**USING THE ‘SPARK BULB’ APP – STEPS**

**Launching the app:**

* Continuity announcement
  + *“…Horizon follows NASA’s latest mission to investigate the possibility… Remember to turn on your connected TV app for…”*
* In programme easter eggs
  + Find out more about something/ the result of something in the programme by accessing the app
* Advertising campaign via iPlayer **(but also an M&A ad campaign the same way iPlayer has been advertised)**
  + Pre- or post-programme
  + By providing the option to access content associated with a programme via the iPlayer page > becomes a feature integrated into each iPlayer page (constant exposure…)
* On screen CTA - offering recipes etc via the service (*success with Science Club*)
  + Through presenter CTA
  + On screen watermark

**App:**

1. Keyword lookup is frozen for the first 3 minutes of the programme to allow the user to ‘get absorbed’ in the on screen content
2. After 3 minutes keyword lookup is activated
3. For each keyword a spark icon appears onscreen (How long does it remain visible? If there is more than one keyword within this period of time, does the time it remains visible reset at the last spark?) **I reckon 10secs for each alert – if another new keyword ‘triggers’ in that time, the result is in the ‘feed’ but it doesn’t trigger another alert**
4. User presses red button to reveal the alert
5. (so not to affect the flow of broadcast) Screen shrinks and sidebar appears with guide(s) suggested by the keyword
6. User clicks on the guide in which they are interested
   * They can choose to add to binder or dismiss (using the coloured buttons)
   * Once accepted, a msg tells user that guide is added to their binder
7. User can scroll down to see any previous guides they might have missed or return to full screen

**Review stage: how do we encourage users to access their content?**

1. At the end of the programme the sidebar invites user to review all saved guides
2. If accepted, sidebar takes up all screen (TV audio remains)
   * User can navigate between guides
   * User can delete a guide, share a guide on Twitter or Facebook, or opt to view a guide in their browser, via connected TV
3. User can choose to e-mail themselves their latest ‘saves’ (or turn off e-mail reminders) here and look at previous saved guides (organised by programme)
4. Users close the homepage but the app keeps running
5. Binder automatically syncs across connected TV app, desktop (via browser) and iPhone/iPad/Android app (optional)
6. iPhone/iPad/Android app notifies user that there is new content saved in their binder. They can also choose to view or share content via the app.
7. Following day: unless they have opted out of email notifications, user receives a summary of the content they have saved to their binder (Timeframe? Freq?). Including clickable images/copy and a link to access binder

**Examples of other user journeys:**

* Cookery programme > recipe in binder > access information on iPhone/Android app in the supermarket

**Other ideas:**

* Review stage 3 and 7… *Option to add all guides to binder?*
* Subscription to all guides for a programme/series? Even if the user isn’t watching that programme.
* Catch up: Option on iPlayer to view the guides associated with that programme and add a selection/all to binder (link? Scroll bar?)