

UI/UX Design

COURSEWORK 21/22

M3W226551



THE BBC

The BBC is the world's most recognized creative organization, broadcasting amazing content from around the world for over 100 years. They bring audiences the very best in drama, comedy, sports, news and more.

BBC Design & Engineering (D&E) is responsible for building the best BBC products, platforms and services for audiences in the UK and across the world. The User Experience and Design (UX&D) department creates the BBC's amazing digital experiences, from apps to websites, from iPlayer to CBeebies. The UX&D team consists of UX designers, architects and researchers who collaborate closely with product, editorial and technical teams from across the BBC. Together they create elegant, delightful and award-winning digital experiences on mobile, tablet, desktop and TV across digital products.

Project Background

Due to a drop of interest amongst younger audiences across their services, the BBC wants you to **create a new digital product** that will help grow excitement of users between 18-24 years old to build trust as a credible news source and encourage them to explore, trust and use the suite of BBC products. Your new digital product should be centered around one of the following themes, which are of particular interest to this demographic:

- Politics
- Climate
- Health (Physical and/or Mental)
- Gaming

"Like all PSBs (public service broadcasters), the BBC is vulnerable to the rapidly changing media landscape, particularly in its struggle to attract and retain younger audiences,"

It's your challenge to explore what current products and services are popular with 18-24 year olds and identify where the BBC could be lacking in provision. You will then propose a design for a new BBC digital product that aligns with the BBC's mission and values, and is complementary to the existing BBC product suite. The design should consider how the new product could drive traffic to other BBC products and build trust as a credible news source and should be designed using the BBC's Design guidelines (where appropriate) to ensure consistency and introduce appropriate new patterns and trends identified from your research.

The project is broken down into 4 stages, discover, define, develop and deliver. Weekly practical sessions will support the different stages. Client feedback at the end of the discover stage and during the develop stage will ensure you are supported throughout.

Discover Phase

- Conduct research into BBC and their products and services including their mission, values, themes, audiences, demand, product reach etc. Familiarize yourself with BBC products (particularly BBC News) to identify insight. Perform heuristics and map the user journey with BBC News, focusing on the user experience and highlighting any points of delight and any user pain points. Consider navigation, search, log in, etc. Identify consistencies and differences across the BBC product suite.
- Use prototyping tools to demonstrate any areas of improvement of the **BBC News website**.
- Conduct user research on demographic (18-24 year olds) Who are they? What do they want/expect from a service/digital product? How and where do they consume content? What products and services do they use? Etc.. Synthesize this research to Identify patterns and trends.
- Explore the gap between BBC provision and the demographic user needs and goals to identify a unique new product development opportunity in the area of Politics, Climate, Health or Gaming.
- Research competitive and comparative products and services (to your opportunity area) and conduct heuristics to identify innovation, pain points, trends and patterns. Plan and conduct user tests on 2 of these competitors with 3 or more users to identify insight. You should focus on the user experience and highlight any user pain/delight points.

Week 5 - Design an improvement to the BBC News website using a prototyping tool and pitch your proposed new product idea to UX designers at the BBC for feedback – 3 minute presentation 10%

Define Stage

- Use affinity diagrams and empathy maps to make sense of the research gathered and develop at least two 2 personas and/or job stories.
- Using appropriate UX Methods such as Kano and Moscow identify and prioritise functions and features of your new product
- Create a product strategy and develop a design brief.

Develop Stage

- Generate ideas, sketches, and consider different user and task flows.
- Use wireframes to explore ideas and iterations.
- Develop low fidelity prototypes for early user testing and feedback to inform iterations.
- Consider the visual design and Identify the BBC design guidelines which are appropriate to apply
- Develop a high fidelity prototype with interaction
- Plan and conduct user testing on high fidelity prototype to inform further iterations.

Week 9 – Client Critique to inform further iteration – 5 min presentation (no marks are attributed to this, and it is for feedforward purposes only)

Deliver Stage

Week 13 The deliverables for this project are a UX Design portfolio, interactive prototype and 2 min demo video – 90% (see marking rubric for breakdown)

- **UX Design Portfolio**

An A3 (landscape) PDF folio (MAX 15 pages). The folio should demonstrate, in a concise and visually engaging way, a summary of the research, the UX design process that you followed and the design solution proposed. The user flow should be presented screen by screen with annotated interaction.

- **An interactive prototype**

An interactive prototype using appropriate software (eg. Adobe XD, Figma, Invision) to demonstrate your design. The user interface should be intuitive and the user experience engaging. The user journey should be well considered with clear navigation, clear Call to Actions (CTA's) and feedback prompts.

Your prototype file should demonstrate:-

- A clear layout and structure of application screens and content.
- Use of an appropriate asset structuring and naming convention.
- Clear evidence of BBC Gel guidelines utilised throughout your design.
- A clearly defined interactive user pathway through the application.

- **2 min video demo**

A two min video demo to pitch the idea and show the intended user journey and interaction highlighting the designs USPs.

Important Information and resources

Client Contact: Rhys Ritchie – UX Designer at the BBC

Slack: You will be added to a BBC slack group (or equivalent). This will be the main method of contact

Email: rhys.ritchie@bbc.co.uk

LinkedIn: <https://www.linkedin.com/in/rhys-ritchie-414248140/>

Key Dates:

Week 2 – 7th Feb – Client briefing

Week 5 – 1st Mar – Interim presentation 5 min for client feedback (10%)

Week 9 – 29th March – Client critique

Week 13 – 26th April - CW Submission (folio, prototype and demo)

Design Resources

- Any public BBC assets
- Design Guidelines and icons - <https://www.bbc.co.uk/gel>
- BBC Reith typeface - <https://www.bbc.co.uk/branding/reith-font>