

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 programme, many will seek out deeper engagement via meta content on the internet (Memes, Forums, Youtube, Wikipedia). Our design is focussed on these meta interactions and how they relate to the location of the user.

Our Design explores the potential for location based storytelling. We sought to extend the story world explored through BBC content into real locations in the world around the audience. We initially looked at the stories surrounding different types of content from news content, entertainment, drama and documentary as well as user generated content. Our competitor analysis revealed a number of existing innovations in news and user content. This indicated that Drama, factual, and entertainment offered more potential for innovation in our designs.

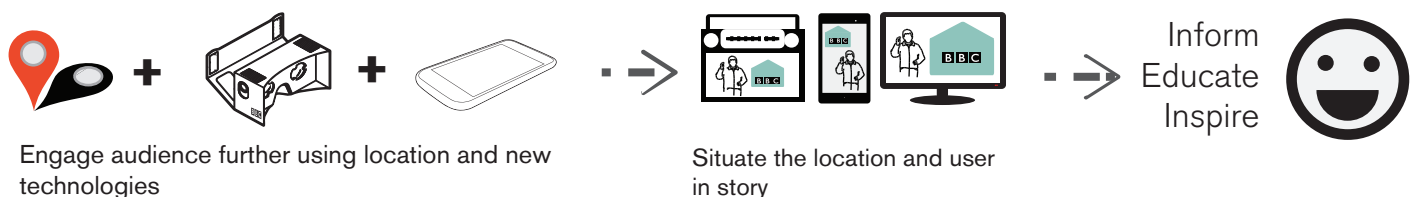
Our potential users take in the entire BBC audience who are an extremely broad group potentially including limiting users from those with impairments to very young children. For the scope of this relatively small user focussed design process we have worked with able bodied adults ranging from 21 to 40. One of the next steps would be to do work with a broader set of users.











An interview study identified some areas of interest for our exploration including the consumption of meta content associated with popular BBC shows. Participants also indicated an interest in using location based interactions to increase the realism of their content interactions. However this study also uncovered a fundamental challenge for this kind of story telling. Consumers of these content types unanimously demonstrated a reluctance to travel away from their initial location to consume bonus or meta content. And lots were not conveniently located to travel. This finding led us to rethink our approach to location based stories. What if the user's location of origin (e.g the home) could somehow become significant in the context of their favourite BBC content?

The Situated Stories design harnesses the success of existing popular BBC content which has a satisfied audience seeking meta content to further their engagement. Our design takes affordable and easily available technologies including cheap VR units such as Google Cardboard, which has only recently been adopted and so likely to be more prevalent in 3 to 5 years. The designed experience uses this Virtual Reality experience alongside existing BBC content to situate the user and their location inside their favourite BBC story worlds, deepening engagement and making even happier users.

Design opportunity



But the magic of the design is in the creative use of these emerging technologies to piece together a location based story experience. We are not the creative geniuses who come up with the engaging stories broadcast by the BBC. However during user testing we identified a number of important guidelines for developing existing story formats to incorporate the Situated Stories design:

-  **Popular** - Interaction should be based on popular BBC content. But have it's own engaging narrative.
-  **Extension** - Meta/bonus content that extends or compliments main content.
-  **Evolving** - Potential to evolve to make it something you can experience more than just one time.
-  **Location narrative** - Location should be key to the interaction and story.
-  **Interactive** - It should be interactive and not just something you view.
-  **Quick** - The service should be quick to access.
-  **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 - TARDIS



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.

