D&AD New Blood Awards

BBC

Brief set by
BBC

How can the new habits for our on-demand, multi-platform world influence, shape and develop BBC Sounds' offering?

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

Deadline
20 March 2019, 5pm GMT

The backstory

BBC Sounds brings together the BBC's live and on demand radio, music and podcasts into a single personalised experience.

It's designed to learn from your listening habits. It provides one-tap access to the latest episodes of your favourite BBC podcasts and radio shows. It introduces you to new audio from the 80,000 hours available that you wouldn't otherwise have discovered.

Every user's experience of BBC Sounds will therefore be unique.

What's the challenge?

Radio used to be the medium people based their routine around: wake up, breakfast, in the car, etc. Now content comes to you, rather than you going to it. You can now talk to technology, wear it, and carry it around with you.

Using BBC Sounds' latest launch as your springboard, develop their current offering. Your solution should:

- investigate how the target audience's habitual behaviours could influence, shape and develop BBC Sounds for 16 to 35 year olds.

- use the app and responsive site to inform your response, if you like, but also consider how these could extend beyond the current scope. For example, influence in-car experiences, or through a voice device, or on a watch?

This project 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.

Who are we talking to?

The BBC is for everyone. That's why its set a goal of reinventing itself for the next generation.

The target is 16 to 35 year olds with an interest in audio content, but who aren't actively engaged with the BBC's offerings. They may already be used to other audio services and looking for something with a more unique experience. (However, don't alienate the current over 35s' market.)

Things to think about

How to change habits
Look at gaps in the market with similar products (such as music streaming services) and think about how BBC Sounds can conquer them and use them to benefit a new audience. How might they shape a new generation's audio rituals and habits in today's on-demand world and with great BBC content?

How to push personalisation further
Apps and services collate huge amounts of personalised data to improve an individual's experience. However, all current services, including BBC Sounds, already use things such as suggested playlists and recommended content. How can you stretch ideas like these to make them more appealing and match the needs of 16 to 35 year olds?

How to use technology
Consider emerging, or existing but unexplored, technologies and how these could influence your response. How can you ensure that these technologies continue to serve the audience, not alienate them?

How to be realistic
Remember to think near future, not science fiction. Your idea should have the technology available to consider a roll out within one to two years.

The important stuff

There's no need for code, just compelling communication. You must show:

- 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.

If you can create a prototype, do. Otherwise use animatics or other tools to show your concept in action.

What to submit and how: 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 deliverable is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).