



**Brief set by**  
Sky

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## Create an inclusive future for the connected home

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**Deadline**  
20 March 2024, 5pm GMT

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### The backstory

Sky is one of Europe's leading media and entertainment companies. Its innovative products connect 23 million customers to the best apps and entertainment. Its purpose is to bring better content and innovation to all its customers, better connecting them to more of what they love.

Sky design for everyone from the outset, with accessibility and inclusivity at the core of everything they do. As summarised by Sky's CEO Dana Strong:

*"As a person, and as a leader, I wanted to make this commitment to drive real change for people with disabilities. I believe we can create a level playing field for people with disabilities through inclusive products and services, and using our voice at Sky to drive positive change in society."*

The prevalence of connectivity in our homes is offering new opportunities to design inclusive experiences. Once a work of science fiction, voice assistants are available to buy for a fraction of the price of a TV, and fibre broadband connections can handle limitless data transfer at consistently high speeds.

So, what about the future? How may the home of 2030 with its associated connectivity and technology change how we reimagine the connected home to create a 'gold standard' inclusive experience for all of our customers?

### What's the challenge?

Explore how the connected home of 2030 could help to create inclusive experiences for all Sky customers, by putting diverse users at the heart of your design thinking.

New technologies will be a key consideration in your thinking but not the only consideration – think about how societal and cultural change may affect our homes of the future, as well as the current experiences for diverse users and the opportunities that arise from this.

This is a broad brief, so consider concentrating on a smaller use case rather than looking at the entire home.

### Who are we talking to?

Consider the Sky customer of the future, and what these customers may want from a connected home experience. Think about the experiences today from the perspective of diverse users, and find opportunities to create inclusive experiences.

Sky's customer base includes all social identities (gender, race, ethnicity, age, sexual orientation, gender identity, ability, class, and socioeconomic status); backgrounds and personal attributes (education and training, experience, income, values, worldview, mind-

set, and faith-based affiliations); and other impactful differences (location, language, available infrastructure, etc.).

Your designs should ensure no barriers to access for any customer groups.

### Things to think about

#### Technology as an enabler, not a driver

Try to approach the problem from multiple angles – technology that's in its infancy today will become cheaper and more prevalent in the near future, but also try creating experiences first, and then looking for technologies that could make the experiences happen.

#### Why Sky?

The connected home market is growing exponentially. Your idea should be based in the home, but think about how other parts of Sky's business could be integrated into this ecosystem – for example content (sport, films, news), insurance and security (Sky Protect), or any other product that you think makes sense.

#### The ecosystem

Try not to think about a singular product or device, but how these devices can work together to create novel new experiences. These don't have to be current Sky products – but don't feel like you need to invent entirely new products as part of the brief.

#### Be speculative, but sensible

None of us can fully predict the future. Your ideas should be bold and go out of the comfort zone of what is possible today, but try to define a few fixed variables to work around, e.g. technology in our homes will change, but the form of our homes will probably remain the same for the foreseeable future.

### The important stuff

Your idea could take any form you like... a video, a physical prototype, a digital prototype, whatever you think conveys the thinking best.

### 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):

**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).