BBC
SITUATED STORIES

INTRODUCTION

The BBC aims to **inform, educate, and entertain** the audience and to be the most creative organisation in the world.
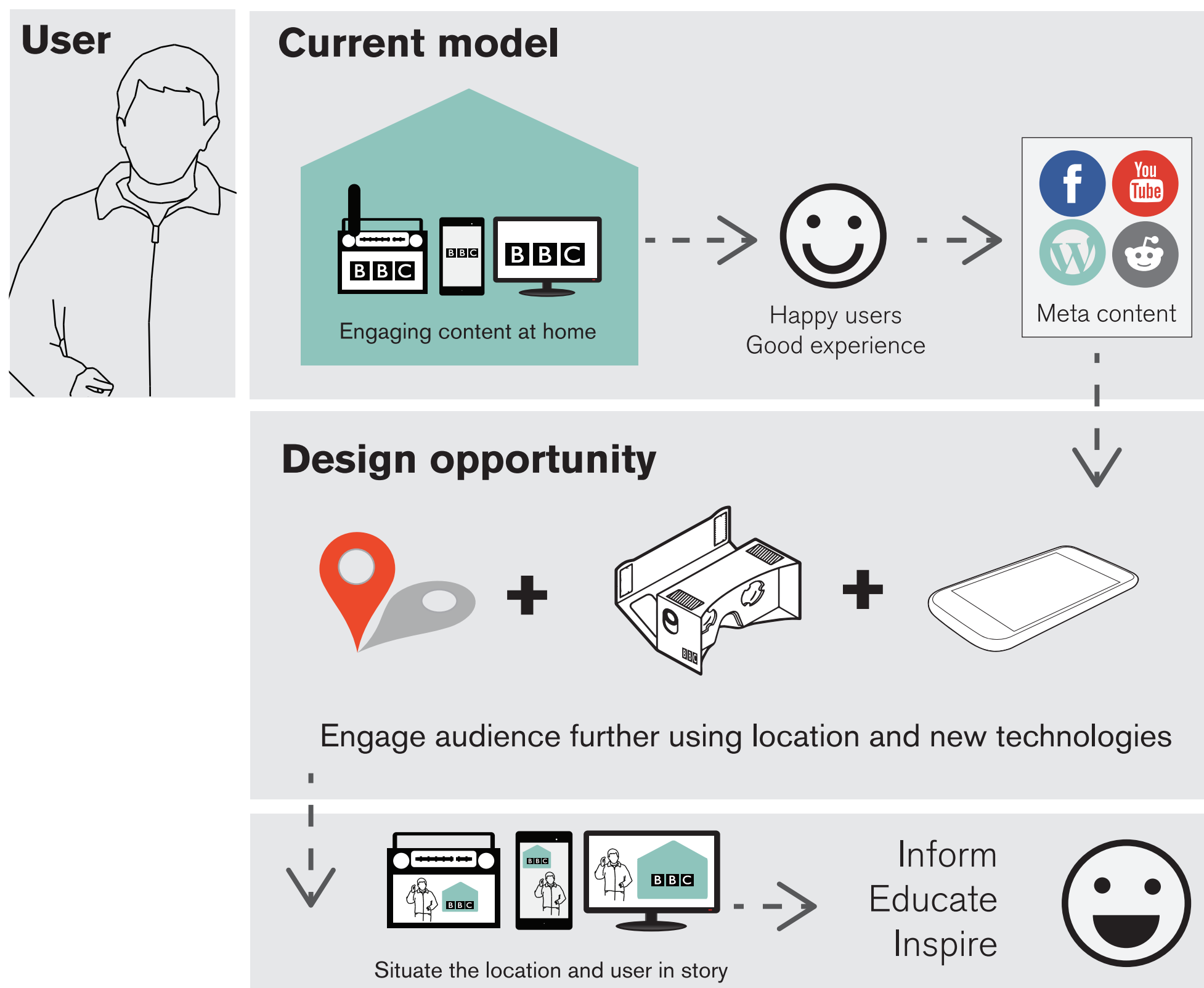
Our research with fans of **BBC** content shows that when users finish consuming their favourite **BBC** content, many will seek out deeper engagement with this content via meta content on the internet (Memes, Forums, Youtube, Wikipedia).

Our design is interested in the future potential of these meta interactions and how they relate to the location of the user.

USERS

"In the world of one click access to information it can't be expected for me to go out on a quest outside to find content."

Elizabeth.
29. Writer

"It would be great to experience more realism watching my favourite shows"

Ann.
15. Student

"It would be unfair to the people living further away to expect them to visit places. It is costly in terms of time and money, do you think that the content is worth that much?"

Sami.
35. Lawyer

LIFECYCLE

User

Current model

Engaging content at home

Happy users
Good experience

Meta content

Design opportunity

Engage audience further using location and new technologies

Situate the location and user in story

Inform
Educate
Inspire

FRAMEWORK

Popular
Interaction should be based on popular BBC content. Have it's own engaging narrative.

Extension
Meta/bonus content that extends or compliments the content.

Quick
The service should be quick to access.

Evolving
Make it something you can experience more than just one time.

Location
Location should be key to the interaction and story.

Interactive
Interactive and not just something you view.

Sharing
There should be some way to share your experience with your network.

Location fit
The 3D story space needs to be suitable for a range of location sizes.

STORYBOARD

Watching TV at Home

01

"Scan here to Invite Dr Who to your home"
02

03

"Tell us the time and place"
04

selfie time!
05

06

"put on your BBC Cardboard"
07

08

POLICE BOX
09

10

Gotto Run, I'll catch up with you in the past !!
11

12

BENEFITS

The system would help BBC to:

- Deepen engagement with the audience.
- Enables regional participation without additional investment.
- Applicable across multiple content genres.
- Educational potential.
- Captures new types of data about the audience.

FUTURE STEPS

- Explore design implications for impaired and other limiting users.
- Work with creative departments to develop interactive stories.
- Work with users to improve the quality of the AR and VR experiences.
- Explore other technologies besides head mounted AR/VR.

TEAM MEMBERS
Ningling Pan - Sarah Frampton - Sandeep George - Gustavo Soto Miño - James Piercy

BBC

UCL