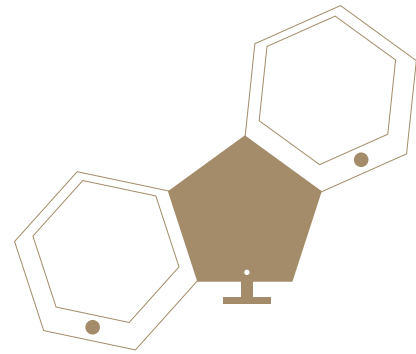


'SECOND SCREEN & LIVE TV FOOTBALL' WORKSHOP

ROYAL GEOGRAPHICAL SOCIETY, LONDON

5 DECEMBER 2014 / 13:30 - 16:30



EVENT REPORT BY EGE SEZEN

10 DECEMBER 2014



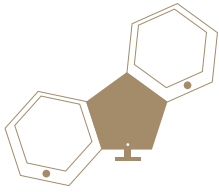
Fig 1 - Participants in one of the ideation sessions.

One of the activities which were funded by RCUK Digital Economy within the call for collaborations (Theme 4) was the workshop organised around the themes of 'second screen', 'tv' and 'football'.

The aim of the event was to generate ideas and prototypes regarding to the ideal 'Second Screen' user experience in order to enhance the watching experience of live TV football matches. Since the phenomenon, 'Second Screen', involves different disciplines such as design, computing and media studies, the proposed event was considered to play a role to boost the encouragement to cross-disciplinary collaboration among researchers in Digital Economy Network (DEN) as well as attracting potential engagement with the relevant industry. It was held on the 5th of December, 2014 from 1.30pm to 4.30pm in Drayson Room at Royal Geographical Society in London. The event was a project workshop in Fifth Annual Digital Economy All Hands Meeting that took place on 3-5 December, 2014 in London.

There were six participants at the workshop. Two of them were PhD students in HighWire Centre for Doctoral Training at Lancaster University, one of them was a Masters student at Grenoble Graduate School of Business. Also, a senior researcher joined from the School of Engineering in the College of Physical Sciences at the University of Aberdeen. The rest were a research technologist from BBC R&D and a 'Year in Industry' student working in Engineering and Sciences Research Council (EPSRC).

The format of the workshop was in threefold. First and second session were dedicated for brainstorming, ideations and discussions in two groups of three upon the specific briefs given by the organiser. The briefs demanded specific scenario productions regarding to potential usages of second screen devices under different social settings and user personas. Each group is assigned to work on a pre-defined user persona that was developed through previous research. The difference between the first session and second was the change in social settings. The expected output was the ideas wrapped around scenarios in forms of texts and/or sketches. The last session was for low-fidelity prototyping. Participants, who were kept in the same groups, were given paper templates of mobile devices (tablet and smartphone) to create mock-up designs of interfaces for specific user personas assigned to the groups.



Prior to the ideation and prototyping sessions, I had made a brief explanatory introduction about what 'second screen' is and provided some highlights of previous research made within the subject realm of the workshop in order to make the participants more familiar with the concepts that they would work on. The group discussions and presentations were around the topics related to 'football', 'tv', 'interaction design', 'user experience', 'interface design', 'data visualisation', 'innovation' and 'augmented reality'.

The event was generally received positively by the attendees. One participant made an anonymous comment after the event that "[s]tepping into the shoes of someone who watches football" was the best part of it.

The outcome of the event was mainly accumulation of ideas regarding to how second screen devices can enhance our watching experience of football matches that are broadcasted live on TV. However, participants also demonstrated how their ideas could be applied, at least in visual terms, by their low-fidelity prototypes. Some highlights of the workshop were:

- 'Accessing live tweets of players on the pitch via second screen',
- 'Having additional camera angles on second screen via mounted cameras on players along with the main TV broadcast',
- 'Technologically enhanced jerseys that transmit player data to second screen devices via apps',
- 'Stockexchange style of live stream of monetary value of players based on the reaction they get through social media regarding to how they perform on the pitch.'
- 'Shaking your second screen device as if you are playing lotto and getting a random stat from a pool of stats about the match you are watching.'

Possible future activities may include a similar version of the workshop with bigger participant groups from a wider variety of demographics. Also, shorter sessions of focus groups as well as testing of low-fidelity prototypes in simulated environments are likely to happen in upcoming months.