OUR TRACK RECORD

by 100SHAPES

ABOUT US

100 Shapes are a UX & design studio based in King's Cross, London. We are a team of interaction designers, visual designers and developers founded in 2012 by Chris, Michele and Paolo.

The 100 Shapes team have worked with a broad range of clients such as Google, Intel, TalkTalk and the BBC.

This document provides an overview of some of our favourite projects. If you'd like to know more, please get in contact with chris@100shapes.com. Thank you.

BBC iPlayer for TV

Looking to engage less tech-savvy audiences with their programmes, we designed a lean back TV experience to open up BBC iPlayer's library of content at the press of a button.

Our design enables audiences to seamlessly skip from one programme to the another without leaving full screen playback. What's more it surfaces relevant iPlayer shows by harnessing a recommendation engine ensuring viewers more easily and quickly find something they are likely to be interested in.
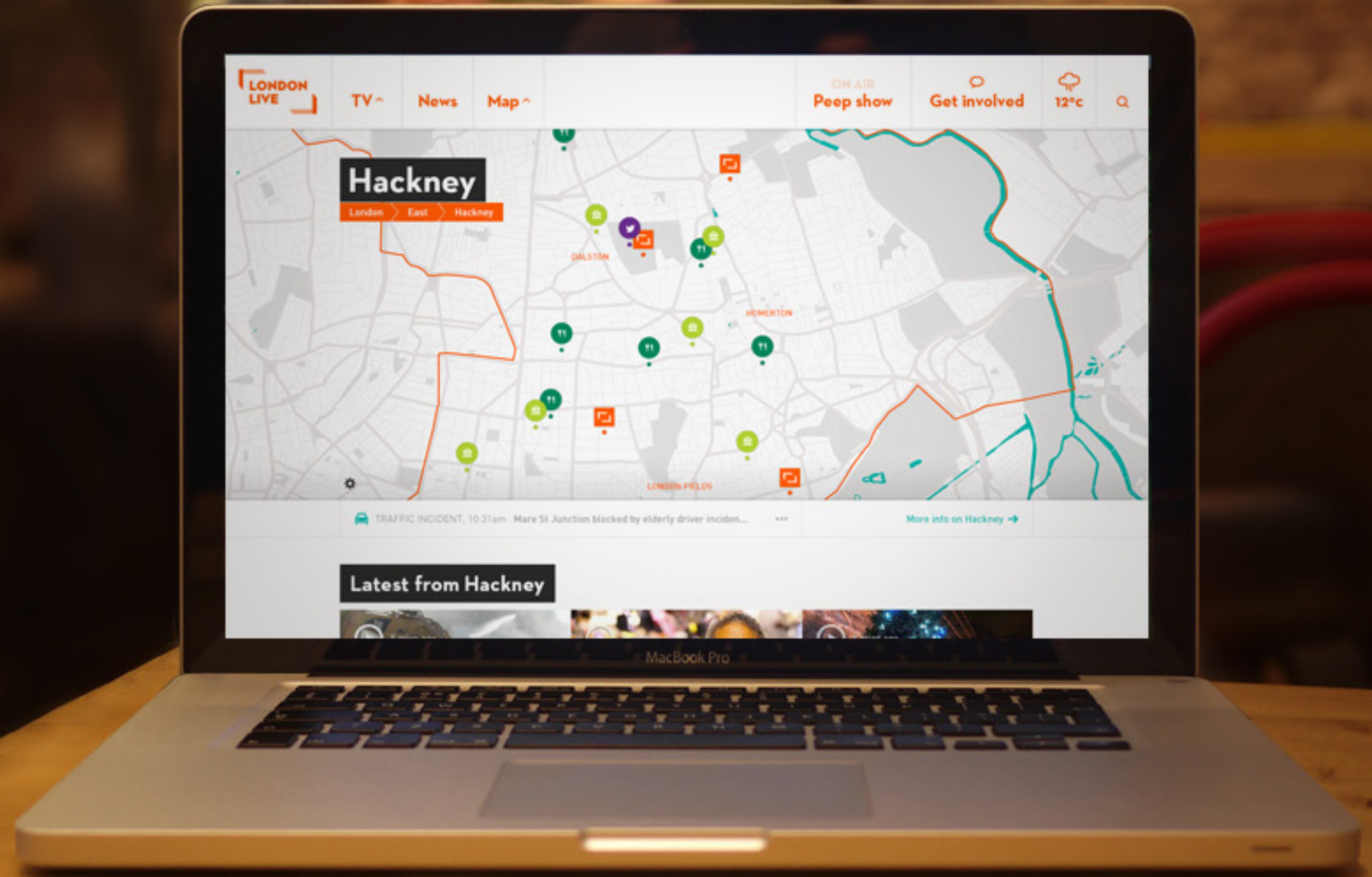
London Live

London Live is a new TV channel and digital content platform for London launching next year. Its remit is to provide hyperlocal news and TV content to Londoners, enabling them to report and engage with stories at a community and personal level.

We began the project with a research piece to understand how the target audience access local news, travel and weather and event information. We have been defining the interactions for their digital platform to enable Londoners to discover original news, VOD and a unique location-based offering. London Live will launch its TV channel and companion site in Spring 2014. Watch this space.
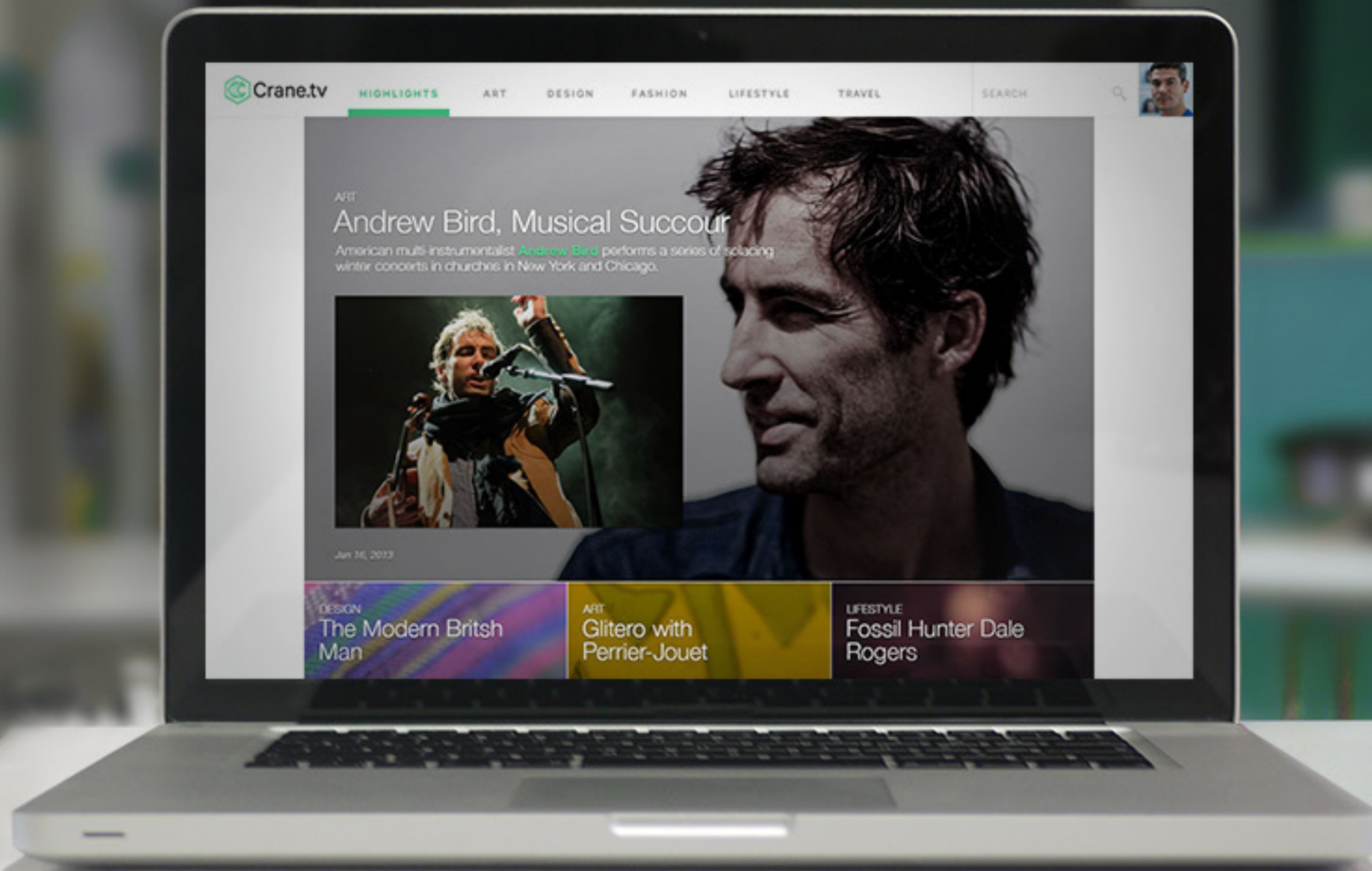
Crane.tv

Crane.tv seek out trailblazers from the worlds of fashion, design, art, food and travel and share their discoveries through stylish short films.

From concept development through to production, we designed a seamless cross-platform experience for Crane.tv. The new design enables their editorial team to showcase highly curated collections of videos, allowing users to quickly discover new content in an engaging way.
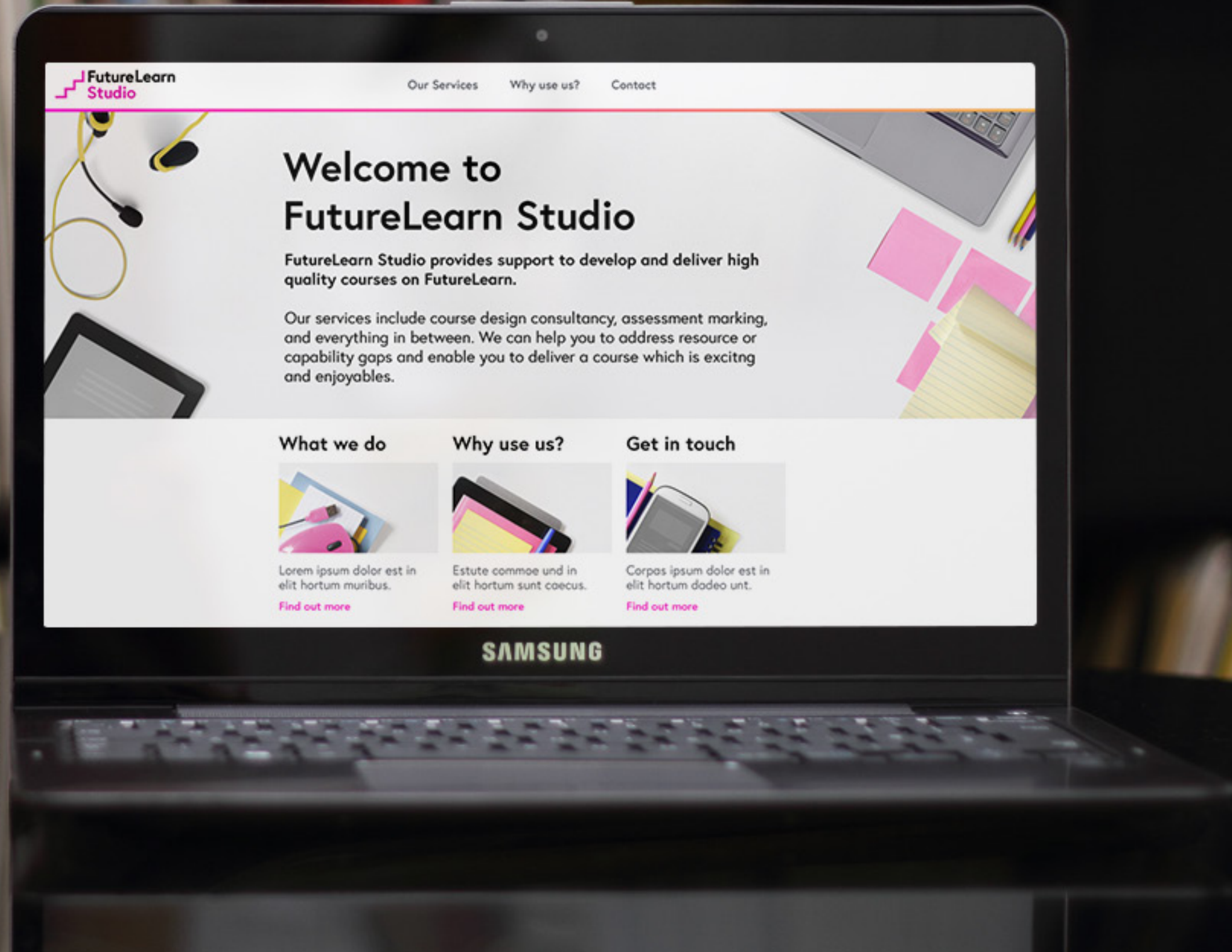
FutureLearn

FutureLearn offers a diverse selection of free online courses from some of the world's leading universities and cultural institutions. Currently in beta, it is continually evolving it's offering and range of courses. An integral part of this development is attracting and supporting institutions to join their roster and give more learners access to their fantastic array of courses.

We worked closely with the FutureLearn team to design a simple and, charming responsive website that details the myriad of services they offer to develop and deliver high quality courses on their platform.
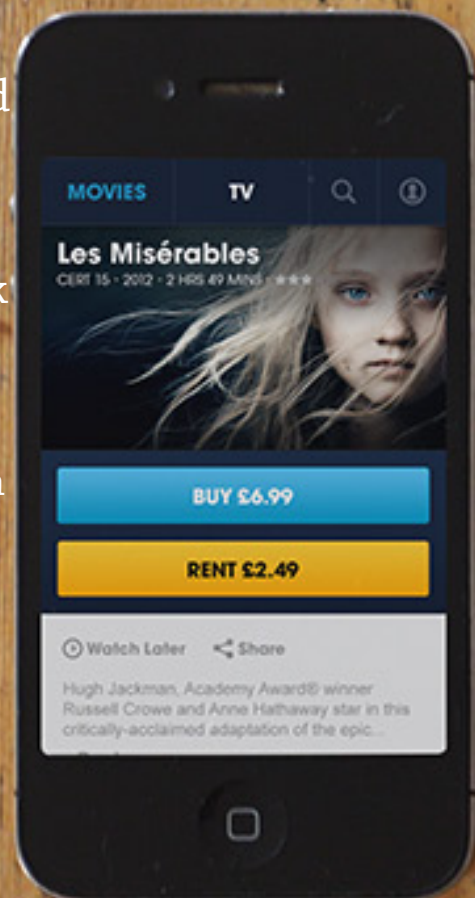
Blinkbox.com

Blinkbox.com allows you to buy or rent TV shows and movies without subscriptions. They have spent a number of years delivering their service across a range of devices and platforms.

100 Shapes were brought in to work closely with the Blinkbox team to develop the visual styling and language of their web experience on mobile, tablet and desktop.

THANK YOU

For more information please contact chris@100shapes.com.