

ARCHIE YARR
UX PORTFOLIO
University and Relevant Experience

archieyarr@outlook.com
www.linkedin.com/in/archieyarr

Contents

Page 3
Honours Project
Summary



Page 4
Skills & Experience

MCFLY'S
— *Chicken* —
BUTTERMILK BURGERS + LOADED WINGS

Page 5
Heuristics Example

BBC
NEWS

Page 6
UX project

BBC
POLITICS

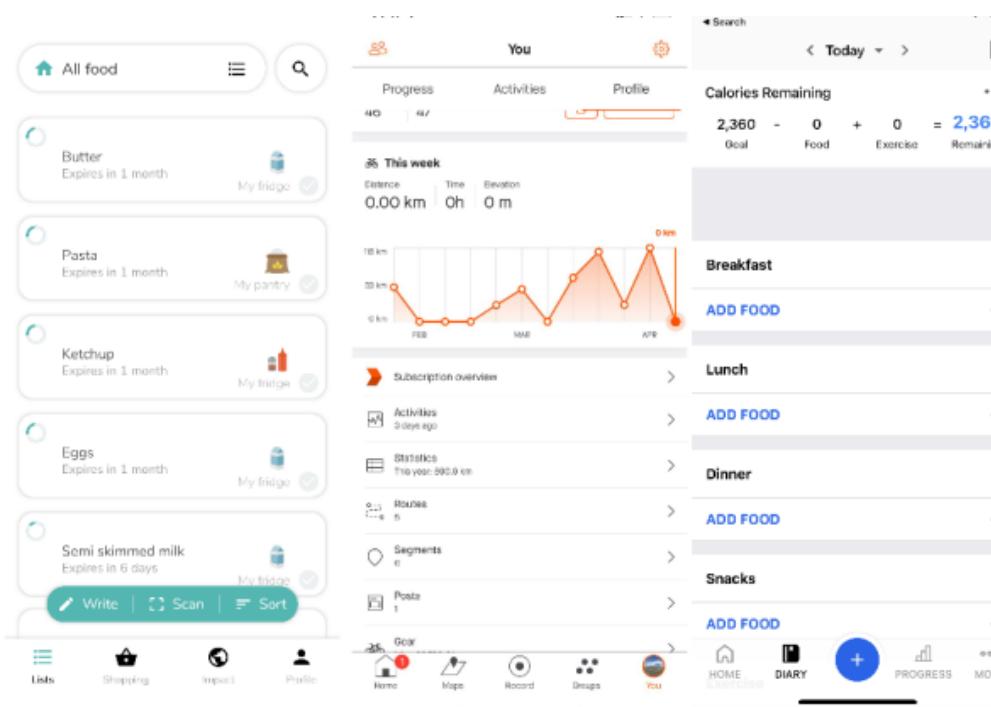
Research Question

"Can an interactive software solution improve user attitudes towards food related routines that affect the quantity of consumer food waste?"

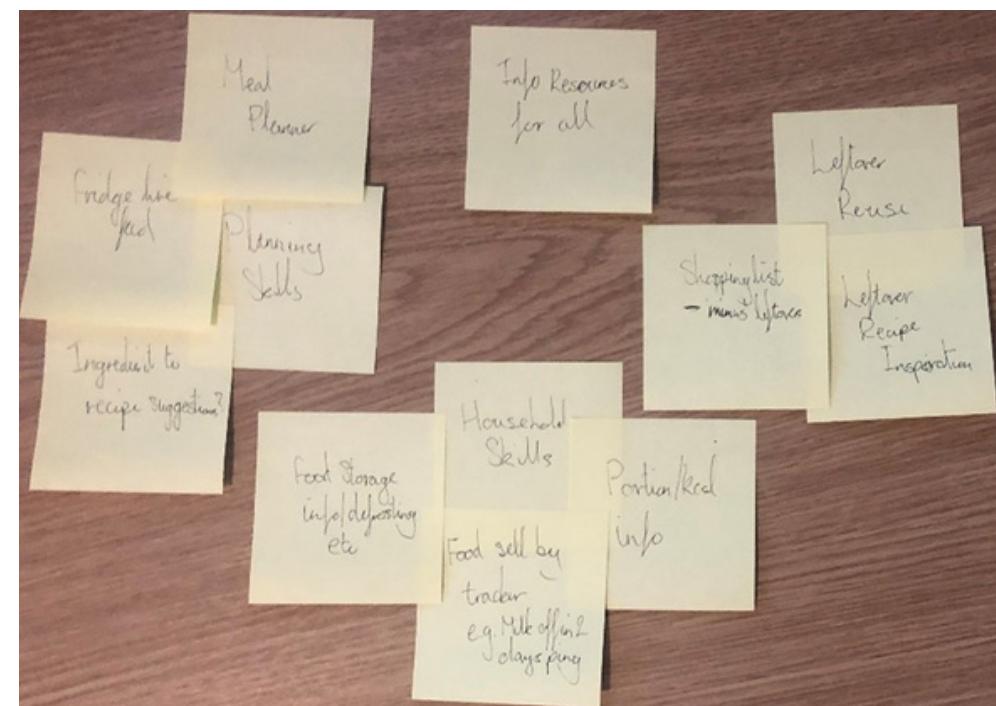
In order to answer the research question I developed a piece of software that could be handed to a user test group. The software simulated a product that a user could download from the Google Play Store and integrate into their day to day routine. This allowed me to analyse and quantify the impact on the users' food related routines (how they planned, bought and cooked food) and thus help to reduce food waste. For the software product to fulfil this project scope its features would have to be impactful, useful and meet basic UX and usability standards. The design phase of the project was central to this.

The Design Phase

Initial Brainstorming and Research



The first step was to explore and analyse similar academic and industry research and discover what features and software products had been produced to deal with similar questions.



Preliminary brainstorming involved noting a list of possible features and then shortlisting them into different combinations. I then produced documentation, important for non-technical stakeholders, alongside a focus group format.

Focus Group Work

Having selected an initial feature set based on market and competitor research, the next step was to test these ideas with a focus group. The group came back with a wide range of critiques which all had an impact on the features that made it to development. The important takeaways from the session were:

Feature set required too much attention too regularly.

Required receipts to be saved or kept, many participants did not keep them.

The UI didn't conform with other apps they use.

Tracking of their habits/statistics could have had negative connotations.

User Feedback and Analysis

The insights gained from the focus group helped me adjust my priorities in the design phase. In response to the feedback that it was too intensive and complicated for a user to integrate into their life I pared down the feature set. I then reworked the UI and produced new versions of the documentation, ready for the development phase to begin.

Project Thoughts

My honours project was a series of ups and downs, of stress, excitement, Eureka's and do-it-overs, as it is for many students. It was an extremely rewarding experience and I gained insight into how I work and what I enjoy. It is what finalised my decision to work towards a career in UX design. I found the impact that a short, user-centred design session creates to be incredibly impressive. Looking back on the project now and thinking about how I was able to streamline the development phase has cemented for me how integral user-centred design is to a successful end product. Alongside the tangible results of that work, I found myself having more fun getting into the knotty challenges of the design phase than I did at any other point in the project!

MCFLY'S Skills and Experience

SUMMARY

Coming On-Board and the Cloud Kitchen

I joined McFly's after seeing their work in feeding NHS staff during the first Covid lockdown in 2020, and then eating their food when the delivery cloud kitchen opened. I came on board after getting in touch with the owner and chef, and when I saw at first hand their positivity and excitement about investing in people, I was sold. I started out by helping with service at the cloud kitchen and things took off from there!



Cloud Kitchen

Responsibility at The Dockyard Social

In the summer of 2021 McFly's returned to trading at The Dockyard Social, a street food venue and bar. Having got to know the brand, food and standards over the previous months I was asked to manage the kitchen in Dockyard.

The Dockyard kitchen had a small menu aimed at high volume, with myself and one other staff member working the site. My role was to manage the stock levels, organise and delegate service and maintain food and customer service standards.

Skills

Communication and Collaboration

During my time at The Dockyard I assessed how the menu and pricing was competing with other traders and fed this back to the chef to make changes and ensure we were meeting customer expectations. I liaised with the Dockyard venue manager to troubleshoot difficulties with the rented space and made necessary changes to our space and service activities to meet Dockyard's needs as well as my customers and the businesses.

This resulted in our kitchen having the highest turnover of any of the traders at the venue and positive brand recognition with the Dockyard's customers and on social media.



The Dockyard Social

Innovation and Delivery at Southside

After a year of McFly's trading, we opened our restaurant. We are a small team so it was a collaborative endeavour with everyone (including the owner) getting stuck in tiling, measuring and fitting out. During the construction process I contributed to fundamental decisions, including how the kitchen would be organised so as to maximise efficiency and flow during service. When we opened, my role was to work 'the pass' and delegate how the service was run. This was a serious challenge and a significant increase in responsibility from the small Dockyard kitchen. Over the first few months I constantly had discussions with staff and made improvements and design changes to our business processes, layouts and communication. We found our rhythm and provided a great product week in week out.



Southside Restaurant

Delivery Systems

Due to changes in consumer habits as a result of the pandemic, almost two thirds of our sales came through delivery platforms such as Uber Eats, Deliveroo and Just Eat. This meant navigating the UI of their business systems several times a minute, mid-service. Using these systems side-by-side every night got me thinking about what had led each design team to their decisions and how they could differ so greatly. Some of the design decisions I experienced, such as being able to change order readiness in one press, had clearly considered and understood the user's perspective, whereas another system requiring three inputs had not.

Empathy and Advocacy

Part of my role in Southside was to improve the systems we used during service. Quite often this involved other departments, such as front of house or food preparation, making compromises and changes to their work. In order to advocate for the changes that I knew would be beneficial to the customer, staff or business, I had to re-contextualise these changes through the lens of the department or area that might have to make a concession or adapt, ensuring that they were coming on board rather than being 'dragged along'. For example, if waiting staff were being asked to make a change I communicated how this would positively impact other areas of their work and give them direct tangible benefit for their compromise.

Detail and Analysis

When laying out the kitchens in The Dockyard and Southside it was important to consider not only what actions would be carried out on a section but that all staff members would be able to work with the chosen design. This meant designing for usability and accessibility as well as efficiency. I had to exercise close attention to detail when taking part in these discussions as we were aiming to brainstorm every scenario that might be experienced on that section of the kitchen; what was to hand and what wasn't? What food was near to how much heat? Does this layout work for everyone who might use it? These discussions were an agile process, with a 'prototype' being formed, tested and then reassessed at the next meeting. It was often by considering the smallest details and breaking into a different frame of thinking that I was able to make a 'section' work.

General BBC bar brings users out of News, confusing.

"Live" updates approaches a dynamic experience

"Headlines" format familiar to a wide range of users

Search Function does not return usable results, too general

Nav Bar doesn't follow you as you scroll!

Two Homes

Home

Search

Two Homes

Home

Ukraine conflict | Coronavirus | Climate | UK | World | Business | Politics | Tech | Science | Health | Family & Education | Entertainment & Arts | More

England | N. Ireland | Scotland | Alba | Wales | Cymru | Local News

LIVE Missile hits centre of Ukraine's second-biggest city

video shows a massive blast as the city's administrative building in Kharkiv's Freedom Square is targeted.

Europe

- ▶ Pushchair passed over heads in desperate station scenes
- ▶ Ukrainian cities hit by heavy shelling
- Ukrainecast: What is Putin thinking?
- ▶ Five times people in Ukraine took on Russian forces
- ▶ Ukrainian fighters battle Russian troops in Kharkiv
- ▶ Oil depot set ablaze near Kyiv

The Ukrainians in the UK kitting out to go home to fight

What are the nuclear risks?

'I can't pay' - Russians feel the pain of sanctions

Can people in the UK do anything to help Ukraine?

Five times people in Ukraine took on Russian forces

Russia committing war crimes

Europe's Mars rover 'very unlikely' to launch

Activate Windows

Go to Settings to activate Windows.

11h | Science & Environment

As part of the UI/UX module in my final year of study I worked on several BBC products to practise analysis and prototyping skills. This example shows initial heuristics on the BBC News home page, with critiques listed in red and positives in blue. I created a rough Figma prototype that acted on the listed critiques and added some initial thoughts on how these features could be improved in future iterations of the product. The prototype is available at:

DISCOVERY

page 7-10

DEFINE

page 11-16

DEVELOP

page 17-20

PROPOSED DESIGN

page 21-23

BBC POLITICS

by: Archie Yarr

archieyarr@outlook.com

Project Specification:

Develop a new product for the BBC digital suite based on a specified topic for 18-24 year olds.

What is the BBC?

The BBC is the world largest broadcaster and the United Kingdom's state owned public service broadcaster. The BBC provides a wide array of educational and entertainment content. Its mission statement 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."

It does this through its large portfolio of products:



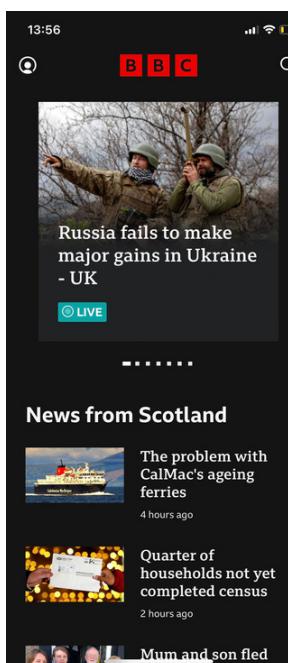
After doing some initial research on the BBC I proceeded with a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to better understand the organisation as a whole and the industry context that it exists within:

Diverse Product range High brand recognition No Advertising/monetisation S trengths Unique product range Cohesive design language Trend Setter	Inertia Demographic targeting W eaknesses Vulnerable to political interference
O ppORTUNITIES Mobile first transition Rise of streaming	WanING audience trust Young people disengaging T hreats Transition away from TV

Having established what the BBC is and some high level insights into the operation, I decided that the next step would be to analyse the heuristic and user experience of a relevant BBC digital product. To do this I carried out a heuristic test (pictured right) and a user test on the BBC news mobile application.

BBC NEWS mobile User Test

After analysing the BBC NEWS application from my perspective it was important to look through the lens of a wider user group to broaden the scope of analysis. To do this I carried out an in person user test with a group of participants using their mobile phones. I designed a scenario and task set that gathered insight into a broad range of the apps features.



The user group started on the home page of the BBC NEWS (new experience version) app and were asked to complete the scenarios and tasks with no conditions. The group was made aware of what the information they gave would be used for before taking part.

The participants were free to use all of the features available to them within the app to complete the scenarios. I facilitated feedback and conversation about the scenarios and highlights of the answers and comments participants gave are given on the right:

You have a 20-minute lunch break and have to spend it at your desk. You would like to scroll looking for a video that will interest you and kill some time

You would like to find some interesting articles about your local area, browse for one that catches your eye and scan through it

You are writing a summary on technology in Glasgow and would like some information about the tech sector in Glasgow

"I had to swipe down for the videos but I liked that there was lots of short stuff to watch rather than long stuff"

"It would be good if the videos of the day had categories"

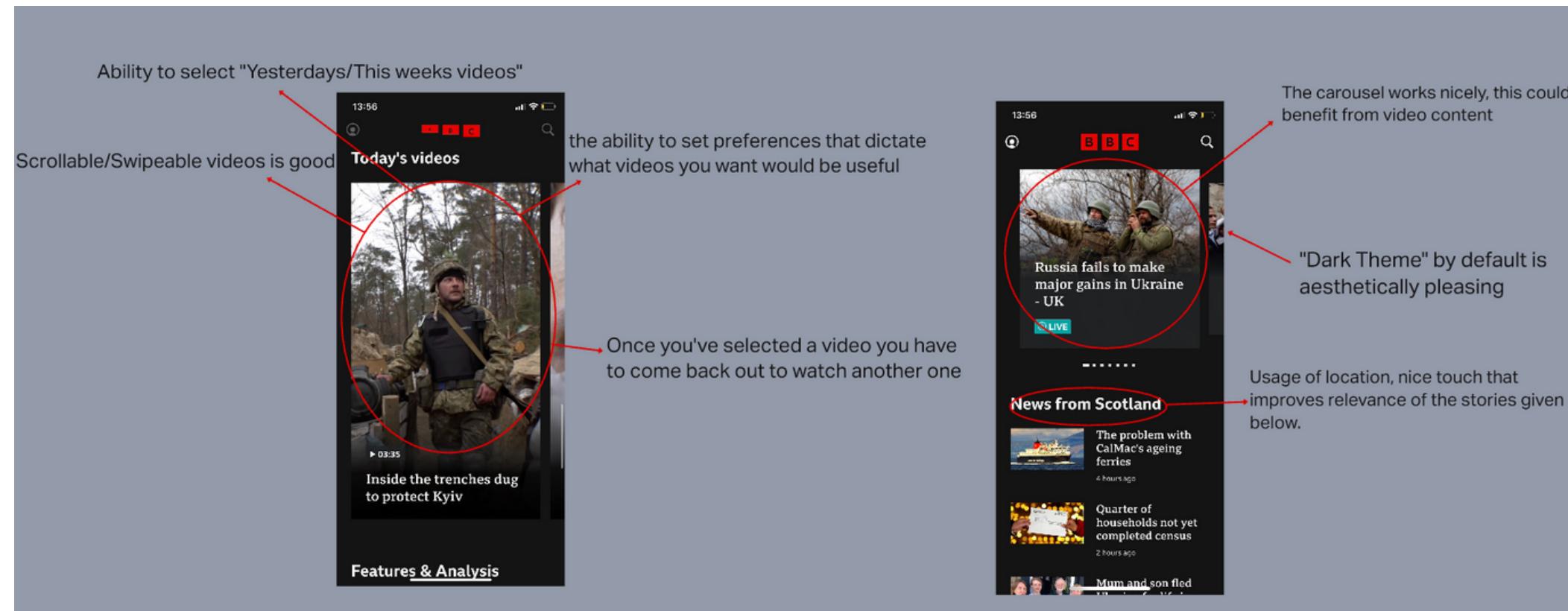
"Scotland articles are suggested but I would like some more local stories or be able to find them without searching"

"When I use the search button loads of stuff comes up that isn't relevant"

"The search function gives me lots of relevant results but there's no way to narrow results down by date etc"

"There isn't any way to find what I want without using the search function"

BBC NEWS mobile Heuristic Markup



Who is the 18-24 Demographic?

18-24 year olds are a digitally connected demographic in comparison with their older counterparts. They spend most of their digital time on mobile devices and prefer to view content through alternative means to text such as audio and video. Importantly, they are open to new digital products and will make use of the 'next big thing' much more willingly than older demographics.

Digital/Online Usage

Mobile devices have overtaken static options such as TV and Personal Computers amongst all demographics over the last decade. Alongside this, social media and internet use has increased greatly. The 18-24 year old demographic makes use of their mobile devices and social media to a greater degree than older generations, according to data.

The 18-24 year old demographic not only uses social media and mobile devices more than older generations, they also use a larger and more diverse number of social media applications.

More Key Facts

News Brands see news as "what you should know" where as young people see news as what you should know (to an extent) alongside what is interesting, what is useful and what is fun to know

88% of 16-24 year olds hold a social media account compared to 59% of the 65+ demographic

Young people are the least likely to be aware that some websites will be accurate or unbiased and some won't be

Voter turnout (a signifier of political engagement) among the 18-24 group continues to be lower than other age groups

Key Facts

[1] **Ofcom** *Children and parents: media use and attitudes report 2020/21*
Young people in University and High School also experience burnout

[2] **Reuters Institute Digital News Report 2020**
7 in 10 young people spend most of their time on a mobile device
Young people access much of their climate news through activists

[3] **CIRCLE** *Young People Turn to Online Political Engagement During COVID-19*
70% of young people garnered info on the 2020 presidential election online

[4] **DIGITAL 2022 GLOBAL OVERVIEW**
18-24 year olds are more likely to use video than older generations

[5] **BBC Group Annual Report and Accounts 2020/21**

[6] **publications** *Fake News Reaching Young People on Social Networks: Distrust Challenging Media Literacy*
Ana Pérez-Escoda, Luis Miguel Pedrero-Estebe, Juana Rubio-Romero, and

[7] **plus**
Young people trust online news sources the least, yet use it most often

[8] **House of Commons Library** *Youth Unemployment Statistics*
Young people who are economically active tend to be in full time education

Political Engagement

18-24 year olds have begun engaging with politics primarily through online resources. Political organising and activism has shifted from being bred in person to a 'digital revolution'. Young people look to peer activists on platforms such as TikTok and Instagram for facts and reporting. However, they only trust these figures and other online outlets when they reference established sources such as the BBC, CNN, Politico and Government data.

While trust in 'mainstream' media wanes in the demographic they are still seen as more reliable than any other resources in the digital 'new media' space. 18-24 year olds want online political content that engages their usage habits that is well researched, referenced and trusted.

[1] <https://www.ofcom.org.uk/research-and-data/media-literacy-research/adults/adults-media-use-and-attitudes>, [2] <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022>, [3] <https://datareportal.com/reports/digital-2022-global-overview-report>

[4] <https://www.sciencedirect.com/science/article/pii/S0190740914001261>, [5] <https://circle.tufts.edu/latest-research/young-people-turn-online-political-engagement-during-covid-19>, [6] <https://www.mdpi.com/2304-6775/9/2/24>, [7] <https://www.gov.uk/government/publications/bbc-annual-report-and-accounts-for-2020/21>, [8] <https://researchbriefings.files.parliament.uk/documents/SN05871/SN05871.pdf>

Who are the BBC's direct competitors?

To compete for the attention of the 18-24 year old demographic a service must be mobile, engaging and have some elements of video and audio.

News and Politics



BBC News has an array of competitors in the mobile space. The 'new experience' version of the BBC News app puts its design ahead of Sky and ITV in regard to an experience that can appeal to the demographic. However, Apple's offering shows a competent design and the integration of a plethora of intuitive features and a wide array of content. On the other hand, BBC news takes advantage of video content where Apple News does not.

Podcasts



The most dominant competitor in the podcast market is Spotify, its near monopoly on the podcast space means that Sounds cannot compete with Spotify in regard to content. Spotify spent just over £600m on podcasts in the 2019/20 period, this dwarfs the BBC radio annual budget of £474m of which sounds is only a small percentage.

While Sounds cannot compete with Spotify for content or in attracting big names, it does pitch an effective design and a more local experience than Spotify, whose USP is tailored content recommendations and music streaming.

Video Streaming

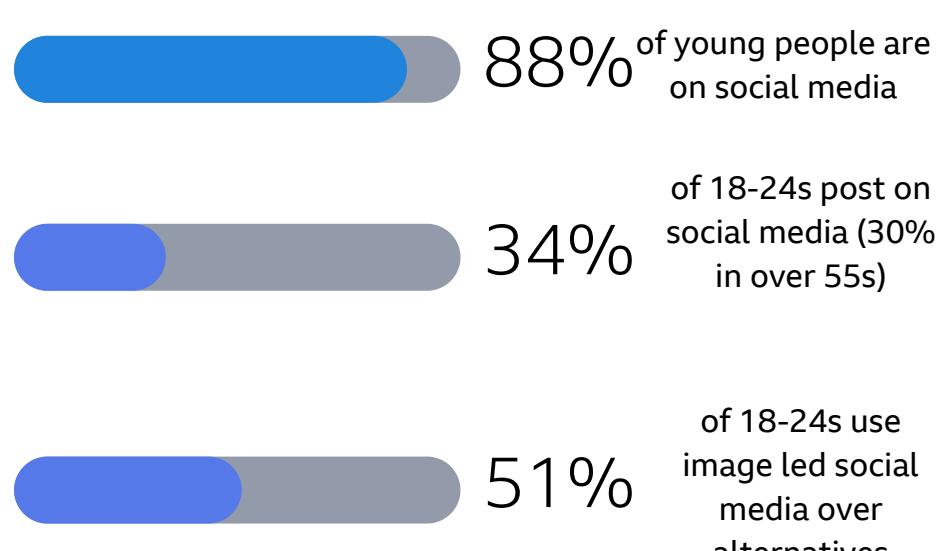


Similarly to BBC Sounds, iPlayer cannot compete with the astronomical budgets of its competitors. However, iPlayer offers culturally unique programming for free with a TV licence and no advertising. This is a USP in the video streaming sector and something iPlayer benefits greatly from.

Like BBC News and BBC Sounds, iPlayer benefits from a cohesive design language and intuitive user focused interactions. However, it falls short of the tailored experience that Netflix offers its users with accurate recommendations and a UI methodology now ubiquitous in the video streaming space.

Who are the BBC's indirect competitors?

More broadly the BBC is also competing with social media applications for the attention of the 18-24 demographic. The comparison with social media is important for the BBC as that is where young people are spending a large amount of their digital time.



The BBC's Mission

As an organisation that is state owned and in receipt of public money, the BBCs motivations and goals differ slightly to the private corporations they compete with. These organisations have mission statements but these are secondary to their responsibility to share-holders.

The BBC's charter states:

"The BBC should provide duly accurate and impartial news, current affairs and factual programming to build people's understanding of all parts of the United Kingdom and of the wider world... so that all audiences can engage fully with major local, regional, national, United Kingdom and global issues..."

The BBC has a unique motivation to engage young people in politics and deliver its content to a demographic it is not currently reaching successfully. This is an area competitors may not be reaching into as to do so cannot be fully justified from a profitability perspective.

Opportunity

There is an opportunity for the BBC to deliver political content to the 18-24 demographic in a form that the BBC digital suite, or any direct competitor, does not currently offer. An app delivering interesting long and short form political video content will engage the demographic. With light socialisation and a personalised, tailored experience it would be a unique offering. Alongside driving engagement from the demographic it will also build trust and a positive sentiment towards the BBC.

For 18-24 year olds with an interest in current affairs and politics who need content delivered in an engaging way.

"BBC Politics" provides a diverse range of political video content in long and short form. Alongside social integration such as live streams, Q&A sessions with experts and community organising post-boards. It is also suitable for integration with other BBC services such as Sounds and iPlayer where users can be directed to learn more about the topics that they care about.

Unlike current news organisations there are no dry walls of text, and in contrast to social media there is no misinformation or opportunity for abuse and toxic behaviour.

As this opportunity aims to draw from the strengths of several different styles of digital product (news, audio and social media platforms), it is important to analyse what the strengths and weaknesses of these platforms are. User journeys, user tests and heuristics help build this analysis.

User Journeys



Apple News

Scenario

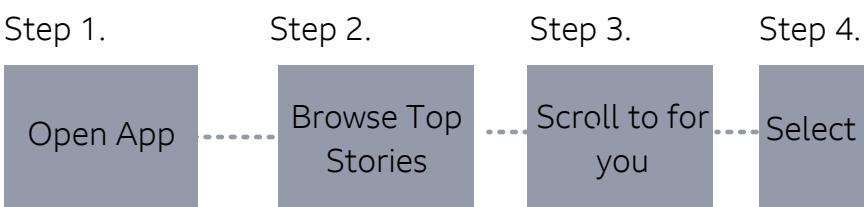
Laura is on their way to University and wants to scan the headlines and read an article.

Pleasure Points

Step 2: "I like that the Headlines are at the top"
 Step 3: "I can rate if I like the suggestions"
 Step 4: "It is easy to save stories for later"
 Step 4: "I can go to the next article easily once I have picked one"

Motivation

They are interested in current affairs and want to learn something new, stories hopefully it is something interesting that they can share with their peers. Step 2: "There aren't that many top stories there are adverts"



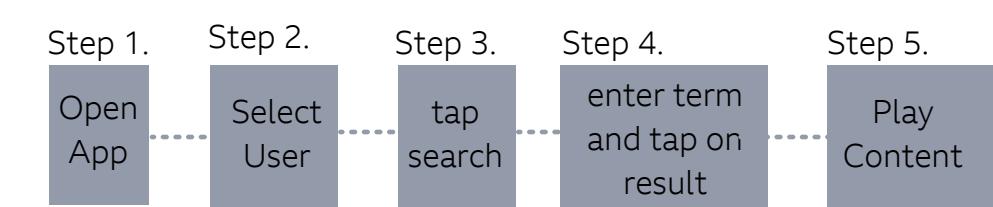
Netflix

Scenario

Steven has finished a long shift at their part time job and wants to watch a movie.

Motivation

They were recommended a movie by a colleague at work and want to let them know what they thought of it next shift.



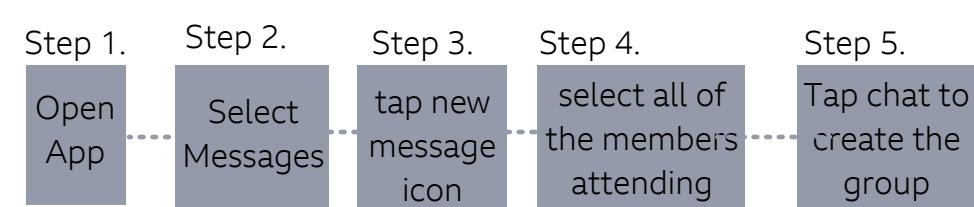
Instagram

Scenario

Sumara is planning a night out with friends and wants to create a group chat for the attendees.

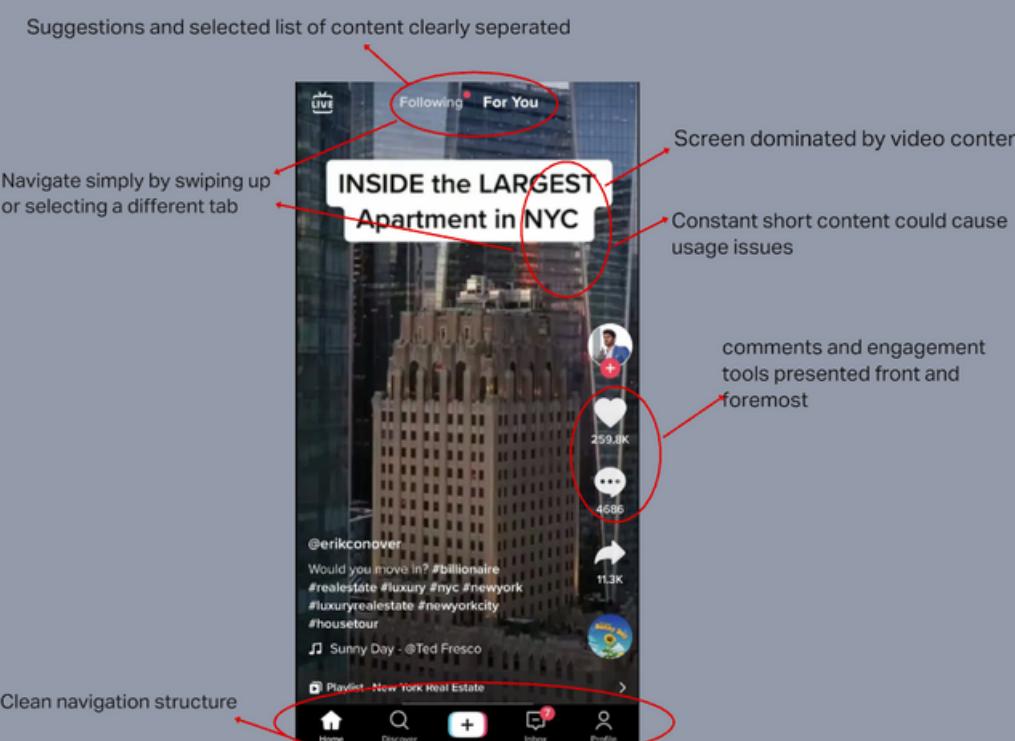
Motivation

They want to use an Instagram DM group so that they can organise plans and then share photos they intend to post afterwards. Their friend group usually uses Instagram for this.

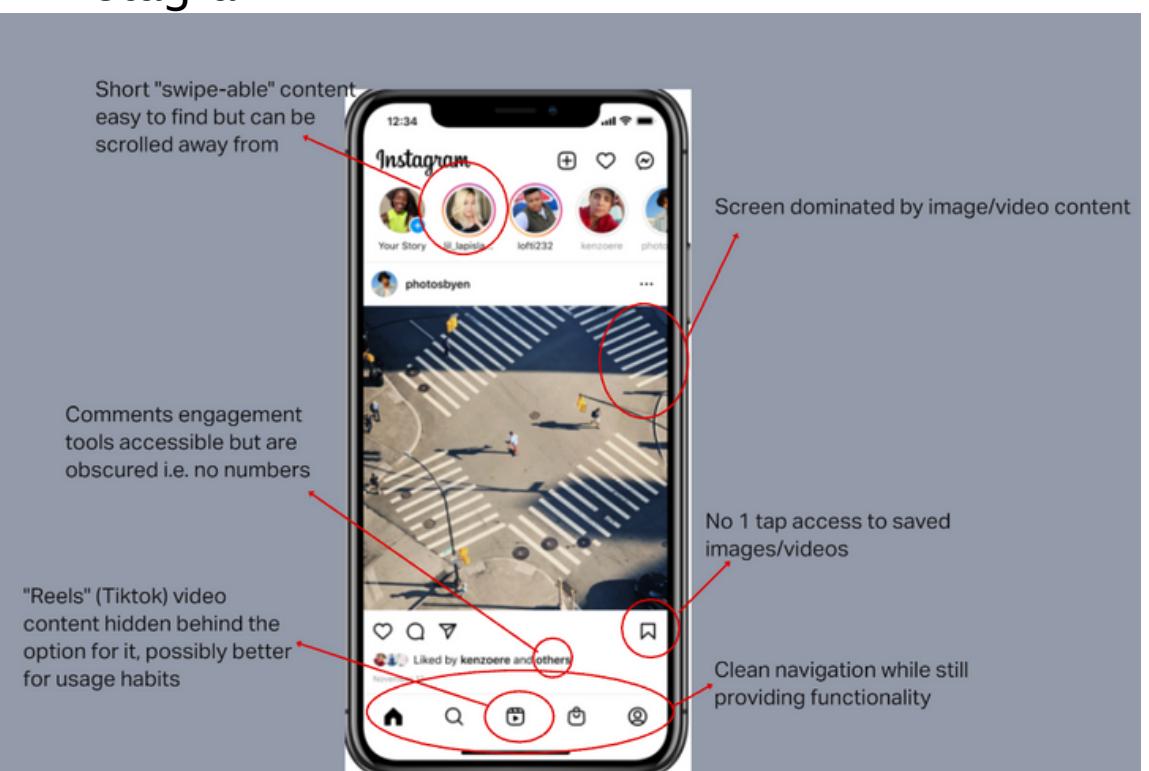


Social Media Heuristics

TikTok



Instagram



Social Media User Test Highlights

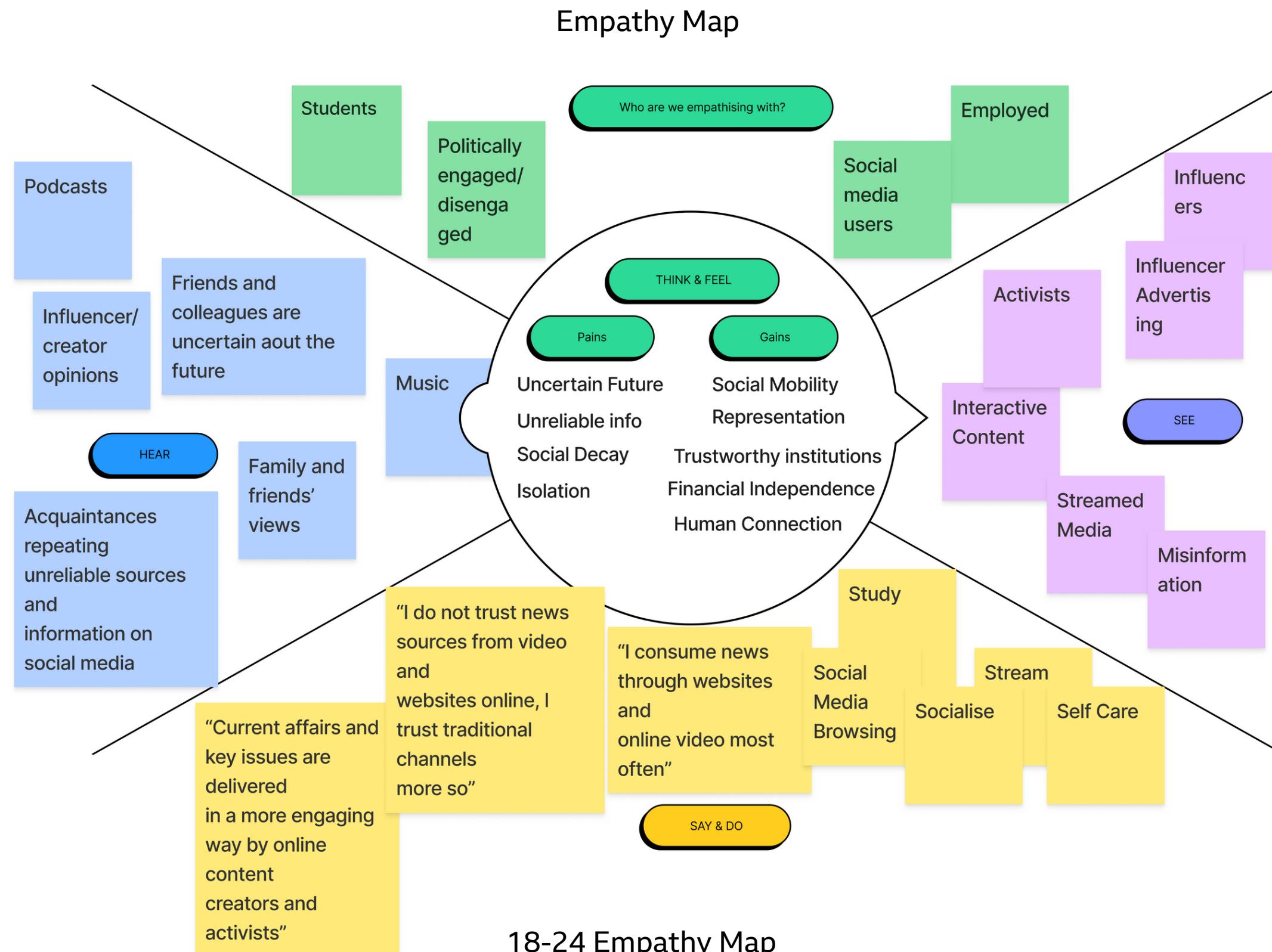
TikTok

"It is really easy to jump in and watch videos, if I don't like something I just swipe and I can watch something else"

"I couldn't find a live video that I really wanted to watch, when I can't find anything good on the for you page I would search but that wasn't an option"

Instagram

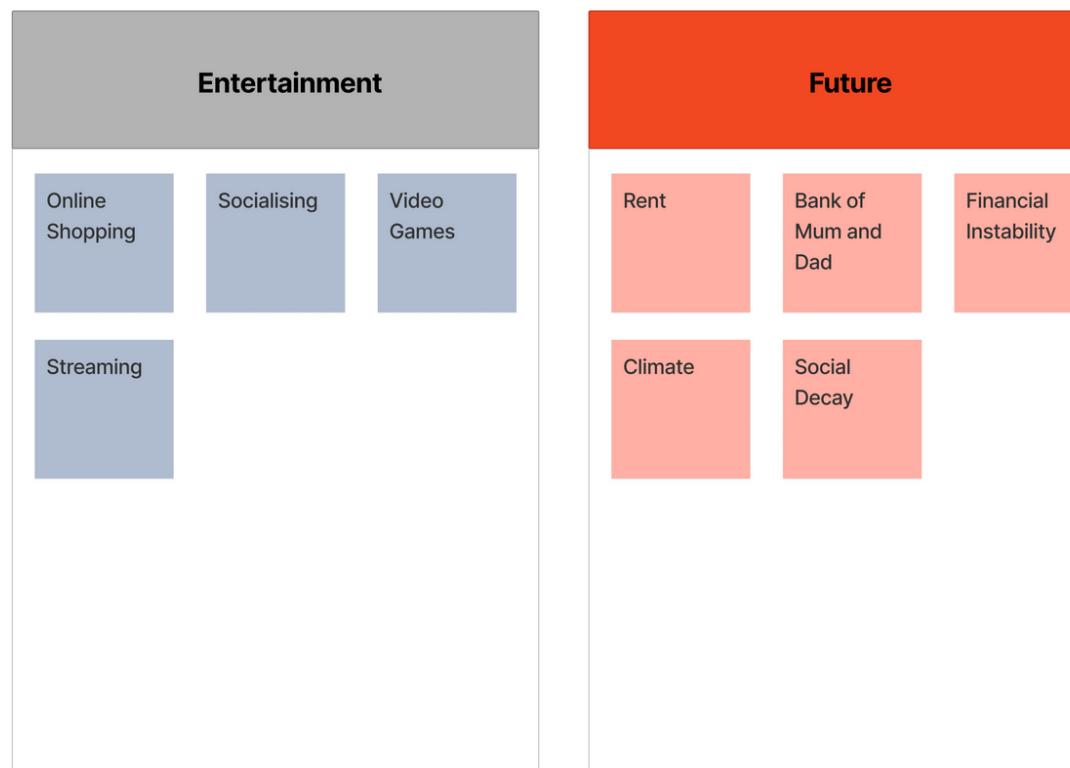
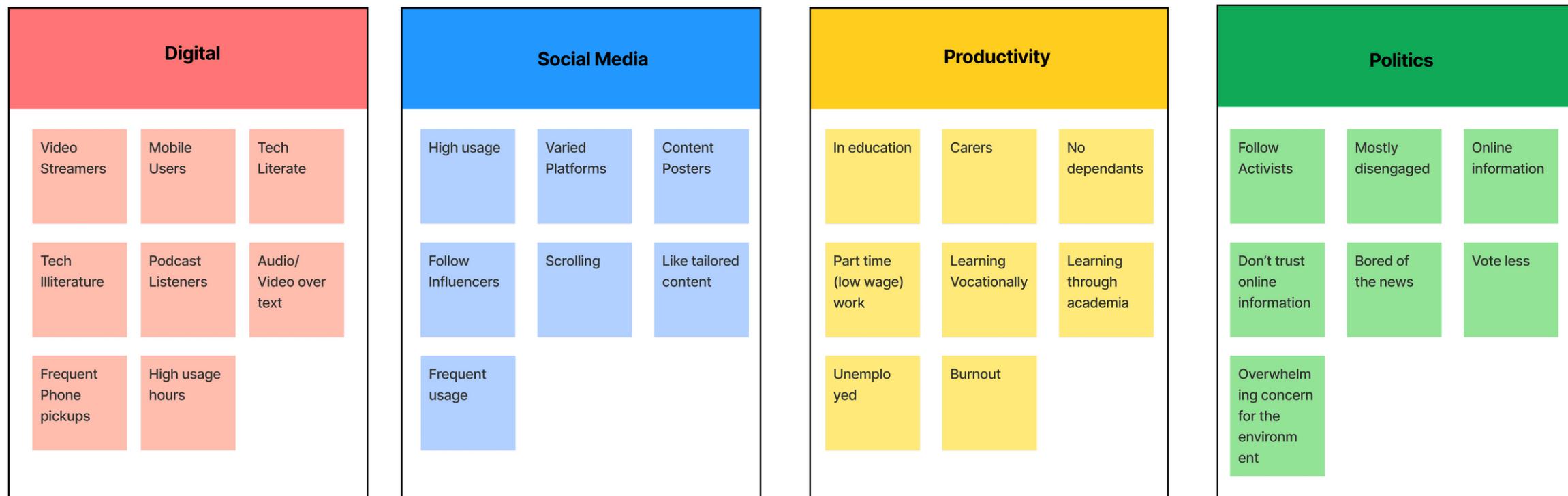
"Interacting with someone's story made me want to come back and see what other people had said, or if they had reacted to me"



18-24 Empathy Map

An empathy map of the demographic helps to visualise a broad range of insights into the demographic, based on research done in the discovery phase. This map will, alongside the affinity diagram, allow for accurate personas to be constructed.

Affinity Diagram



Empathy Map and Affinity Diagram Insight

The insight on the demographic displayed in the empathy map and affinity diagram were garnered through primary (a focus group with colleagues) and secondary research, drawing from sources referenced in the discovery phase.

18-24 User Personas

Having built a more focussed picture of the demographic with the affinity and empathy diagrams, I created user personas to define and visualise the group.



Lauren, 18 (She/ Her)

Lauren has just entered her 1st year of University to study Environmental Law

Lauren wants to learn more about her chosen subject and broaden her knowledge. She wants to learn more about politics and engage with it through social media and news.

Lauren spends her free time Lauren uses technology to assist in her learning about other things studies and to indulge in her hobbies. She is involved in her Universities debate and technology societies. She uses WhatsApp to keep up with her friends and Discord and Reddit to speak to people that share interests in her hobbies.



Mark, 21 (He/Him/They)

Mark is in the final year of his Finance Administration Modern Apprenticeship

Mark aims to graduate and continue employment at the firm he is training at, he identifies as apolitical and does not vote, engage in activism/union organising or watch the news.

Mark likes to relax by watching YouTube videos made by his favourite creators, he socialises with friends by eating, drinking and taking part in shared hobbies such as video games. Mark uses technology for work and for leisure. The software packages he uses most often are:
-Microsoft Office
-Microsoft Teams
-Youtube, Netflix and Snapchat



Maria, 24 (She/her)

Maria is a part time carer and is studying Nursing part time at University

Maria aims to finish her degree and work for the NHS part time. She wants to contribute to society through activism, which she organises through social media.

Maria spends her free time socialising with friends, they usually find things that are cheap to do like visiting local parks or areas of interest. Maria also spends her free time campaigning for the LGBTQ+ advocacy charity StoneWall. Maria uses technology to keep up with friends and to engage in her political interests. She posts videos on Instagram and TikTok to help inform people about topics of interest and advocate for issues she cares about.

POV Statements

The POV statements allows us to define the problems that the demographic might face and creates a base for How Might We (HMW) questions to be developed.

User	Need	Insight
Politically engaged 18-24 Year old	To find out about the relevant headlines of the day without reading big text blocks.	The user does not want to get their news and current affairs through traditional (TV, newspaper, online newspaper) channels and would like to get the information they care about primarily in video and audio format.
Politically disengaged 18-24 Year old	To reach a level of understanding about a political topic in the least amount of time possible.	This user does not want to give large amounts of their time and attention to politics, they want short snappy information that sums up an issue.
Politically engaged 18-24 Year old	To look at different politics related topics in one place with no ads or paywalls	This demographic has less disposable income so a cost free and ad free environment is an important point for them.
Tech literate 18-24 year old	To watch some content while doing other tasks and be able to find what they were watching later	The 18-24 year old group multitasks and likes to flip to and from their phone.

HMW Statements

How might we create a video and audio centric experience?

Custom content for the service	Adapt existing BBC video content	Integrate BBC Sounds and iPlayer	Learn from social medias' elegant navigation	Tailored recommendations for regular users	Unique BBC exclusive Q&A sessions or interviews
--------------------------------	----------------------------------	----------------------------------	--	--	---

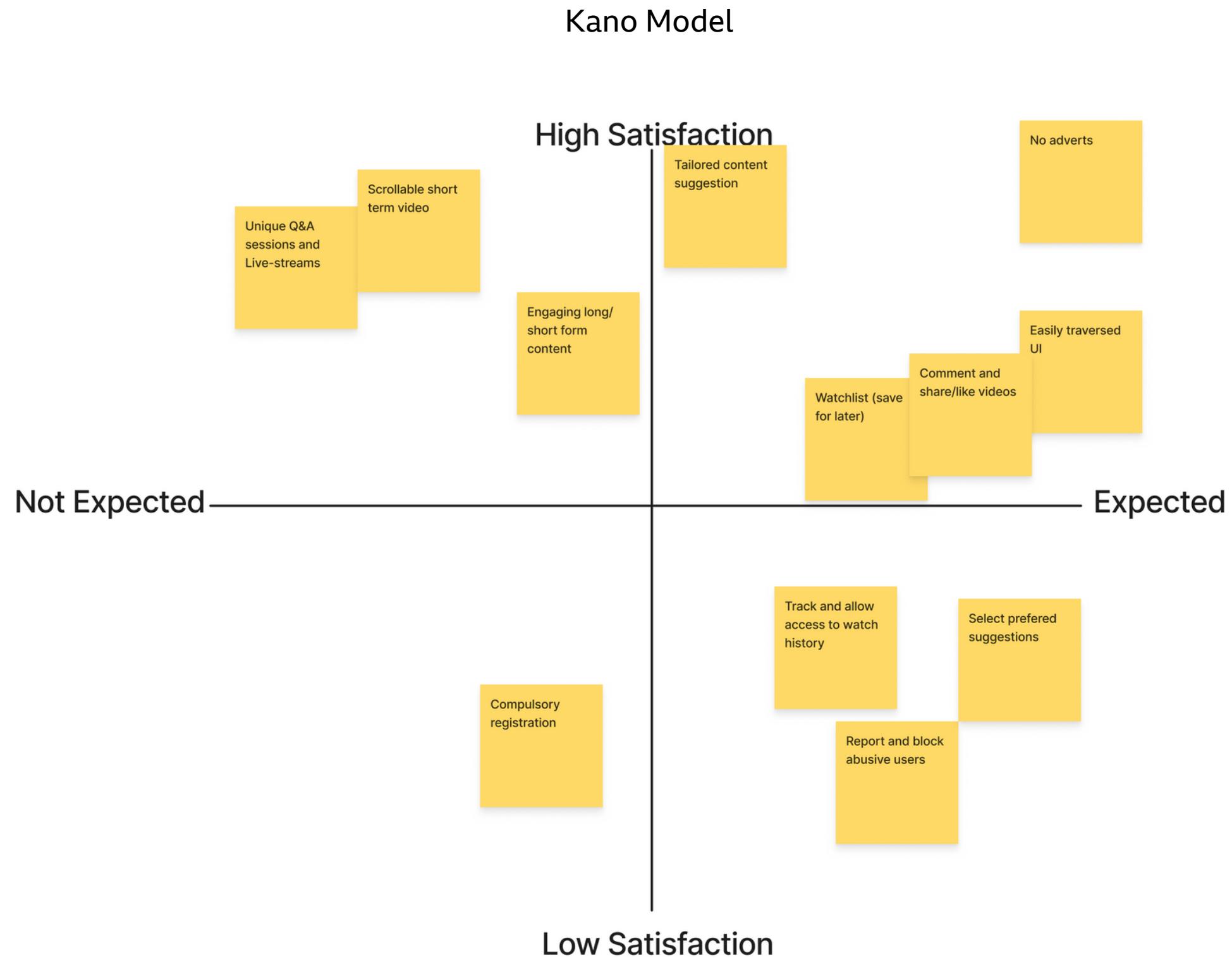
How might we give information to time conscious users?

Short video clips	Show segments of longer videos in search results	Playback speed options e.g. 2x, 1.5x	Picture in picture mode to allow multitasking	Allow audio to play when the phone is locked
-------------------	--	--------------------------------------	---	--

How might we get users to use this service when they pick up their phone?

Allow users to save videos for later	Save a users watch history	Push notifications	IOS and Android Widgets for home screens	Regular time limited content e.g. live streams
--------------------------------------	----------------------------	--------------------	--	--

To prioritise features I used two models:



MoSCoW Model

Must Have

- Intuitive Navigation
- Engaging video content
- Both long and short form video given priority
- engaging usage loop (e.g. scroll, watch, discuss etc)
- User selected categories (favourites)
- Login and registration requirements

Should Have

- Watchlist
- Watch history
- Community moderation
- tailored/suggested feed
- intuitive video player
- Social media integration

Could Have

- Personalisation
- Events feature (livestreams, workshops)
- Integration with other BBC services

Won't Have

- Direct user to user interaction
- Aggressive 'rabbit hole' recommendation algorithms

Prioritisation Decision Making

When making prioritisation decisions I assessed each feature through the lens of several qualifiers, asking myself how each feature met the goals and standards of each:

the project brief

- Does this feature build trust in the BBC?
- Will this feature engage 18-24 year olds?
- Does this feature match the aims of the BBC mission statement

UX trends, standards and expectations

- Will this feature aid/inhibit accessibility standards?
- Is this feature usable for the userbase?
- Does this feature aid UX techniques that have been researched?
- If so what are the results?

Competitors both direct and indirect

- Have competitors utilised similar features?
- Does this give the project a competitive advantage?
- Can this feature be adapted/improved based on what competitors have had success with?

Design Brief

The Solution

BBC POLITICS

Target Audience

BBC politics is aimed at 18-24 year olds. Research has shown that there is a group of 18-24 year olds that are deeply interested in politics and are politically engaged. There is also a section of the demographic that has little interest in the topic, a major contributor to this disengagement is a lack of resources and content focussed on what 18-24 year olds want to engage with.

The demographic spends most of their digital time on their phone, any political engagement they do have tends to be on social media or online. However, they feel that they can't find reliable or trustworthy information through those channels and only engage with it as it is interesting and fun to consume, rather than beneficial. This is where BBC politics can have an impact.

What is it?

BBC politics is an addition to the BBC's suite of mobile applications. It delivers a mix of short and long form video content based on politics. Additionally, there are livestreams and BBC exclusive interviews with user question and answer sessions.

BBC politics is transformative for news and current affairs applications in the same way TikTok is for social media. It repackages content in a digestible and vibrant format for the 18-24 year old demographic. If it was to be summed up in one sentence it would be:

"Delivering politics to young people on their terms"

Why is it required?

Currently there is no responsible, established and accountable resource for young people to look to for political content that engages them and their usage habits. Politically interested young people have to look to social media for short form video content on applications such as Instagram and TikTok, content on these platforms is regulated only by widely unenforced or lenient terms of service.

By providing content that suits the demographic's needs and usage habits, the BBC can provide a space for young people to learn and develop their political understanding. The BBC has the unique ability to do this in an ethical, unbiased and rigorously professional manner, not only in the nature of the content but also the terms and conditions of the application. There is no other application that can provide a young person with this type of content without adverts, information brokering or paywalls.

The BBC can provide a safe, interesting, inclusive and educational environment for 18-24 year olds to expand their knowledge and enjoy a topic they are passionate about.

The user experience

As the service is aimed at 18-24 year olds, the applications that they use and the design principles they expect and enjoy will be central. As one of the main centres of the demographic's time on their phone is social media the service will 'feel' like a social media app to navigate around.

As this service is part of the BBC's digital suite if the user is familiar with iPlayer, BBC News or BBC Sounds they will feel at home with the design cues and user experience presented in this experience.

Additionally short 'bitesize' video content will be central to the success of the service and an appropriately intuitive way to consume it will be a priority.

Results

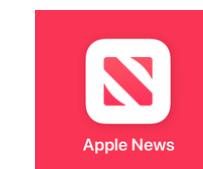
This concept will be considered a success if it sees usage from the demographic on a regular basis, creates a community that engages in the content and desires the service to improve with time. It would be a success beyond expectation if the service could engage 18-24 year olds who have self reported as politically disengaged.

What does it do differently?

As I have touched on, there are numerous competitors for this demographics attention, especially in regard to politics.



Social media provides the demographic with a space for sharing knowledge and discussing issues like politics. However, it is largely ineffective at providing a safe and accessible space to learn. It struggles with misinformation, bias and toxicity.



sky news



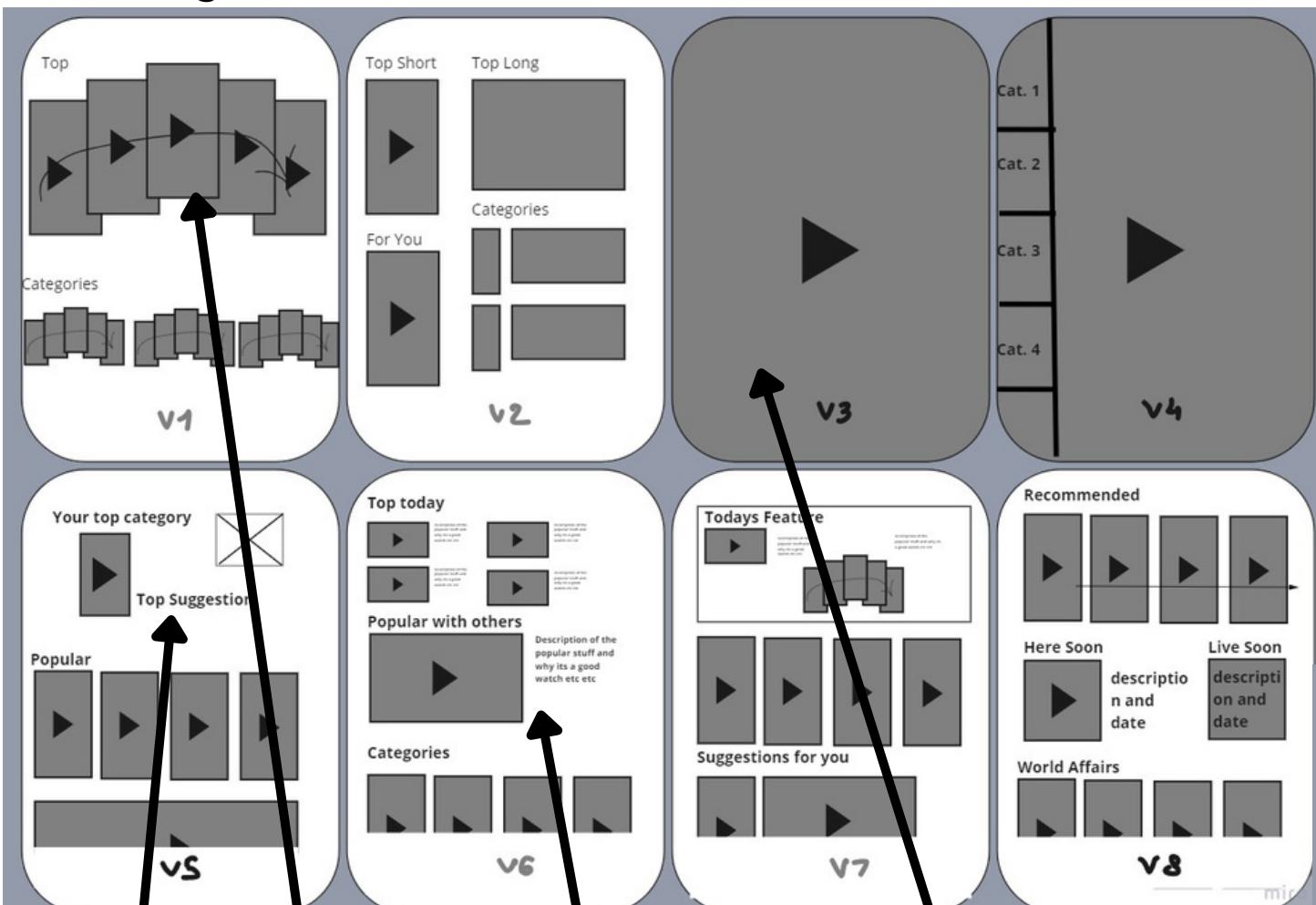
Unlike social media, traditional media platform's digital offerings provide well edited, unbiased content. However, they fail to meet the needs of the 18-24 demographic. Their content is most commonly text based with little or no video and audio content. Similarly, the content that is appealing to the demographic is usually adapted from their other outlets such as TV content which limits the scope of what it can be used for.

BBC politics aims to take the strengths of both formats and discard their weaknesses to create a unique experience for the demographic. The service provides a trusted content creator in the BBC and delivers its content in the way that 18-24 year olds have become used to from extended social media use.

This service not only presents an opportunity for the BBC to access a new audience for this type of content but also an opportunity to meet its goal to "inform, educate and entertain". Additionally, a service such as this will create a generation of politically interested young people who trust the BBC to deliver what they want in an accessible, ethical and informative way.

Crazy 8's

Home Page



Personalised suggestions

rolling style transition between videos

Confirmation from other users

Video dominates the screen, similar to TikTok: swipe up for more short videos or sideways for a long video

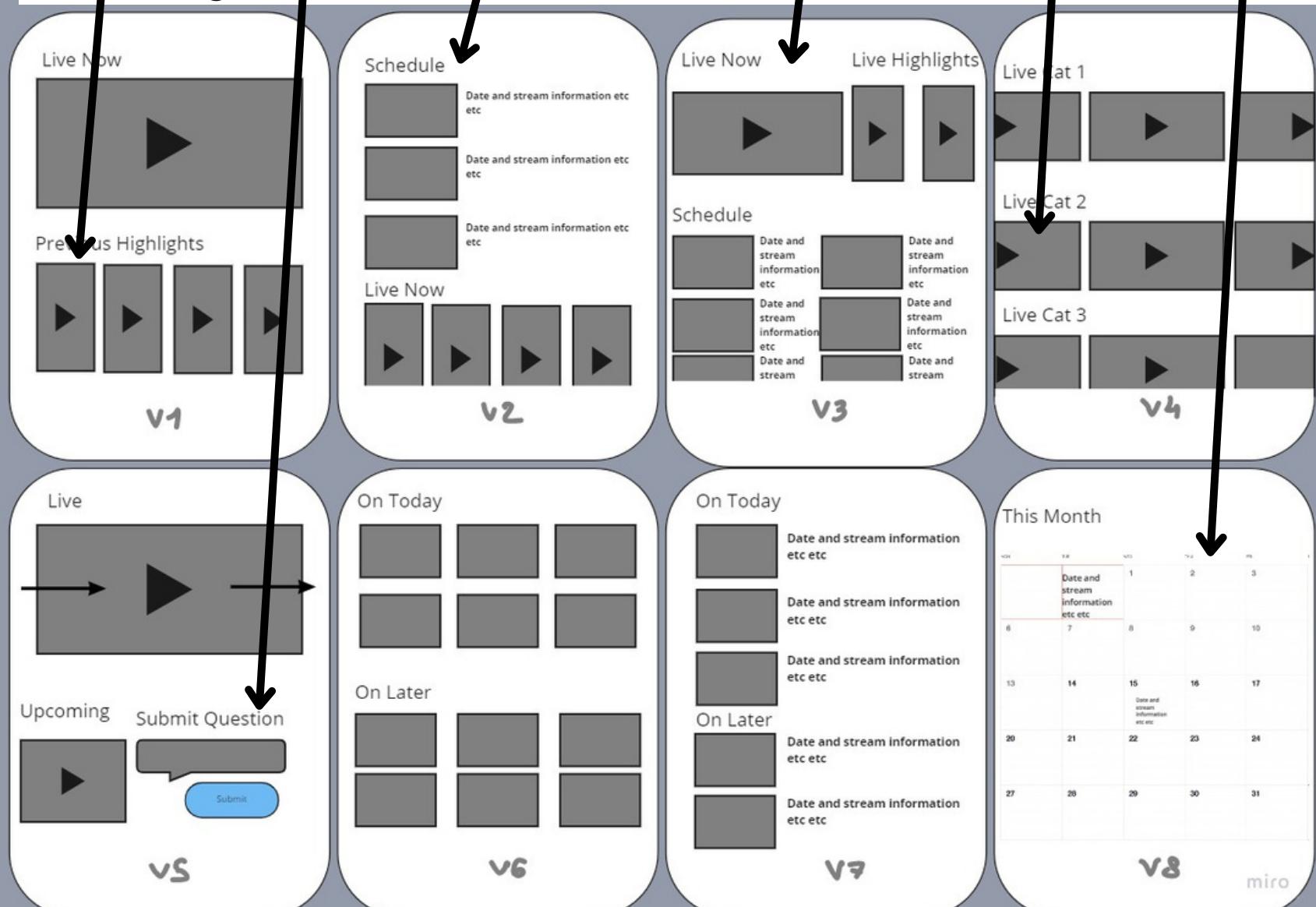
The landing/home page should place content front and centre for the user, it should also be familiar with other BBC and competitor products that they use.

Consideration for short content

Schedule shown to inform users of upcoming content

Showing content by category as default

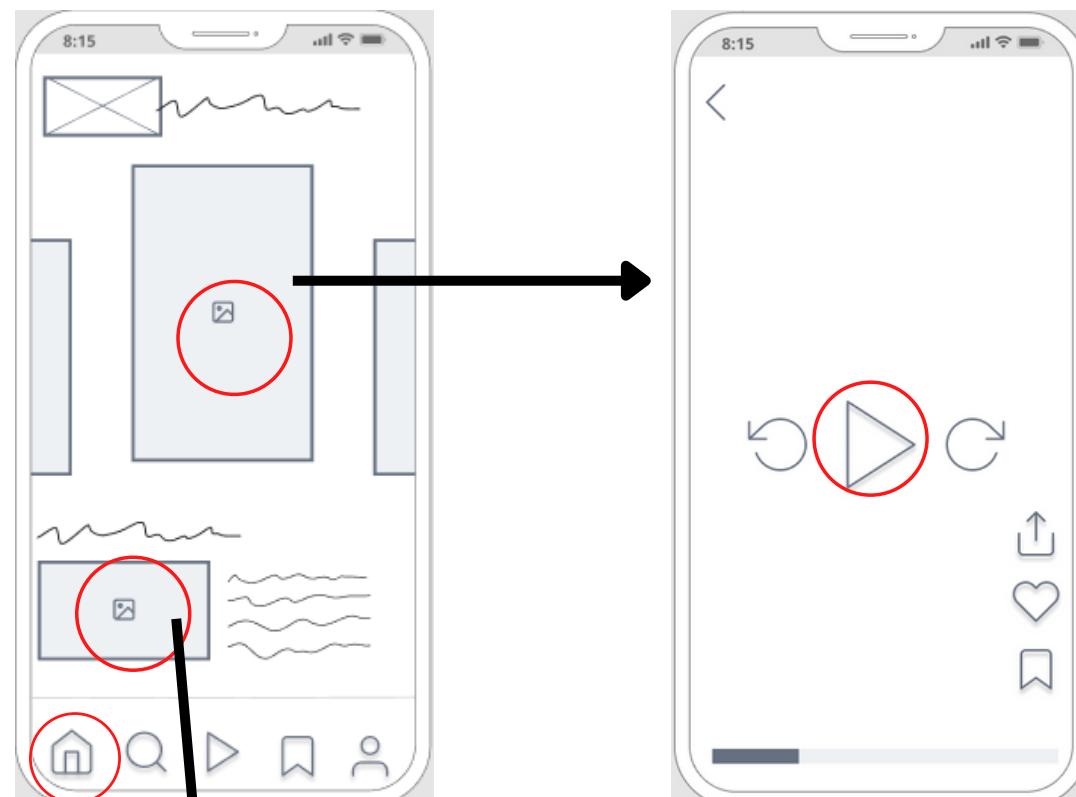
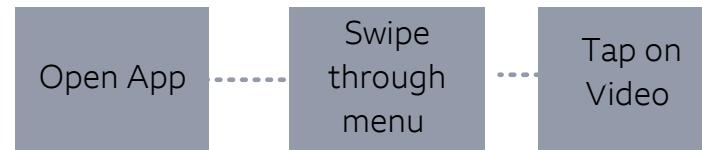
Live Page



The live page should engage the user to 'not miss out'. One of the better ideas from this session was the ability for users to pose questions to a Q&A session ahead of time. It creates a mental commitment and also a better question pool, improving the stream.

Wireframes and Associated Task Flows

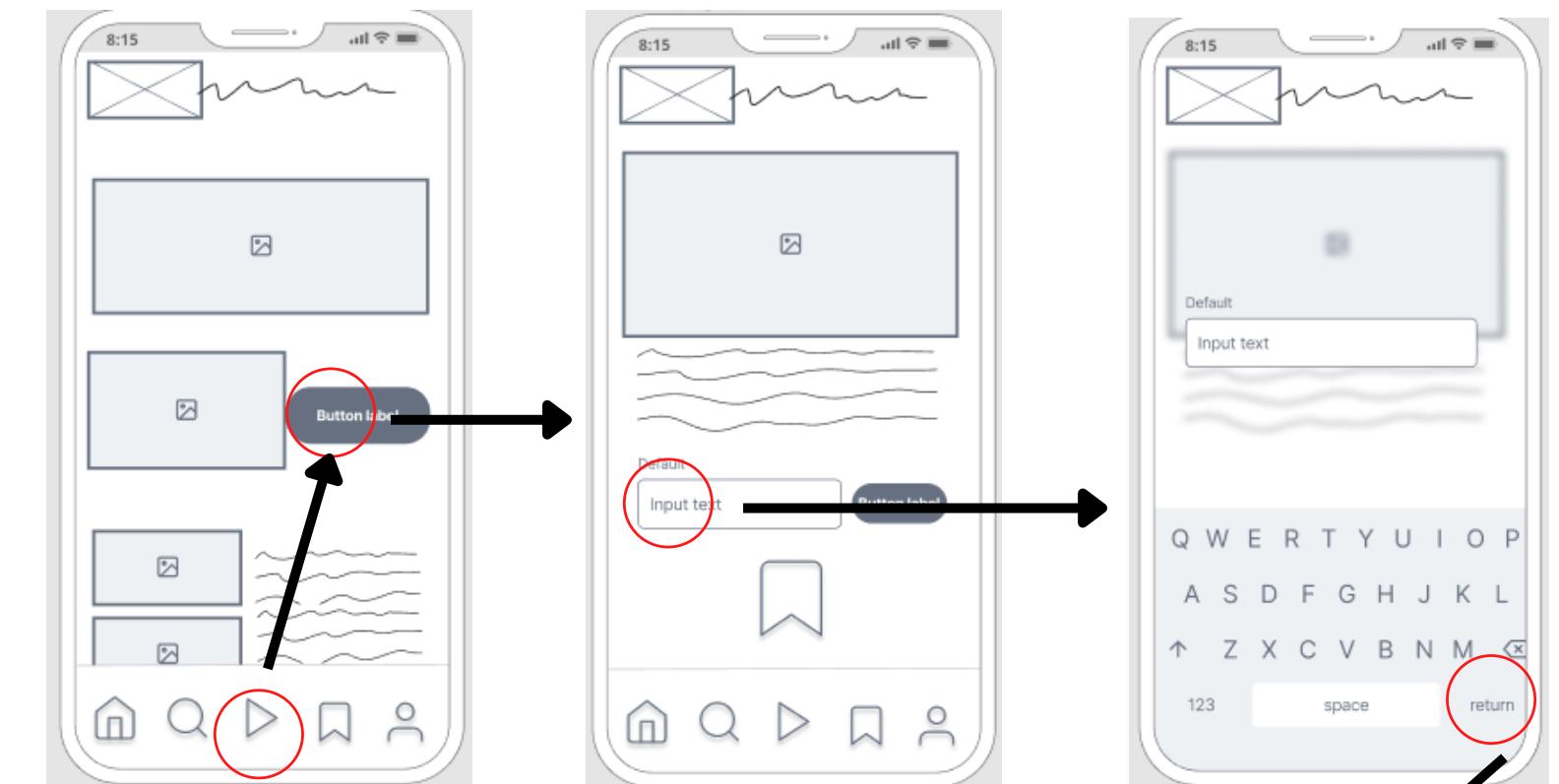
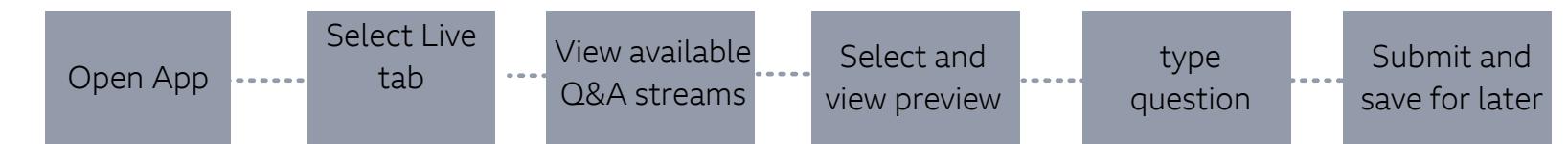
Selecting a video from the home page



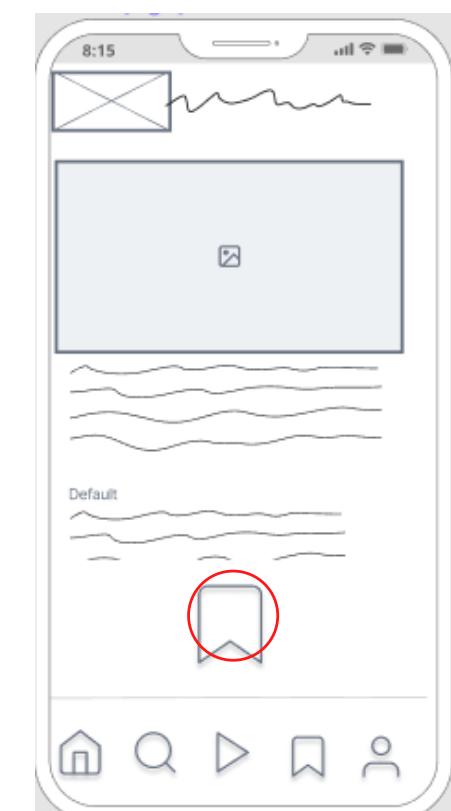
Short videos play natively in portrait mode and long video plays natively in landscape mode



Leaving a question for a Q&A session and saving it for later

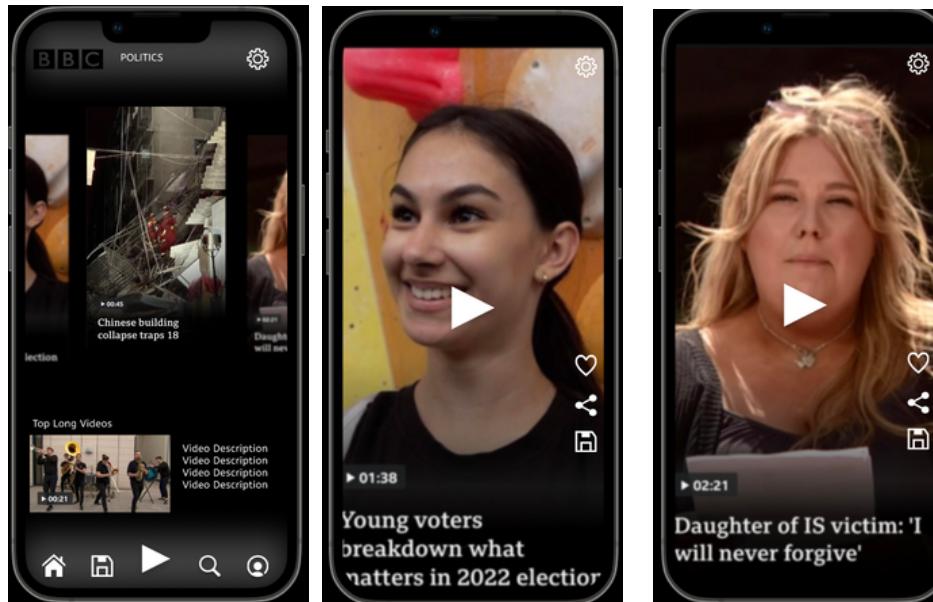
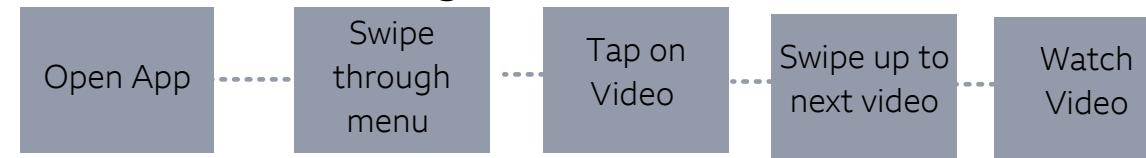


Once a user has submitted a question for the stream it is shown that they have submitted a question and they are able to save the stream to their bookmarks.

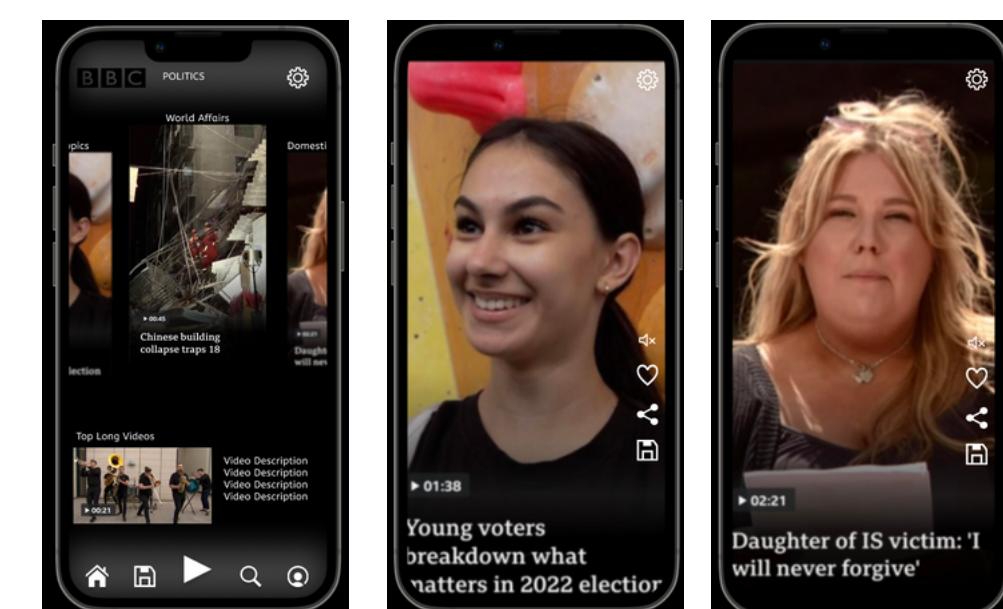
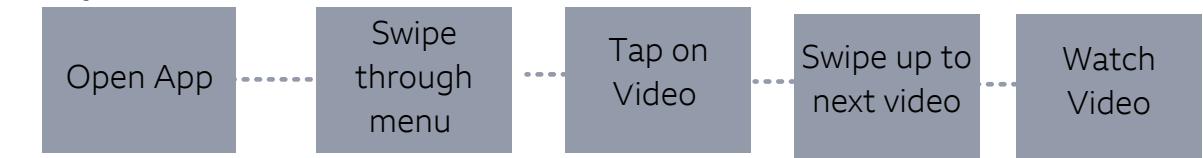


Lo-fi Prototyping

User Flow 1: flitting from video to video



Update based on Feedback



Key Points

- Reducing the number of 'clicks' that a user has to make allows for a more streamlined and usable experience
- There should be clarity on what different areas of the screen contain/ what their purpose is. For example, the top carrousel needs to state clearly that it contains different categories of video.

User Flow 1 Feedback

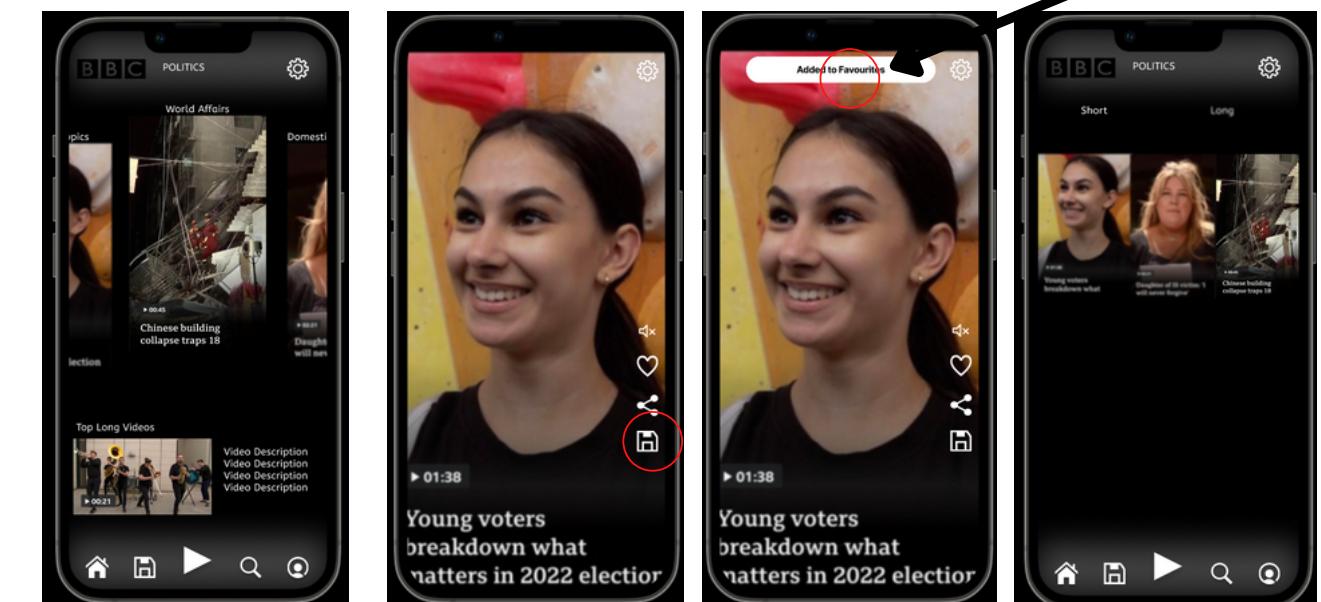
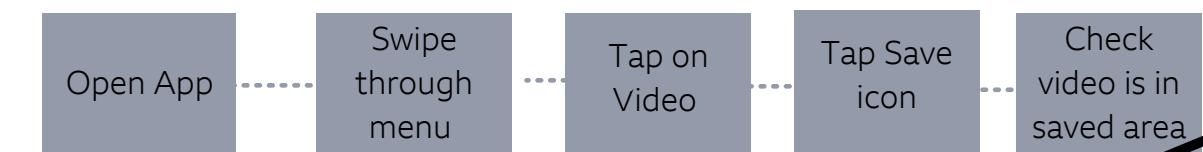
"I like that there is video to watch right at the start and I don't have to go anywhere for it"

"If I have tapped on a video I want to watch it, it feels pointless to have to hit a button to play it"

"It is a little confusing what the top carrousel bit is for"

"most of the video players I use let you mute the video while it plays"

User Flow 2: Saving a video



Tapping save brings up a confirmation message that can be interacted with

Tapping the message navigates the user to where the saved video is

Style Tile

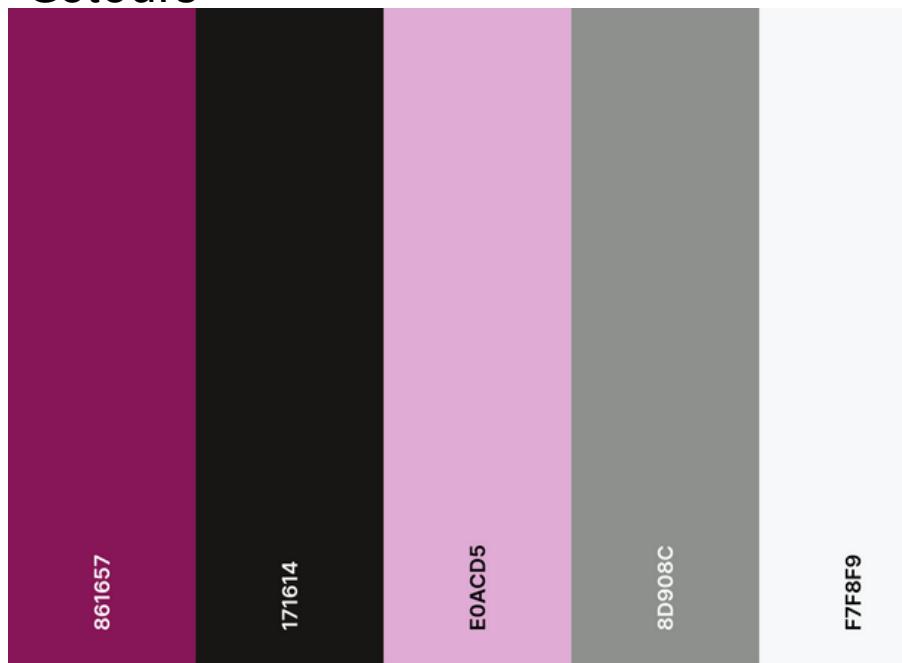
Branding



BBC Logos tend to have two variations.. The BBC logo is either placed above or to the left of the products name. I felt that placing the BBC logo above would work well for a mobile first application such as this, this also follows the format for BBC News, Sport and iPlayer.



Colours



Dark, nearly black tones were chosen as the dominant colour for the application. With audiences choosing dark mode on their devices more often^[1] and video dominated competitors opting for dark tones it made sense from both perspectives.

Purple/pink tones were chosen as highlighting colours for two reasons. Firstly, purple (in the UK) is a colour not heavily associated with any specific political movement, while still evoking thoughts of leadership and mystery. Secondly, BBC iPlayer uses a similar purple tones drawing a connection for the user between two of BBC's video focused products.

Typography

Video Title/Header

BBC Reith Serif Regular-28pt

App Area

BBC Reith Serif Regular-20pt

Sub-Heading

BBC Reith Sans Regular-18pt

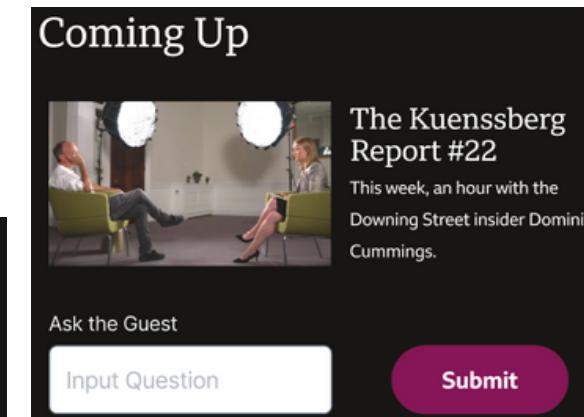
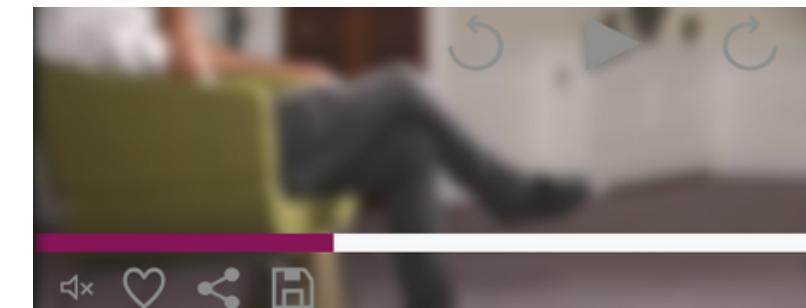
Text Body

BBC Reith Sans Regular-16pt

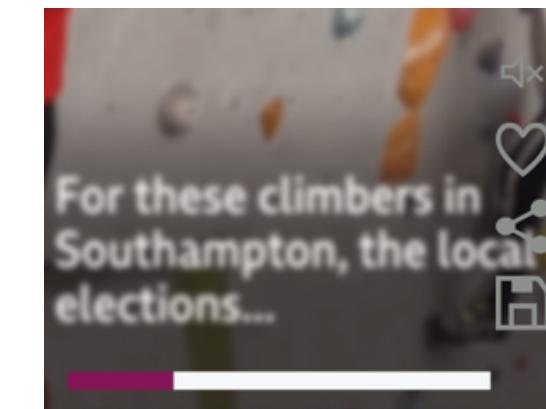
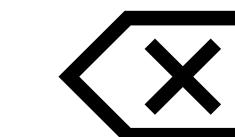
Captioning

BBC Reith Sans Bold-12pt

UI elements



Iconography





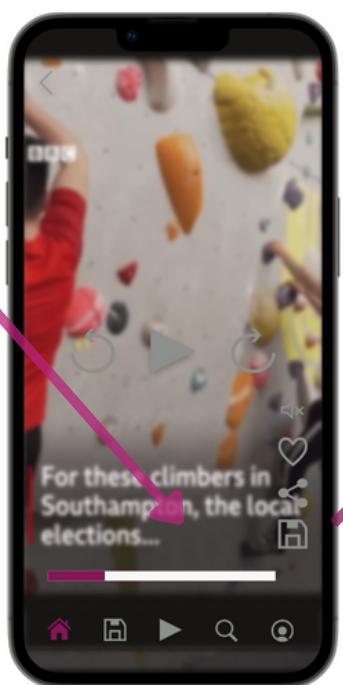
Onboarding

Get to grips with the basics of BBC Politics and sign in with your BBC account or register a new one to get started.



Social media integration

share videos that you want your friends and connections to see on social media platforms with the share function.



Engaging Video

Once you have selected a video you don't need to back out to find the next one, simply swipe up for a suggestion

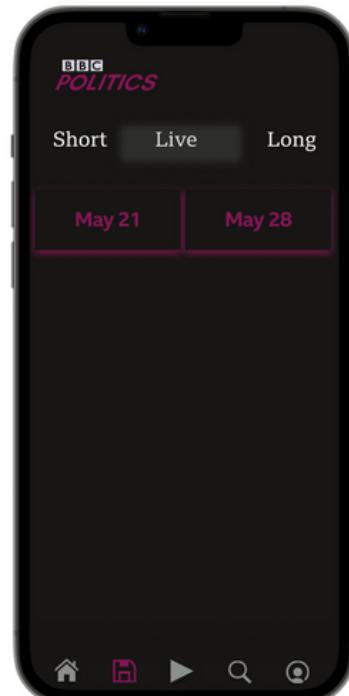
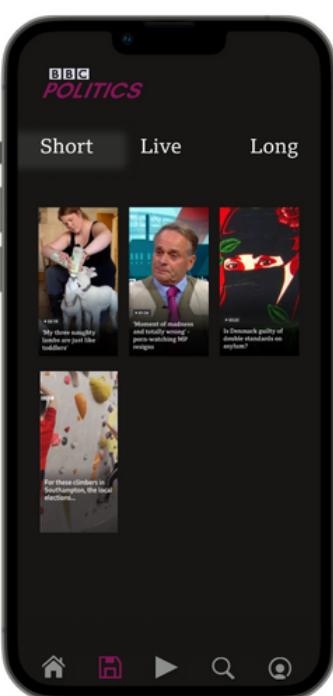
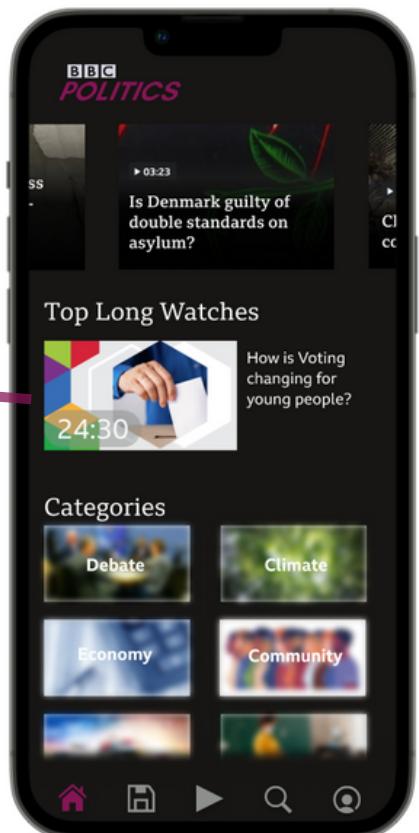
Flitting Friendly

Something come up? Save a video you are enjoying for later or to show friends with the saved feature.



Longer Watches

Long videos for when you have time to focus.



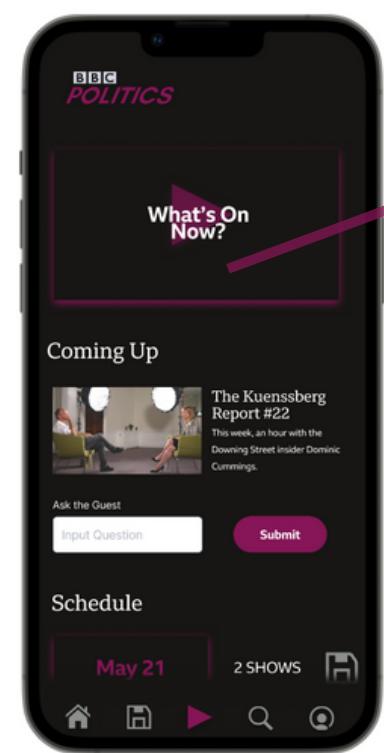
Saved Tab

All of your saved content appears here to watch later or share with others.

Search Function

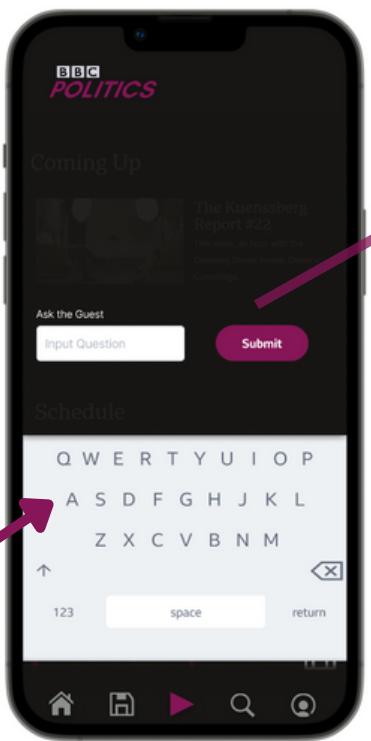
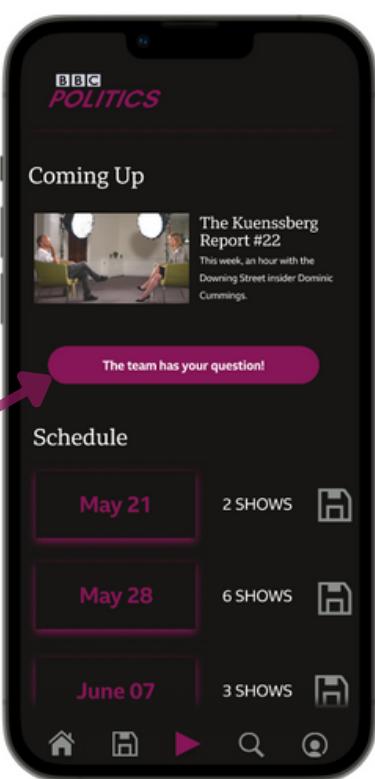
If you can't find what you're looking for search for something specific with the search tab





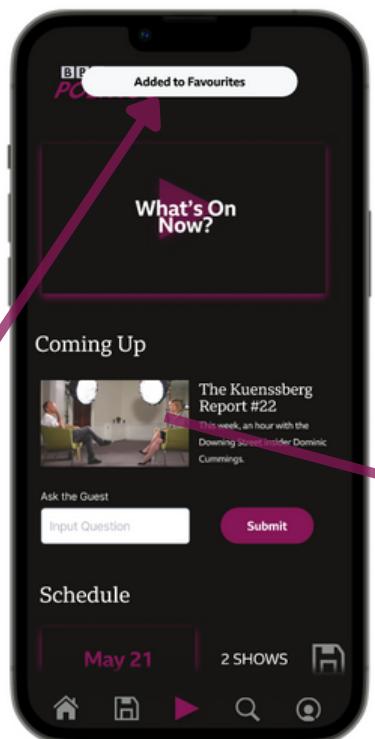
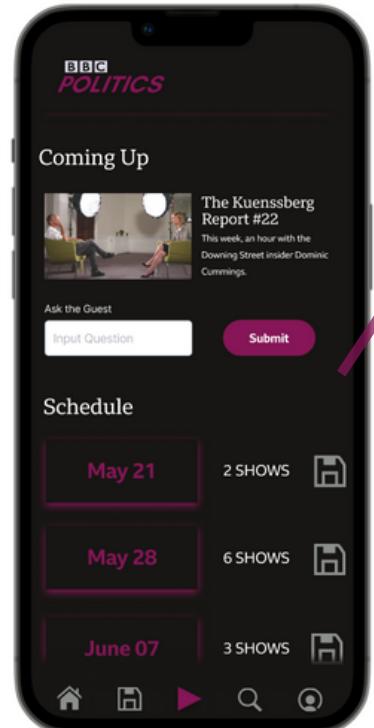
Live Feature

Jump straight in to what's streaming or check the schedule for later



Ask Ahead

Ask the guest a question for an upcoming stream and check in for the stream to see it answered



Schedule

Check the schedule for what's on today and over the near future, save any dates that appeal to you with the saved feature.

Figma Link

<https://www.figma.com/file/BgMsPUqHRIAdcq1Xldosgl/BBC-Politics>