THE BBC SOCIAL MEDIA APP

DISCOVER

Response to Brief

The BBC is the world's most recognised creative organisation, broadcasting amazing content from around the world for over 100 years. They bring audiences vast content in drama, comedy, sports, news and more. However, there has been a drop in interest 'amongst younger audiences across BBC services.

"Like all Public Service Broadcasters, the BBC is vulnerable to #rapidly changing media landscape, particularly in its struggle to attract and retain younger audiences."

In order to address this issue, it is important to get an insight in to what interests younger people, aged 18-24, and how they invest their time.

Studies from Office for National Statistics in 2016 showed that 1.87million 18-24-year olds were in higher education, equal to one-third of the overall age demographic. The other two-thirds consisted of either people in full-time work or unemployed, e.g. housewife. This demons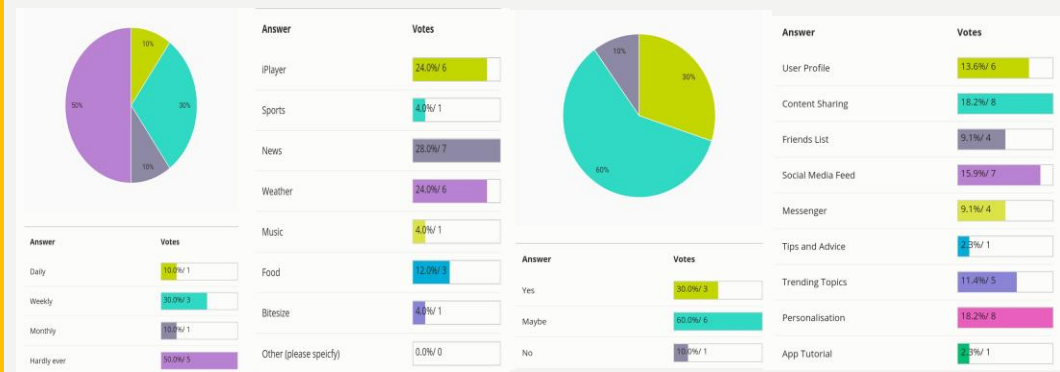trates that the majority of young people live busy lives with studies, work and responsibilities being central to their day-to-day lives.

A report from Ofcom in 2019 found that 99% of young people have access to and use a mobile phone, with the majority of device usage consisting of social media accounts (94%). Social Media, therefore, is a very popular feature for young people as Ofcom found 92% using Facebook, 62% using Instagram and just less than 40% using Twitter. Social Media's most popular age demographic is younger people too, as found in Social Media Platforms and Demographics – a report by London School of Economics.

Findings also showed that 62% of young people access online media weekly. With the BBC being home to such an immense range of online content, there is definitely scope for gaining more younger people as an audience to boost BBC content being accessed and basing this around the findings mentioned above.
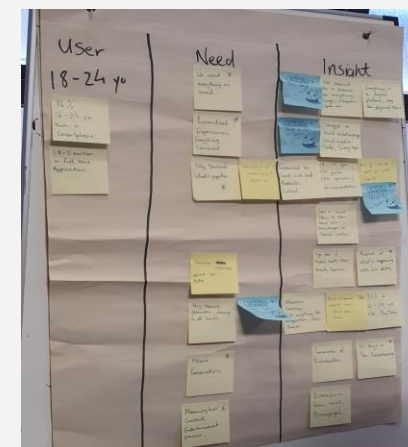
Research

- Further research was conducted on a class of 18 university students to see which mobile apps they use the most, with two-thirds of the group stating a social media app as their most-used app.

- A focus group including a university students also took place, where the most common attributes, actions and habits of young people were noted and divided into a table consisting of statistics about 18-24 year old, their needs and insight.

Survey

Surveys were undertaken with ten 18-24-year olds, asking questions about their use of BBC and its services, how often they access these, would they use a BBC Social Media App and what features they would most likely use in such an App.

Opportunity

The initial research has provided an opportunity to create and develop a Social Media mobile application specific to BBC content, which will allow young people to access BBC services more frequently whilst making use of Social Media features, they are familiar with.

DISCOVER

Ben Watt

Age : 20

Status : Single

Occupation: Student

Home : Private Student Accommodation

Location : Glasgow

Description

Ben is a 20 year old first year student studying Dentistry at Glasgow University. He stays in the local university halls of residence and spends most of his time socialising with his new friends.

Ben works part-time as a waiter in a restaurant as it is a job that has flexible working hours to accommodate his studies and university time-table.

Motivators

Friends – Feels the need to keep up with the social image of his new friends. Always tries to dress similarly and act similarly on social media.

Following Trends – Ben feels that keeping up to date with trending topics, especially sport, will help him to keep his popularity amongst his friends and give him more to talk about.

Most used apps

Behaviour

Late Nights – Spends a few nights per week watching football at the local pub with friends. Often stays up into the early hours of the morning playing on his games console.

Social Media obsessed – Has accounts on all popular social media platforms, spends numerous hours messaging friends and scrolling through football related threads on Twitter.

Needs

- Would like some more "me time" by staying home a bit more and resting due to his busy lifestyle
- Feels the best way he can do this is to spend time looking for TV series and box-sets to watch

Ben is well into his first university year and is trying to balance studies, work and socialising with friends. He finds that this can be difficult sometimes and would like to spend more time resting at home.

He feels that he should start watching more TV series and box-sets to enjoy some "me-time" but is not sure where to start. He thinks of using Social Media to see what others are saying but feels there is too much unrelated content for him to browse through.

Although he has a fairly large group of friends. Many of them are avid gamers or spend spare time playing sports, so they are not much help either.

Jessica John

Age : 23

Status : Married

Occupation: Housewife

Home : Private Rented Flat

Location : Aberdeen

Description

Jessica is a 24 year old Mother of one who recently left her job to spend more time focussing on her baby daughter. She lives in a 2 bedroom flat with her husband.

She spends most of her time completing various tasks around the house, while also caring for her daughter. Out with her home, she lives an active lifestyle and frequently goes to the local gym.

Motivators

Family – Always wants to do what's best for both her daughter and husband. Takes great pride in her daughter's upbringing.

Following her Routine – Jessica feels most productive and happy when she follows her regular routine, sudden changes to this often cause her to become stressed and anxious.

Most used apps

Behaviour

Cooking – Recently found a passion for cooking and enjoys trying new recipes, enjoys getting feedback from friends and family after they have eaten her food.

Weekly Classes – Goes to the local gym when she gets the opportunity. Always makes sure she goes to at least one class every week. Likes to follow a healthy diet.

Relaxed Evenings – spends evenings with family and watches TV with husband before sleeping. Socialises mainly on WhatsApp with close friends and family, uses Facebook sometimes too.

Needs

- Would like to spend more time socialising with friends on social media
- Passionate about cooking and would love to find new recipes to help her cook new, delicious food and share her cooking experiences.

Jessica has recently left work to become a full-time housewife and focus on her baby daughter. She has also found a new-found love for home-cooking. She has started to arrange meet-ups with family and friends and cooks for them. She gains satisfaction when they complement her food and her husband especially adores her cooking.

Jessica is always looking for new recipes to try and wants to improve her cooking further. She also wants to spend more time socialising with friends online but finds that there is too much content on apps such as Facebook that she finds irrelevant.

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DISCOVER

Competitive Review

About FoodTribe

FoodTribe is an online community platform founded by former BBC presenters, Jeremy Clarkson, Richard Hammond and James May. The platform features different food-themed 'tribes' which people can join, post to, live chat with members and share content on. The idea of the platform is to have one site for all food enthusiasts to share their passion.
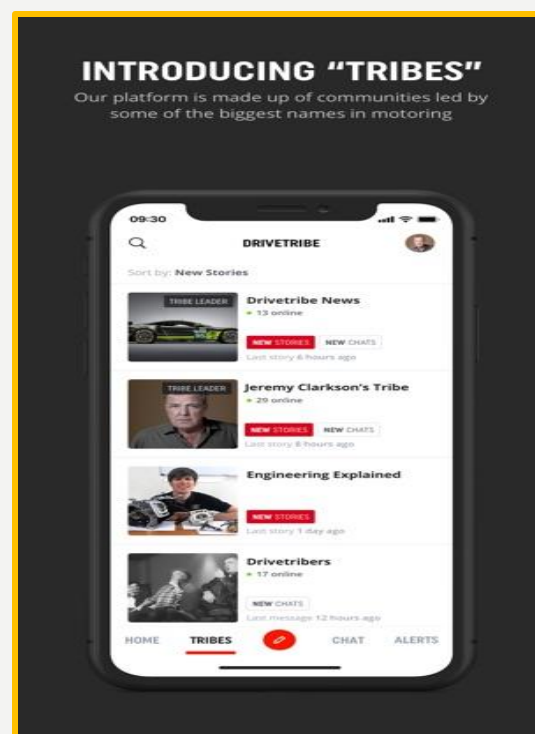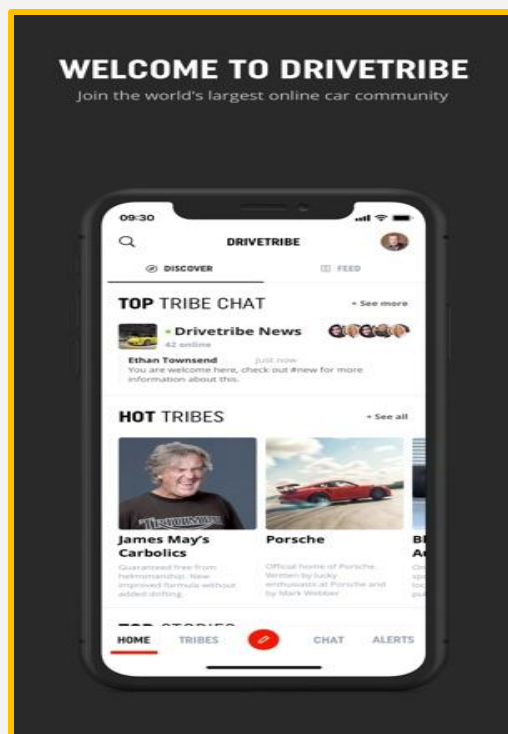
How it works

FoodTribe uses 'tribes', which are categorisations, to allow users to find content most relevant to their interests and needs. These tribes consist of several topics such as Eating Out, Travel, Street Food and Baking to name a few.

Users sign up using Facebook or Email. Once logged in, users can create their profile and explore different tribes that take their liking, whilst also being able to add friends or personalities already on the app. Users can then view, share, like and comment on posts, whilst also being able to create relevant posts themselves.

Selecting tribes upon first login is useful as users allow a social feed to be created that they can see, to observe posts by other users who share similar interests. This also makes it less frustrating for users as they can filter posts to match what they require, instead of having to view irrelevant data. FoodTribe also provides users with filters for their social feed – 'Hot' for trending posts, 'New' for latest posts and 'Friends' for material posted by people on a user's friends list.

Main features

• Select 'tribes' of interest to the user
• Create posts relevant to food
• Filtering buttons to filter social feeds to latest, trending and friend's posts
• Creating profile
• Alerts feature, telling the user when a friend has posted something
• Messaging feature, to directly message other users privately
• Search feature for users to find People, Posts and Tribes – using these filters

About DriveTribe

DriveTribe is an online community platform that features different motoring 'tribes' which people can join, post to, live chat with members and share content on. The idea of the platform is to have one site for all motoring enthusiasts to share their passion.

How it works

DriveTribe uses 'tribes', which are categorisations, to allow users to find content most relevant to their interests and needs. These tribes consist of several topics such as Cars, Motorbikes, Trips and Engineering.

Users sign up using Facebook or Email. Once logged in, users can create their profile and explore different tribes that take their liking, whilst also being able to add friends or personalities already on the app. Users can then view, share, like and comment on posts, whilst also being able to create relevant posts themselves. Selecting tribes upon first login is useful as users allow a social feed to be created that they can see, to observe posts by other users who share similar interests. This also makes it less frustrating for users as they

can filter posts to match what they require, instead of having to view irrelevant data. DriveTribe also provides users with many options to filter their feed with motoring-related reports and posts. There is a separate page for these posts (Discover) and another for a user's feed (My Feed) consisting of user chosen tribes and posts from friends.

Main features

• Select 'tribes' of interest to the user

• Create posts relevant to motoring

• Discover page with filtering buttons to filter social feeds to numerous motoring topics

• My Feeds page with social feed specific to user's interests and friends

• Creating profile

• Alerts feature, telling the user when a friend has posted something

• Messaging feature, to directly message other users privately

• Search feature for users to find People, Posts and Tribes – using these filters

DEFINE

User Needs and Goals

User needs and goals

- Simple, easy-to-use interface

- Create new posts

- Choose and filter favourite content topics

- View social feed showing posts from other users

- Ability to like, share, comment on posts

- Able to add and message other users

Project Objectives

- Accessibility for all users

- Users able to function app efficiently and effectively

- App should not be complex and confusing

- Allow some form of personalisation

- Must be associated with BBC products and Social Media

Kano Model

This was created using the research to determine high and low satisfaction features to be included or not included in the App

MoSCoW Model

MoSCoW model was created to decide which features from the Kano Model would make the cut.

Mo	MUST HAVE: Social Media Feed Personalisation Content Sharing
S	SHOULD HAVE: User Profile Trending Topics
Co	COULD HAVE: Messenger Friends List
W	WON'T HAVE: App Tutorial

Key Features

The Key features for the App, as decided by using research and models such as the Kano and MoSCoW models, were as follows

- **User Profile**

- **Personalisation**

- **Social Feed**

- **Content sharing**

- **Messaging option**

A frinds list option will also be added, and although a full app tutorial will not be provided, some tips and advice may be presented for the user to inform them about the App's functions

DEFINE

Design Principles

- Personalisation – filter information based on interests

- Consistency

- Minimal. Simple format

Vision

Young people are very much attached to Social Media and mobile platforms, as research has demonstrated. With many different Social Media platforms such as Facebook and Twitter, it can be difficult to narrow-down and filter content you want to see.

The BBC have found that the number of young people accessing their services are decreasing so it makes sense for the BBC to utilise social networking around its products to provide users with posts and content relevant to them. This would also boost the number of young people accessing their services.
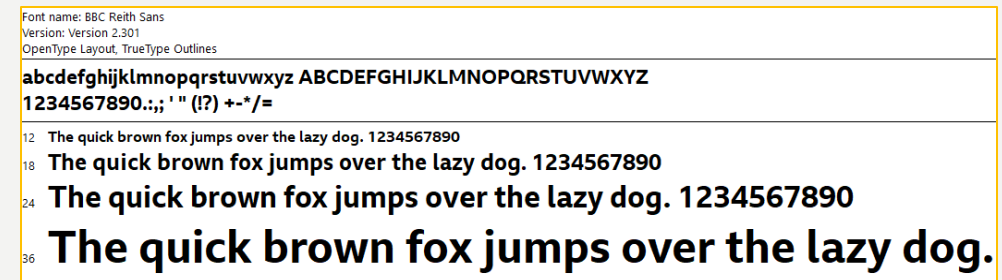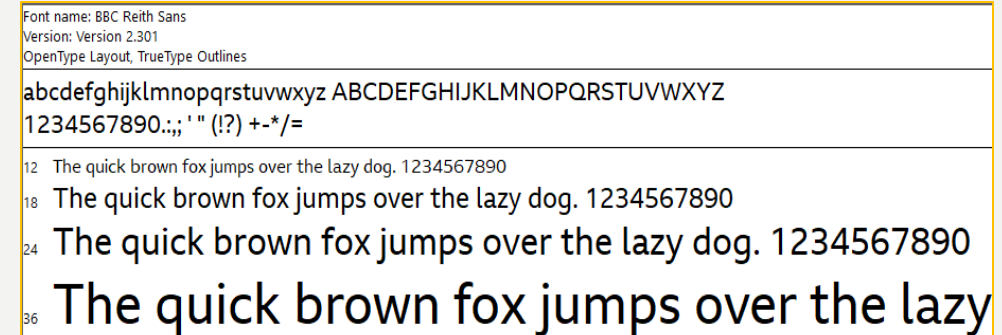
BBC Hive is a Social Media Mobile Application designed to provide users with their favourite BBC content at the tip of their fingers. This not only allows users to keep up with their favourite BBC services all in one app, but also allows users to see what other users are posting about their favourite BBC material.

BBC Hive allows the user to create a profile, select "Hives" to see content relevant to these topics, whilsts also filtering their social feeds to see what friends andf other users are doing outwith their relevant "Hives".
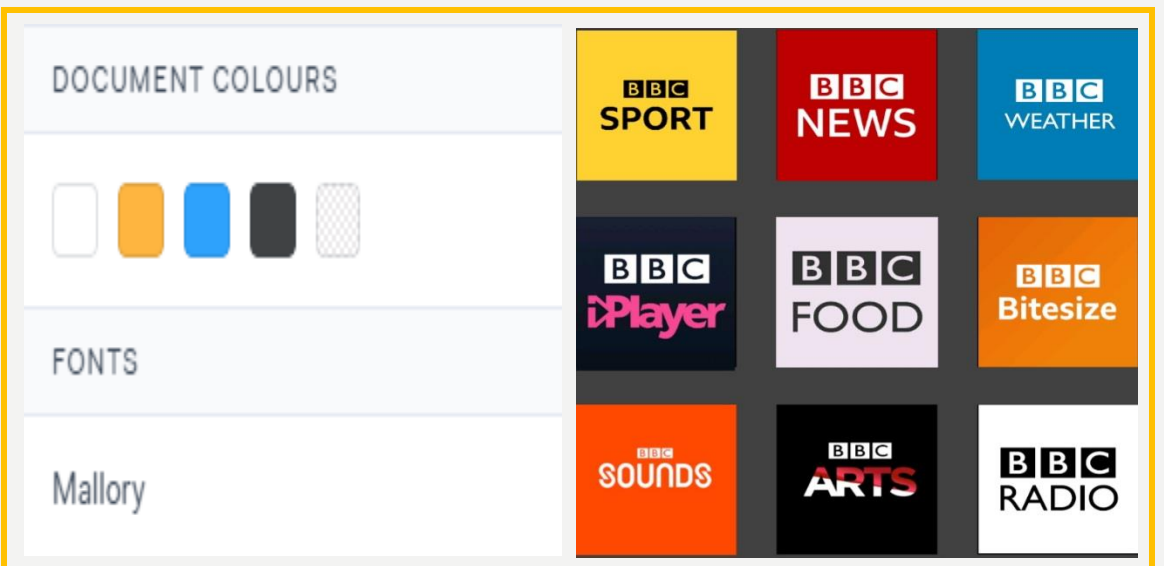
Users will also be able to like, share and comment on desired posts, whilst also messaging friends as well. A search feature will also be present, which will also show trending topics when clicked on for the user to view.

Typefaces

The BBC Reith Fonts were uitilised for this project, to accommodate the BBC theme and for continuity and consistency throughout the App.

Font name: BBC Reith Sans
Version: Version 2.301
OpenType Layout, TrueType Outlines

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,; ' " (!?) +-*/=

12 The quick brown fox jumps over the lazy dog. 1234567890

18 The quick brown fox jumps over the lazy dog. 1234567890

24 The quick brown fox jumps over the lazy dog. 1234567890

36 The quick brown fox jumps over the lazy

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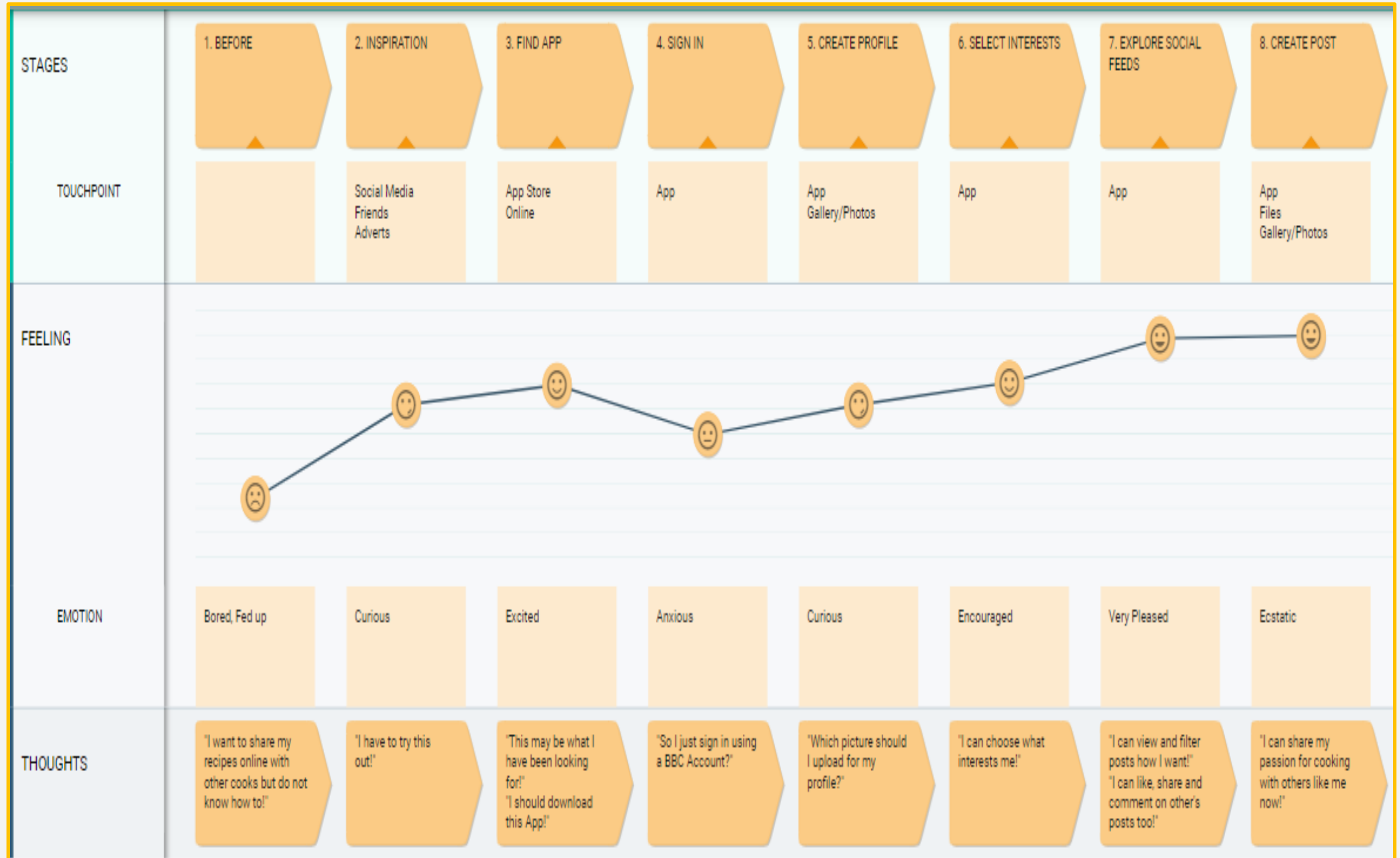
Colour Palette and logos

DOCUMENT COLOURS

FONTS

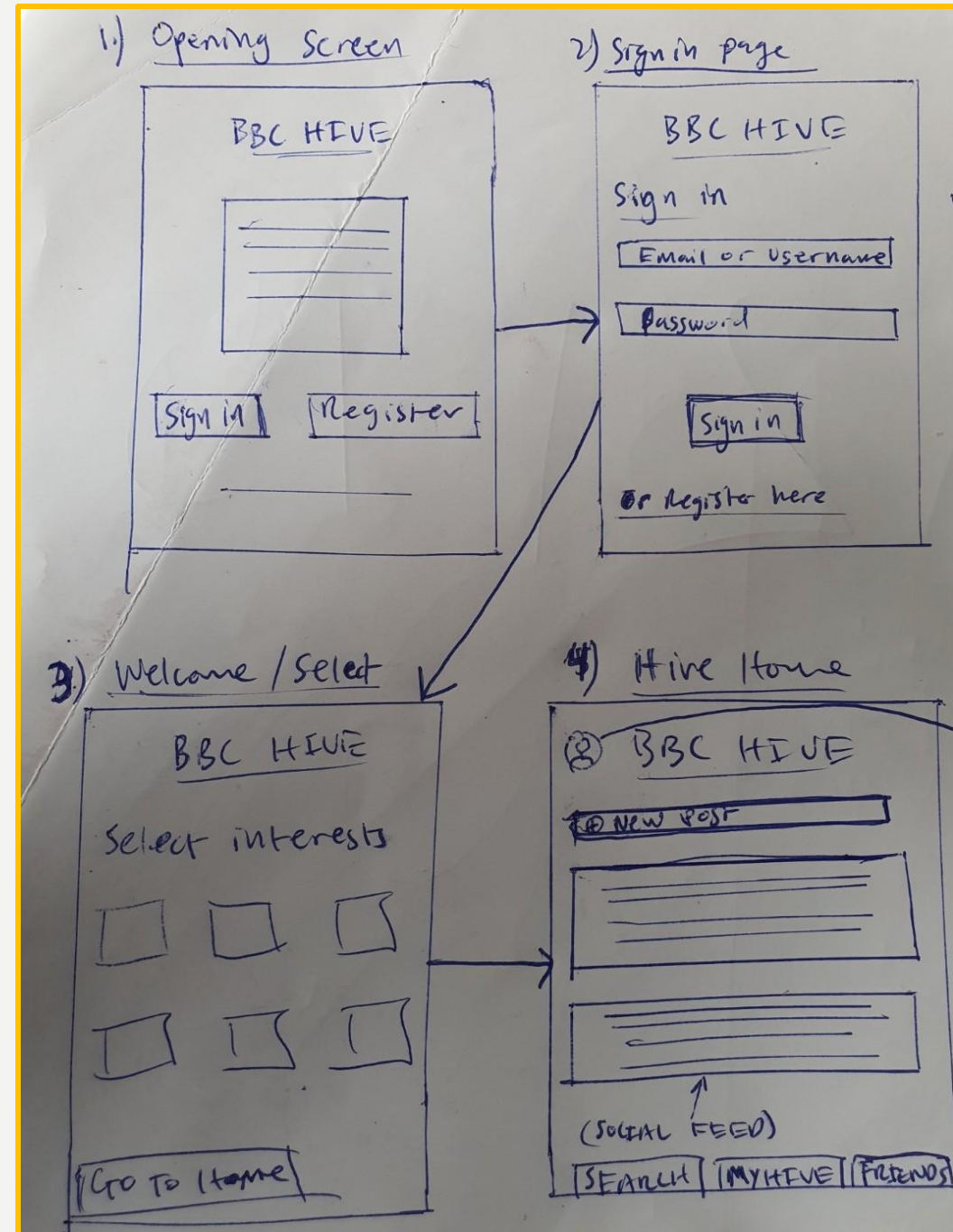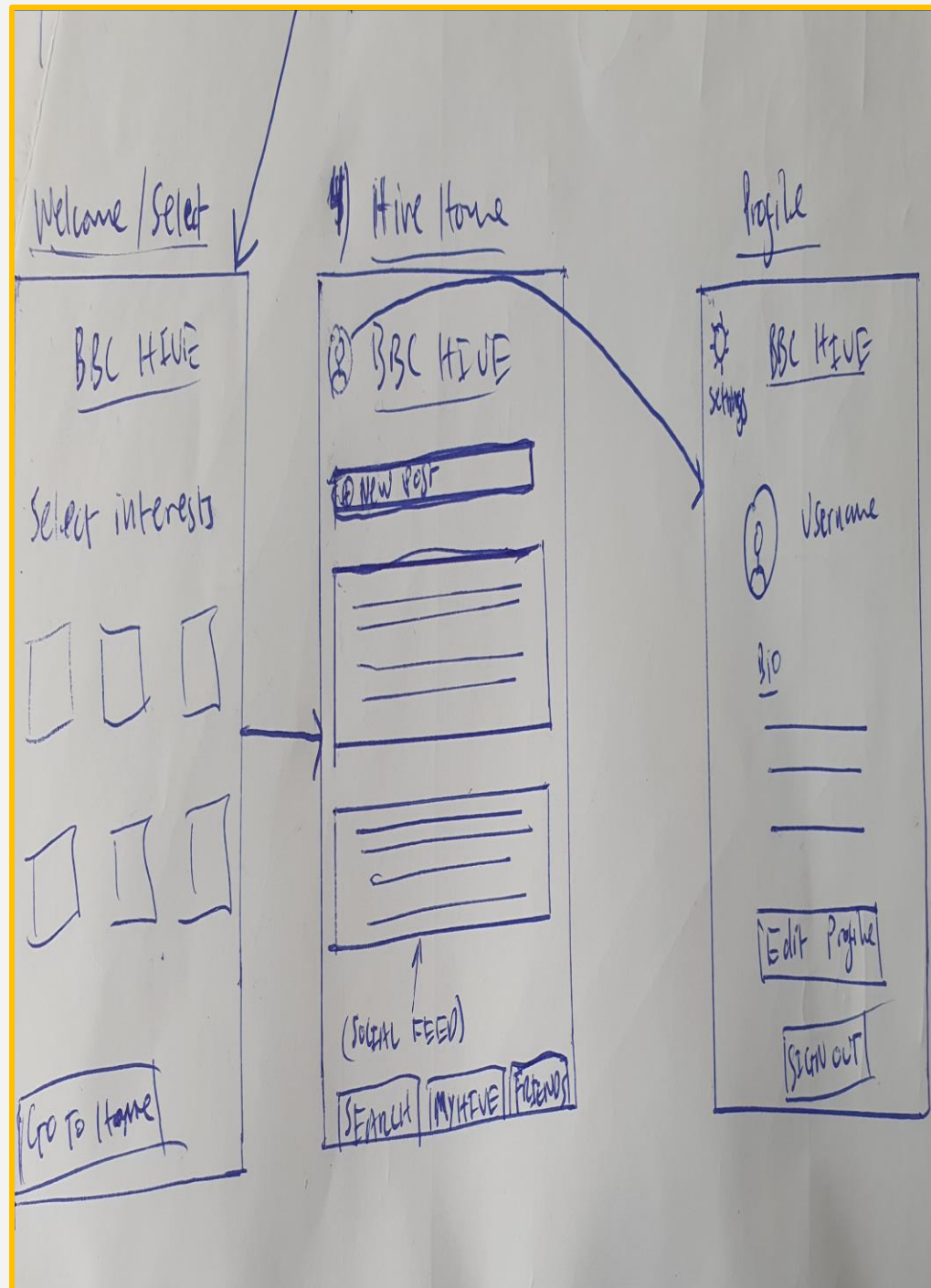Mallory

DEVELOP

User Journey

An example journey was created using the personas and scenarios to show how the user feels before, during and after using the application and the steps taken along the way.

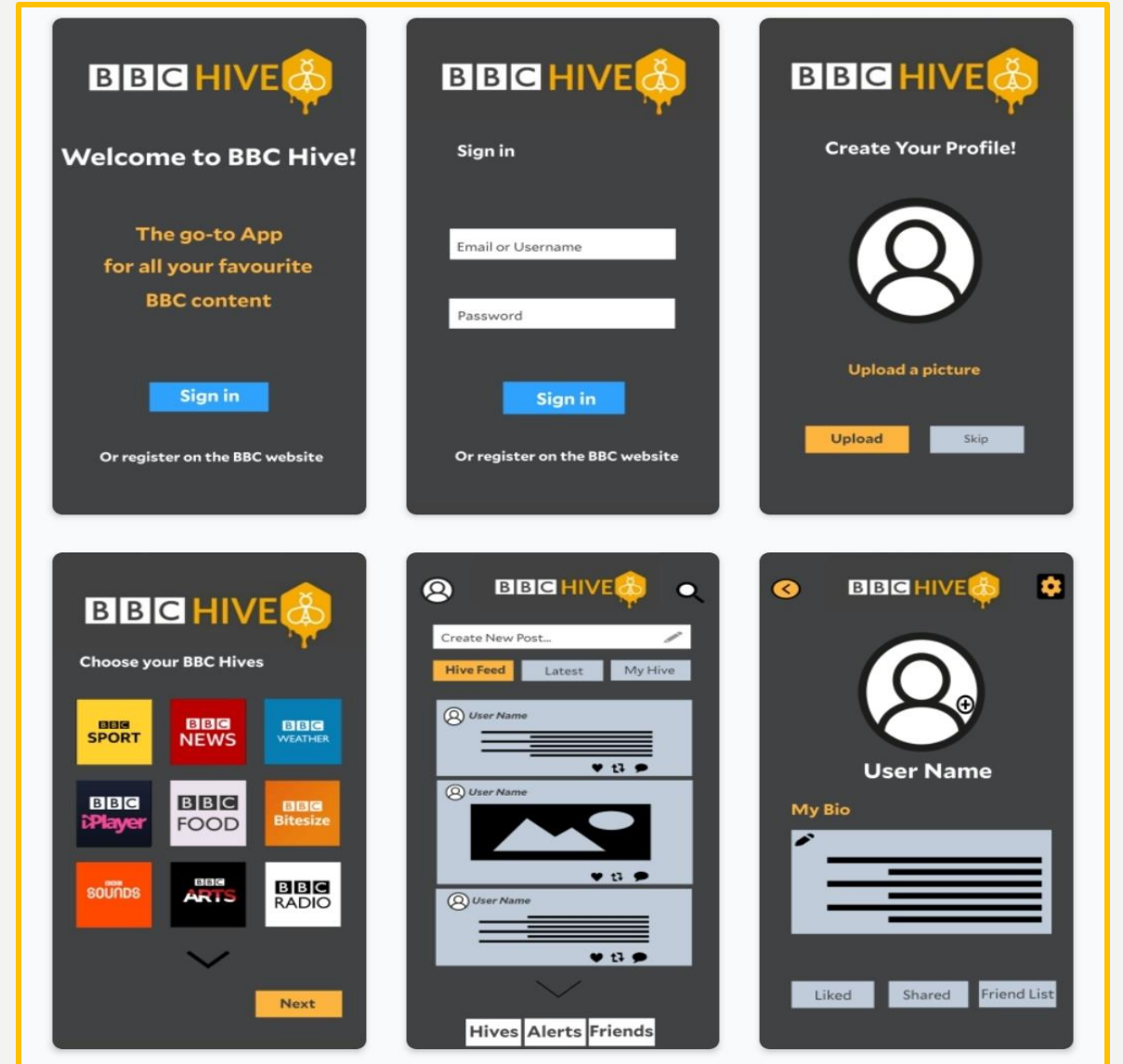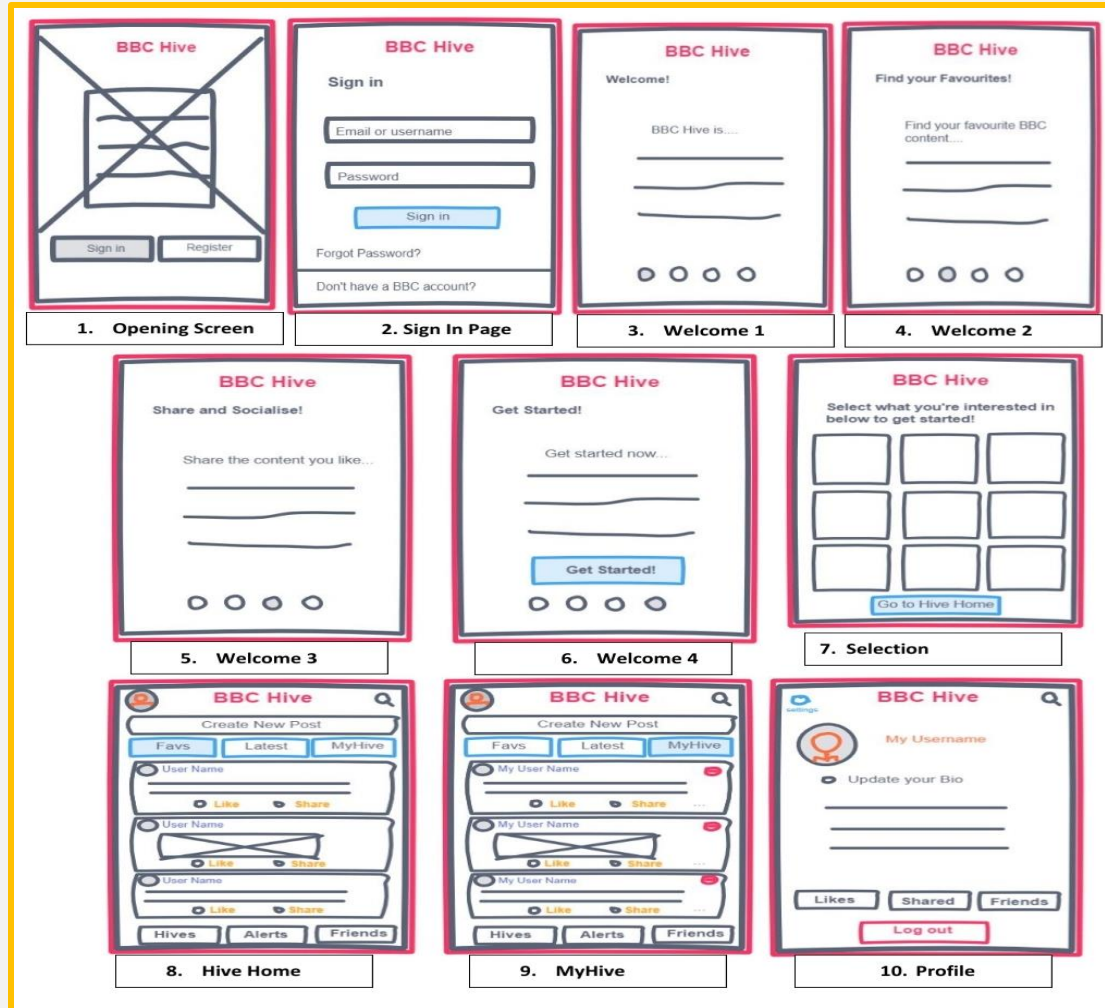| STAGES	1. BEFORE	2. INSPIRATION	3. FIND APP	4. SIGN IN	5. CREATE PROFILE	6. SELECT INTERESTS	7. EXPLORE SOCIAL FEEDS	8. CREATE POST
TOUCHPOINT		Social Media Friends Adverts	App Store Online	App	App Gallery/Photos	App	App	App Files Gallery/Photos
FEELING								
EMOTION	Bored, Fed up	Curious	Excited	Anxious	Curious	Encouraged	Very Pleased	Ecstatic
THOUGHTS	"I want to share my recipes online with other cooks but do not know how to!"	"I have to try this out!"	"This may be what I have been looking for!" "I should download this App!"	"So I just sign in using a BBC Account?"	"Which picture should I upload for my profile?"	"I can choose what interests me!"	"I can view and filter posts how I want!" "I can like, share and comment on other's posts too!"	"I can share my passion for cooking with others like me now!"

DEVELOP

Initial Sketches

Pen and Paper wireframing was used for
these sketches as it allowed room for
quick improvements and flexibility as
well as additions to be made before
visual wireframes were created.

DEVELOP

Initial Design and Wireframes

Basic visual wireframes were created, before more high fidelity wireframes and initial design were added for main screens. The initial workflow is also shown.

1. Opening Screen
2. Sign In Page
3. Welcome 1
4. Welcome 2
5. Welcome 3
6. Welcome 4
7. Selection
8. Hive Home
9. MyHive
10. Profile

Image 3
Image 4
Image 5
Image 6
Image 7
Image 8

DEVELOP

User Testing

User Testing was carried out with the high fidelity wireframes to gain feedback on what worked and what could be improved before the main development of the prototype.
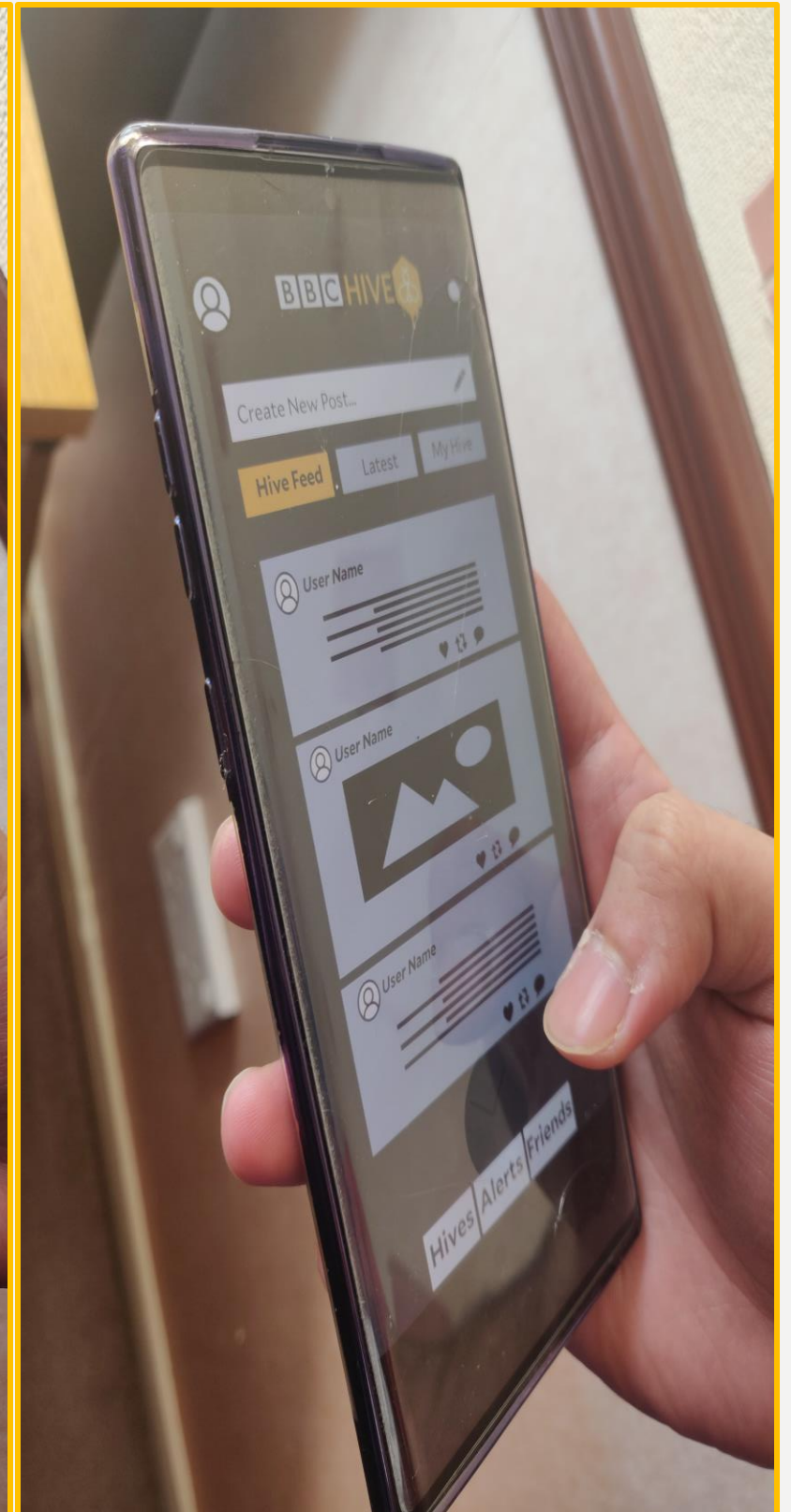
Key Points from feedback

- **Good colour combination**

- **Easy to navigate**

- **Simple, effective design layouts**

- **Should have Register option**

- **Could add tips on what the App is about**

- **Use icons and images for menu buttons**

Further Development

Once the user testing feedback had been obtained, the App was developed further and enhanced, based on the improvements suggested by users. The design was also improved to maintain consistency and create a presentable look throughout the App pages.

DEVELOP

Final Prototype

.Link: https://marvelapp.com/11bai06e