**TEAM 3: Spark Bulbs (Salford)**

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| **The Idea We Like** | A smart TV app which uses subtitle analysis to surface the K&L guides most relevant to the programme a viewer is watching. ‘Spark Bulb’ icons reveal when extra information (learning journey) is available to be stored in a user’s binder. An email is sent to users to remind them of the extra content available. |
| **Why We Liked It** | Encourages further learning in our audiences without interrupting their programme viewing. We really like the thought given to how users might be reminded to return to the extra content following the programme. |
| **Build Studio Challenges** | Challenges:   * How are relevant guides found and surfaced at the right times? How much of this can be automated? * What is the complete user journey from ‘spark bulb’ trigger to the online learning journey? * How does the reminder we send users spark their curiosity beyond a simple reminder?   In Two Days:  We’d like to see the logic flow of your idea in full and a defined ‘audience value proposition’, with a key section built up into a working proof of concept and an explanation of what you would build if you took this to pilot |
| **Judges’ Notes** | The email reminder/follow up set this apart from similar ideas, how can this be built upon so that it is a genuinely useful service rather than another piece of spam  How do we break through the potential barrier of getting people to launch the smart tv app in the first place  E-mail provides some interesting opportunities to get the audience involved. I would be interested to understand the potential that e-mail or other mediums to the users could bring to the K&L product as part of the build studio. |