.

Learning doesn't just happen in the classroom or through formal study, so how might the BBC provide an 'always on' learning experience that provides children with a continuous learning journey, responds to a child's surroundings, helps develop essential life skills and draws inspiration from the wider world.

This new offering needs to go beyond the Bitesize service and maximise the value in the breadth of BBC content formats and platforms, providing a learning experience wherever a child is and whenever they need it. Consider the context of use i.e how this might fit into their daily routine, adapt to location, personal interests, activities and family circumstances. Your focus should centre on what the new digital product is and the user experience.

Who are we talking to?

The new BBC learning experience will aim to support all 3 to 16 year old children. You may decide to present a design solution that covers

this entire age range, or to help you focus your solution you may choose to target just one of the sub age groups; younger children (3 to 11 years) or older children (11 to 16 years).

For children in the 3 to 11 year age group think about how you might encourage them to learn by discovering the world around them, engaging their curiosity and focusing on the fun aspects of learning.

For children in the 11 to 16 year age group think about how you can help them build life skills, focus on their future and learn to navigate a challenging world.

Things to think about

Be audience first

Start human. Identify your audience. What are their wants, needs, expectations, capabilities? You might want to consider a range of personas representing key audience groups. The most important thing is to put the child at the heart of the experience.

A personalised learning experience

Consider how you might tailor educational content to the individual needs and abilities of every child, where they want to learn and on what device.

Make learning fun

Engage children in a rich and varied learning experience by making it playful, memorable and rewarding.

Leverage new technologies...

To deliver a truly personalised learning experience, how might you incorporate emerging technologies like a Personal Data Store that makes a user's data visible, secure and empowering or harness Augmented Reality to enrich and contextualise learning content in exciting new ways.

...but think near future, not science fiction

Be realistic; the technology that your idea harnesses should allow a rollout within one to two years. Remember, the tech is just a tool, and the better a job it does the less noticeable it will be.

Insight for parents

As a value add, how might parents get visibility of their child's development, so they can play a more active role in their education and augment their development through activities outside of school.



Lifelong learning

We know the world looks a little different right now, but don't worry about making your idea fit into current regulations around COVID. Feel free to think about how COVID may affect the learning experience longer term, but make sure your idea lives in the near-future rather than the present.

A new educational brand

You don't need to be wedded to the existing BBC brands and are free to introduce a new BBC brand that reflects the new offering.

The important stuff

Present:

Your solution. A digital product that meets the needs of the next generation. 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):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Prototypes or mock ups 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

How to design for children
bbc.co.uk/gel/guidelines/how-to-design-for-children-2

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