Sold On Song: Song Scrapbook User Journey Breakdown By Type

SYMBOL KEY

Audio/Video content

Muze link

Data Collection

Community Area Broadcast crossover

	Broadcast / Events	Online		Casual Browser
Cross links to Muze	lugs for 'Song of the Week' (mainstream shows)	Title Information: Song N proposed by [listener's na		
Cross links to Genres/Music Cross links to Muze		Basic Content: Title, Genre, Composer, Album, Year of Release, Highest chart position. (text based) Intro to Song (text), Song (AV), Artist/Composer Interview Recommendations (editorialised or community driven) - listen to new music - find out about new artists/songs - find answers to questions - connect with other users		
Cross links to Radio 2 personalities / show pages / biogs Radio 2 presenters talk about songs, phone-in's from listeners, video nation, etc.		Radio 2 view (A/V) Listener's Views Cover Versions	istener's Views - understand influences of a specific song - connect with a community of listeners	
cross links to Community/ discussion boards Documentaries/ Cross links to /music & /aboutmusic/ (esp music memories)		Historical Context (text & AV montages) Trivia / quizzes / etc		
		TBD following Learning Outcomes - understand musical differences between different genres - understand music and lyrics more - compare and contrast songs from different periods - talk knowledgably about music		
Cross links to OneMusic / other in-dep BBC music/learning proje Cross links to 'where I live' informatic about local workshops/ courses e	cts Live Events/ on etc	Song workshops / deeper learning about songwriting, etc. Music Afficionado / War	 develop specific songwriting skills find out how to apply these skills o build a base for further exploration information about web resources and learn about music within a peer grownabe 	n and study (through links and d realtime study opportunities)
B B C RADIO 2	×	1		created by Zelda Dhianda 26 11 02