

# **CREATIVE CONCEPT & APPROACH**

# CREATIVE CONCEPT vs FULL UX & DESIGN

A **CREATIVE CONCEPT**, LIKE THE ONE SHOWN IN THE NEXT SECTION, IS A RELATIVELY QUICK “THOUGHT SKETCH” THAT ILLUSTRATES AN IDEA. IT IS DESIGNED TO START A CONVERSATION THAT HELPS LEAD TO A MORE FINAL APPROACH.

FOR A FULL ENGAGEMENT, THERE WOULD BE A **COMPREHENSIVE UX AND DESIGN** PROCESS THAT INVOLVES:

REQUIREMENTS GATHERING  
STYLE GUIDE / CREATIVE DIRECTION  
MULTIPLE CREATIVE CONCEPTS  
WORKFLOWS

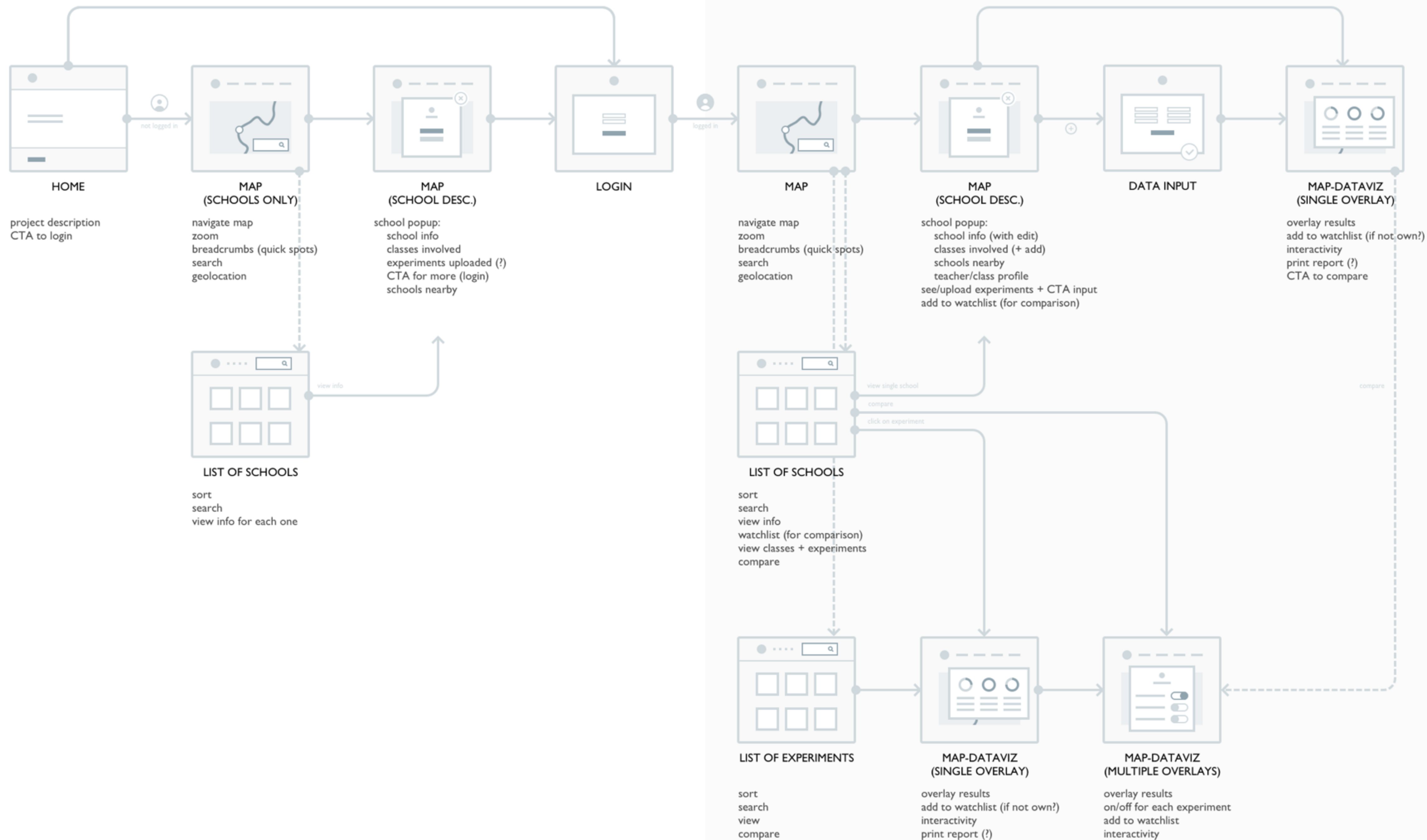
WIREFRAMES  
FULL CREATIVE  
INTERACTIVE PROTOTYPES  
USER TESTING



## **USER JOURNEY**

**THIS IS THE CORE OF THE CONCEPT, WHERE WE INVESTIGATED HOW THE USERS WILL NAVIGATE THE TOOL AND THE FUNCTIONALITIES AVAILABLE. IT'S SPLIT IN PUBLIC AND PRIVATE VIEW, WITH THE MAIN DIFFERENCE BEING THE AVAILABILITY OF THE EXPERIMENTS AND THE RELATIVE FUNCTIONALITIES.**







# HOMEPAGE



## HOME PAGE

THE FOLLOWING CONCEPT IS TAKING FULLY INTO ACCOUNT THE GEL GUIDELINES DEFINED BY BBC FOR THEIR ONLINE PRESENCE. THE MAP WILL HAVE A DIFFERENT STYLE THAT IS MORE TARGETED TO THE PUPILS, BUT THE MAIN LAYOUT IS FOLLOWING THE GUIDELINES.

# My World

NEW

## A live map of all the participating classes



## About My World

The BBC are inviting research proposals from scientists aimed at engaging Key Stage 2 pupils to take part in investigative science.

Called 'My World', children will be asked to take part in a number of experiments over the school year with the possibility of mass data collection across the country as part of a BBC Learning Science campaign.

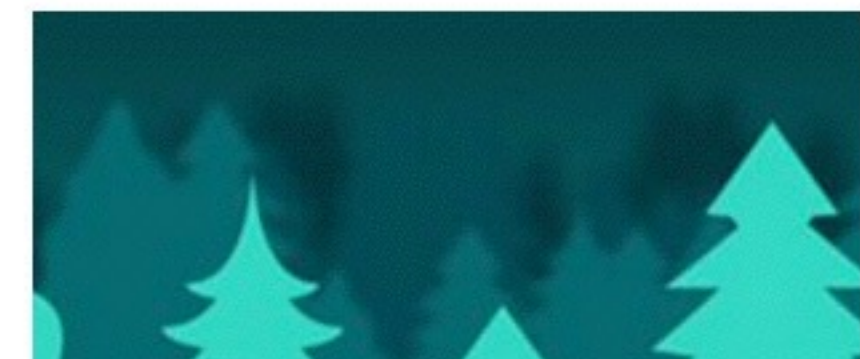
The data could be used by scientists wanting large-scale data collection for their research.

The investigations should be focused on five key topics, Forces, Animals including Humans, Living Things and Habitats, Earth and Space and Properties and Change of Materials.

Partners involved in this include the Wellcome Trust and the Royal Society.

Researchers have until the 15th of January to send a 300 word brief of their project, explaining how it fits with the BBC Learning Science campaign to: [my.world@bbc.co.uk](mailto:my.world@bbc.co.uk)

In the biggest ever testing of the water that comes out of our taps, classes will be sent sets of dinsticks which





NOT LOGGED IN

BBCL

LEARNING SCIENCE

Sign up / Login

MY WORLD

Map

Schools

EXPLORE

On this live map you can have a look at the schools that are contributing to My World with their experiments.

You can start navigating the map by clicking/tapping on a country and zoom in to your area of choice, pinch and spread with your fingers or use the tools in the top right corner.

If you rather view a list of all the participating schools, click or tap to the Schools menu item on the left. You can always come back to this full map view by clicking on the Map menu item.

Overlay

Participating schools

> 250

201-250

151-200

101-150

51-100

26-50

1-25

GEIKIE SLIDE AND HEBRIDEAN SLOPE MARINE PROTECTED AREA

INVERNESS

ABERDEEN

FIRTH OF FORTH BANKS MARINE PROTECTED AREA

GLASGOW

EDINBURGH

LONDONDERRY DERRY

BELFAST

ISLE OF MAN

NEWCASTLE UPON TYNE

CARLISLE

KINGSTON UPON HULL

MANCHESTER

CHESTER

NOTTINGHAM

WOLVERHAMPTON

BIRMINGHAM

NORWICH

CAMBRIDGE

OXFORD

LONDON

CANTERBURY

CALAIS

PLYMOUTH

TRURO

BATH

CARDIFF

SWANSEA

ST DAVID'S

IRELAND

DUBLIN

LIMERICK

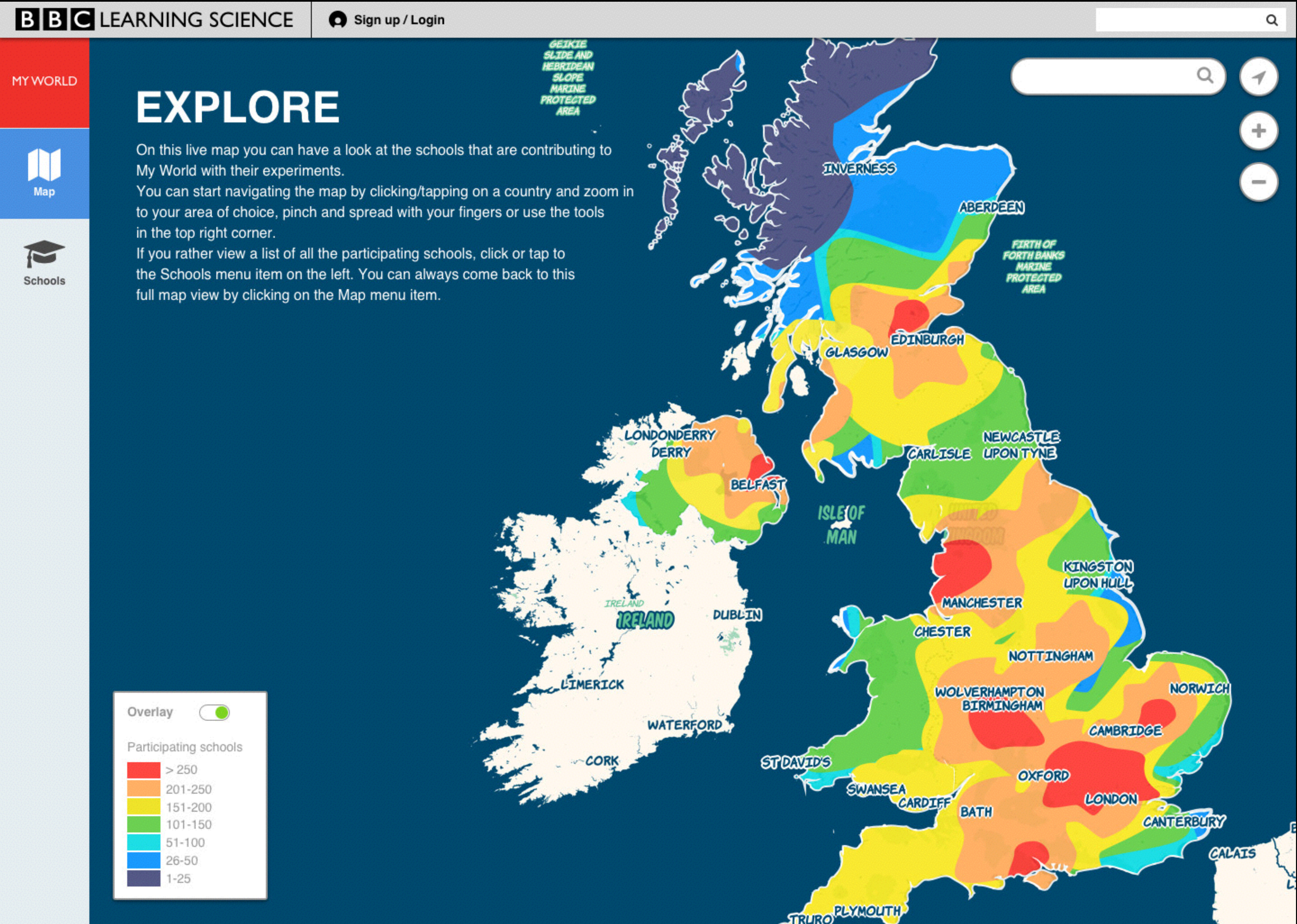
CORK

WATERFORD



NOT LOGGED IN  
UK MAP

THE PUBLIC HAVE TWO WAYS OF EXPLORING THE TOOL: A MAP AND A LIST OF SCHOOLS (2.1B). THE MAP IS PRESENTED IN A COLOURFUL WAY, HIGHLIGHTING THE NUMBER OF PARTICIPATING SCHOOLS IN ANY AREA THROUGH A SORT OF HEAT MAP THAT IS ALSO INTERACTIVE. WE SUGGEST A 2D VISUALISATION HERE AS IT'S 100% COMPATIBLE WITH ANY POSSIBLE PLATFORM REQUIREMENT IN STAGE 2.





**AN ALTERNATIVE VIEW IS THE LIST OF ALL THE PARTICIPATING SCHOOLS. USERS CAN SEARCH FOR A SPECIFIC SCHOOL BY NAME, COUNTRY, COUNTY AND POST CODE. THE CARDS UNDERNEATH THE SEARCH BOX WILL REARRANGE ACCORDINGLY.**



A-Z GROUP BY COUNTY



[View on map](#) ➤

[View on map](#) ➤



[View on map](#) >

[View on map](#) >



[View on map](#) >

[View on map](#) >



[View on map](#) >

Ashton St Peter's C of E  
Primary School

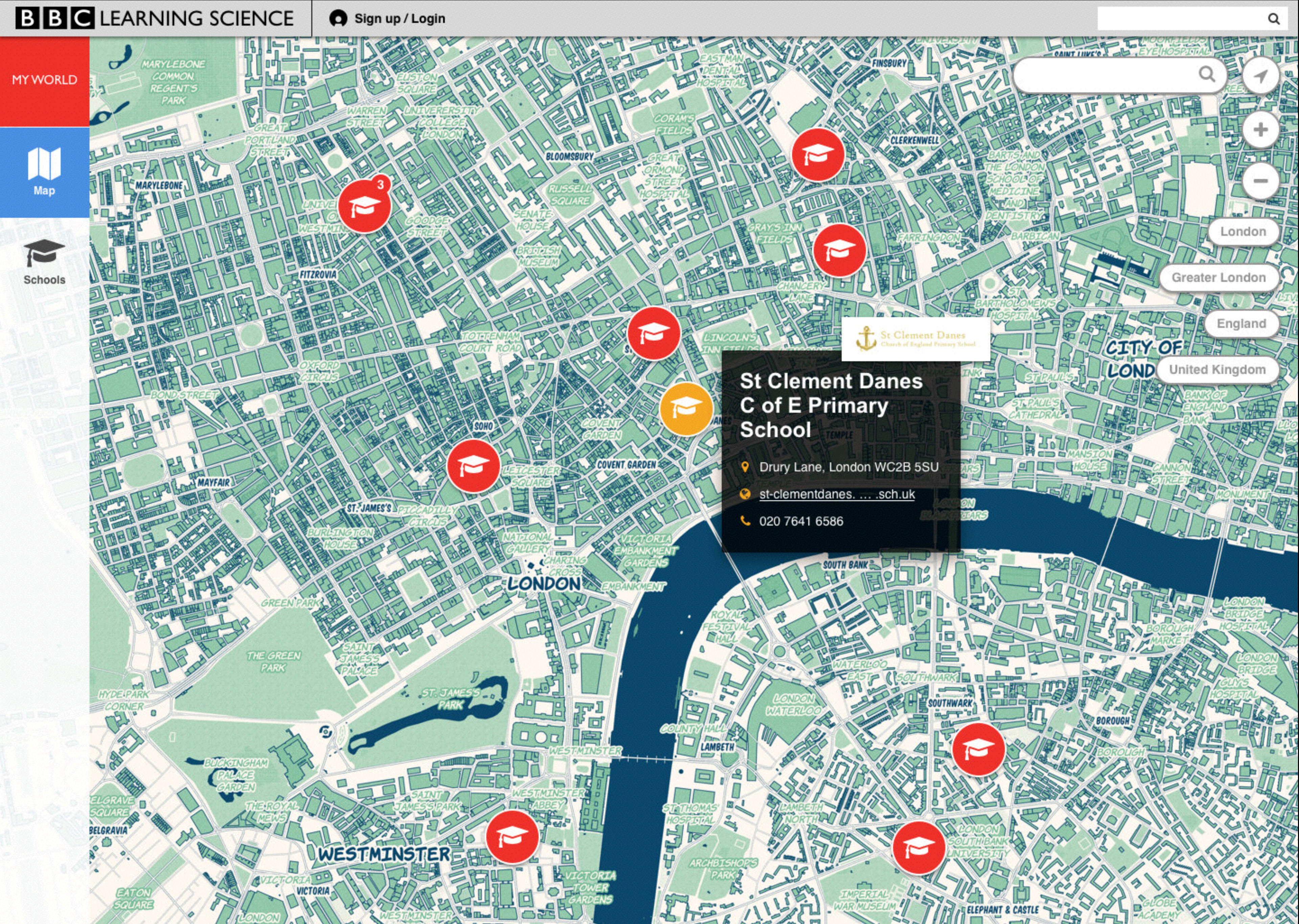


# LONDON MAP



# SCHOOL IN LONDON

USING THE ZOOM ON THE MAP OR CLICKING THE “VIEW ON MAP” LINK IN THE SCHOOL LIST, USERS CAN NAVIGATE TO A SPECIFIC SCHOOL. ONLY A BRIEF DESCRIPTION IS AVAILABLE IN THE PUBLIC VIEW. NOTE THAT A SCHOOL WITH MORE THAN ONE PARTICIPATING CLASS WILL HAVE A SMALL BADGE ATTACHED TO IT INDICATING THE NUMBER OF CLASSES. HOTSPOTS APPEAR AT DIFFERENT ZOOM LEVELS TO QUICKLY GO BACK TO A LARGER VIEW (OR THE FULL UK VIEW).





LOGIN

MY WORLD



Map



Schools

# Login

Once logged in you will be able to view and upload experiments, visualise and compare the results, interact with the classes, and more.  
Only teachers can sign up for a class.  
If you don't have an account yet, please enter your desired username and password and we'll create one for you.

Username

Password

SIGN UP

LOGIN



**AFTER LOGIN, MORE OPTIONS BECOME AVAILABLE. MOST NOTABLY A LIST OF EXPERIMENTS AND THE CHANCE TO ADD A SPECIFIC SCHOOL TO A WATCHLIST (USEFUL FOR OUR COMPARISON PURPOSES).**

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[illegible]



SCHOOLS LIST

BBC

LEARNING SCIENCE

Bec Benrimoj, welcome back.

Manage your class

MY WORLD

Map

Schools

Experiments

SCHOOLS

Search school by name, county, city or postcode

A

A-Z

GROUP BY COUNTY

VIEW WATCHLIST

Avon

Abbotswood Primary School

Kelston Close, Yate, South Gloucestershire BS37 8SZ

www.abbotswoodprimary.org.uk

01454 867777

Participating classes:

1

Experiments available:

2

View on map

Add to watchlist

Cornwall

Archbishop Benson C of E Primary School

Bodmin Road, Truro TR1 1BN

www.archbishop-benson... .sch.uk

01872 273185

Participating classes:

1

Experiments available:

1

View on map

Add to watchlist

Beds

Aspley Guise Lower School

Spinney Lane, Aspley Guise MK17 8JT

www.aspleyguiselower.ik.org

01908 582245

Participating classes:

1

Experiments available:

1

View on map

Add to watchlist

Beds

Ashton St Peter's C of E Primary School

Leighton Court, Dunstable LU6 1EW

ashtonstpeters.beds.sch.uk

01582 663410

Participating classes:

1

Experiments available:

2

View on map

Add to watchlist

Avon

Abbotswood Primary School

Kelston Close, Yate, South Gloucestershire BS37 8SZ

www.abbotswoodprimary.org.uk

01454 867777

Participating classes:

1

Experiments available:

3

View on map

Add to watchlist

Cornwall

Archbishop Benson C of E Primary School

Bodmin Road, Truro TR1 1BN

www.archbishop-benson... .sch.uk

01872 273185

Participating classes:

1

Experiments available:

2

View on map

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Aspley Guise Lower School

Spinney Lane, Aspley Guise MK17 8JT

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01908 582245

Participating classes:

1

Experiments available:

1

View on map

Add to watchlist

Beds

Ashton St Peter's C of E Primary School

Leighton Court, Dunstable LU6 1EW

ashtonstpeters.beds.sch.uk

01582 663410

Participating classes:

1

Experiments available:

5

View on map

Add to watchlist



or find participating classes on the map



SCHOOL IN LONDON  
DETAILS

MORE DATA IS AVAILABLE FOR EACH SCHOOL, AND THE LOGGED IN TEACHER WILL BE ABLE TO EDIT THE CLASS INFORMATION AND UPLOAD EXPERIMENTS FROM THE SCHOOL DESCRIPTION AS WELL. THE PREV AND NEXT NAVIGATION WILL CYCLE THROUGH THE SCHOOLS AVAILABLE ON THE MAP AT THE ACTIVE ZOOM LEVEL. NOTE THAT AT ANY TIME, USERS CAN GO BACK TO THE MAIN MAP A KEEP NAVIGATING.

MY WORLD

Map

Schools

Experiments

BBC

LEARNING SCIENCE

Bec Benrimoj, welcome back.

Manage your class

St Clement Danes  
C of E Primary School

Drury Lane, London WC2B 5SU

st-clementdanes...sch.uk

020 7641 6586

Participating classes: 1

Experiments:  
Earth and space  
Living things and their habitat

Close

Add to watchlist

< PREV

NEXT >

< BACK TO MAP

Earth and Space

On a weekday basis over a 4 week period during February/March 2017, pupils will record the times of the sunset and sunrise in their area, inputting these times each day onto the map. The idea is to give pupils an understanding of changes in day/night length as the earth moves around the sun. The map will enable them to see the differences in times across the UK and understand why this is.

Display >

Living things and their habitat

Classes will 'adopt' a tree either in their school playground or nearby and record a series of measurements about the tree – i.e. height/canopy size/trunk size/age etc. They will use these measurements to calculate the amount of Carbon Dioxide the tree stores and how much Oxygen it gives out, to give the tree a 'value'. This value is what will be uploaded to the map, giving us a network of trees and their worth across the UK

Display >



# EXPERIMENT: EARTH

DISPLAYING A SPECIFIC EXPERIMENT WILL REDUCE THE SCHOOL INFO TO A SMALL BOX TO THE BOTTOM LEFT (WHICH ALLOWS TO GO BACK AS WELL) AND CLASSES WILL THEN BE ABLE TO VIEW AND UPLOAD DATA FOR EACH EXPERIMENT. IN THIS SPECIFIC EXPERIMENT, PUPILS CAN ENTER THE SUNRISE AND SUNSET TIMES, VIEW THE PREVIOUS ENTRIES AND CLICK TO THE COMPARE BUTTON TO COMPARE THEIR RESULTS AGAINST OTHER CLASSES (IN THE WATCHLIST BUT NOT ONLY). A SLIDER ALLOWS THEM TO PLAY WITH THE VIEW TO UNDERSTAND HOW THE SUNRISE AND SUNSET AFFECTS LIGHT OVER THEIR SCHOOL.

BBC LEARNING SCIENCE

Bec Benrimoj, welcome back.

Manage your class

MY WORLD

Map

Schools

Experiments

MARYLEBONE COMMON, REGENT'S PARK

GREAT PORTLAND STREET

MARYLEBONE

UNIVERSITY COLLEGE LONDON

WARREN STREET

ELSTON SQUARE

BLOOMSBURY

RUSSELL SQUARE

SENATE HOUSE

BRITISH MUSEUM

GOODGE STREET

FITZROVIA

UNIVERSITY OF WESTMINSTER

OXFORD CIRCUS

BOND STREET

MAYFAIR

ST. JAMES'S

BURLINGTON HOUSE

ST. JAMES'S PALACE

THE GREEN PARK

HYDE PARK CORNER

ST. JAMES'S PARK

WESTMINSTER

VICTORIA GARDENS

VICTORIA

SQUARE

LONDON

3

1

2

4

St Clement Danes  
Church of England Primary School

St Clement Danes  
C of E Primary School

St Clement Danes  
C of E Primary School

← BACK

← BACK TO EXPERIMENTS

Earth and Space

Greater London

England

On a weekday basis over a 4 week period during February/March 2017, pupils will record the times of the sunset and sunrise in their area, inputting these times each day onto the map. The idea is to give pupils an understanding of changes in day/night length as the earth moves around the sun. The map will enable them to see the differences in times across the UK and understand why this is.

Yesterday

Input the times of sunrise and sunset recorded yesterday by your class. If multiple results are available, write down the average.

sunrise

7:12 AM ↗

sunset

5:18 PM ↘

Submit

Wednesday  
15 February

7:14 AM ↗

5:16 PM ↘

Compare

10:00 AM

Tuesday  
14 February

7:16 AM ↗

5:14 PM ↘

Compare

12:00 PM

Monday  
13 February

7:18 AM ↗

5:12 PM ↘

Compare

12:00 PM

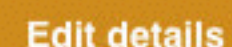
Friday  
10 February

7:23 AM ↗

5:07 PM ↘



## Experiments



Display &gt;





EXPERIMENT: EARTH DAY

BBC

LEARNING SCIENCE

Bec Benrimoj, welcome back.

Manage your class

MY WORLD

Map

Schools

Experiments

St Clement Danes  
C of E Primary  
School

← BACK

← BACK TO EXPERIMENTS

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Compare

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14 February

7:16 AM ↗

5:14 PM ↘

Compare

Monday  
13 February

7:18 AM ↗

5:12 PM ↘

Compare

Friday  
10 February

7:23 AM ↗

5:07 PM ↘



# EXPERIMENT: EARTH NIGHT

TO ALLOW FOR MORE PLAYFULNESS AND BETTER UNDERSTANDING, WHEN PLAYING WITH THE SLIDER PUPILS CAN SEE EXACTLY WHEN THE LIGHT CHANGES OVER THEIR SCHOOL. AND WHEN THEY MOVE THE SLIDER OVER DARKER HOURS, THE INTERFACE WILL DARKEN AS WELL.

BBC LEARNING SCIENCE

Bec Benrimoj, welcome back.

Manage your class

MY WORLD

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St Clement Danes  
Church of England Primary School

St Clement Danes  
C of E Primary School

← BACK

← BACK TO EXPERIMENTS

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7:12 AM ↗

sunset

5:18 PM ↘

Submit

Wednesday  
15 February

7:14 AM ↗

5:16 PM ↘

Compare

Tuesday  
14 February

7:16 AM ↗

5:14 PM ↘

Compare

Monday  
13 February

7:18 AM ↗

5:12 PM ↘

Compare

Friday  
10 February

7:23 AM ↗

5:07 PM ↘

Earth and Space



COMPARE

HERE PUPILS WILL BE ABLE TO SELECT OTHER CLASSES TO COMPARE AGAINST. THE FOLLOWING SCREENS WILL DISPLAY DIFFERENT CLASSES COMPARING THEIR RESULTS ON THE MAP.

MY WORLD

Map

Schools

Experiments

BBC

LEARNING SCIENCE

Bec Benrimoj, welcome back.

Manage your class

St Clement Danes  
C of E Primary School

← BACK

St Clement Danes  
Church of England Primary School

10 February

7:23 AM

5:07 PM

Compare results

On Wednesday 15th of February, your class recorded the following sunrise and sunset times:

7:14 AM

5:16 PM

If you wish to select a different date, [click here](#).

To compare these results with other classes in United Kingdom, please add classes from the dropdown below. The classes in your watchlist are automatically included. You can use the search field inside the dropdown to narrow down the search.

Add a class

Ardley Hill Academy  
Ashton St Peter's CofE primary School  
Aspley Guise Lower School  
Balliol Lower School  
Barnabas Oley CofE Primary School  
Barnfield Moorlands Free School  
Beaudesert Lower School  
Bedford Road Lower School

COMPARE

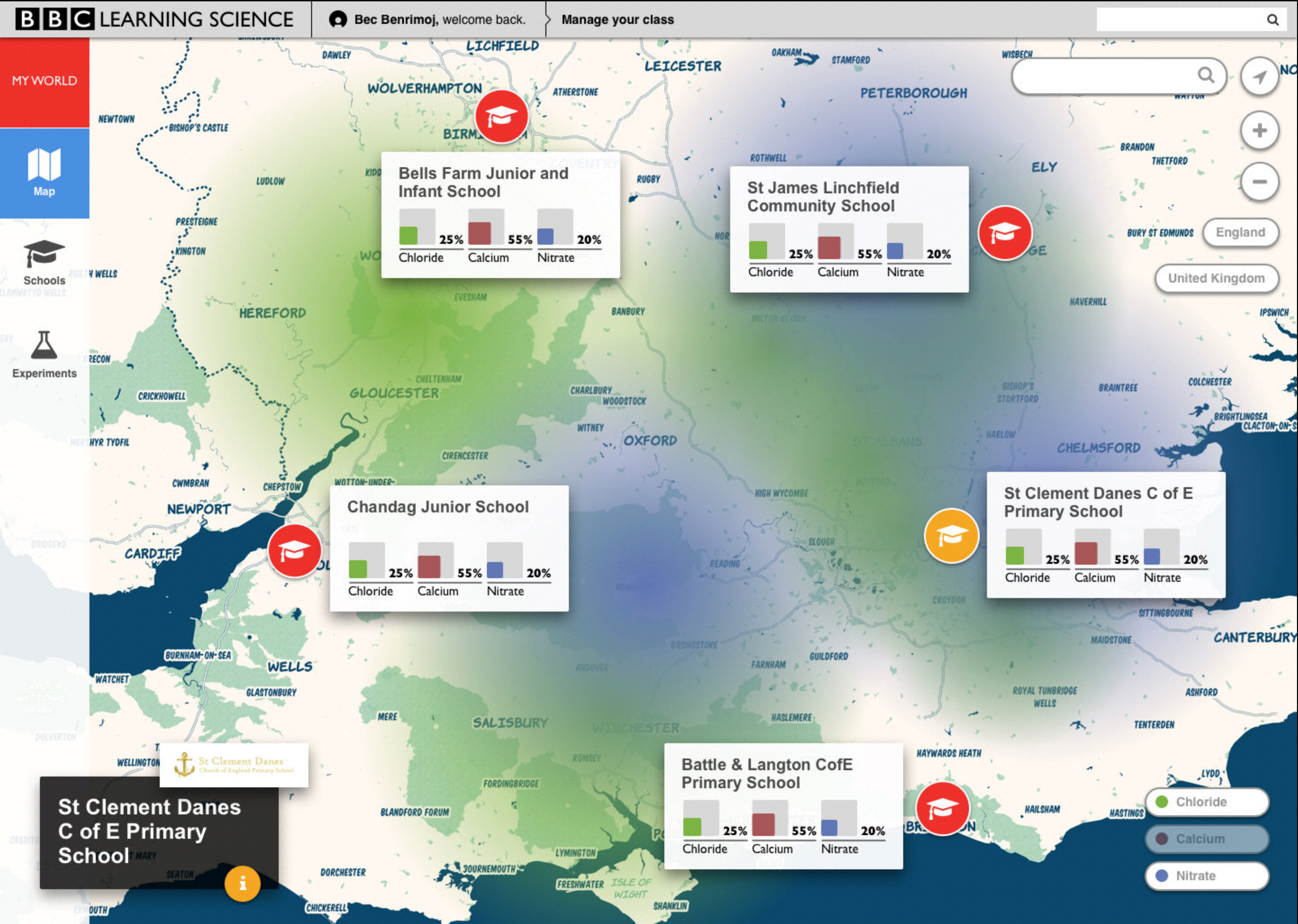


# COMPARE

[illegible]



COMPARE





COMPARE

