

De Volkskrant as a Digital Service

Accelerating the digital transformation of de Volkskrant through human-centred design

The focus of this research was on the digital transformation within the de Volkskrant organisation. Since the digital transformation started, de Volkskrant has been struggling to keep up with technological developments. Partly because they rely on DPG Media to facilitate the infrastructure of their digital products. Within the de Volkskrant organisation, there is a lack of vision on what de Volkskrant should be as a digital medium. This research explored the possibilities and challenges de Volkskrant currently faces and how the context, the readers and the organisation play a role in that. The advice given to de Volkskrant based on results gathered through research was:

By becoming a **digital-first organisation**, de Volkskrant can **accelerate** its **digital transformation**. It should **play to its strengths** of being a brand that readers go to for its good analytical articles and columnists. Additionally, it should use the development of its digital products as **opportunities for change**, by involving all levels of the organisation into the design process.

An example of such a digital product is the de Volkskrant application. Through user research, the following interaction vision was developed:

The mobile app **guides** the de Volkskrant reader through the articles and archives of de Volkskrant. It supports them in **learning new things and exploring new perspectives**. After reading digital news, readers **feel in control, empowered, and accomplished**.

A new mobile app for de Volkskrant

Quick and relaxed news reading

Provides both a quick update as well as the possibility to dive into a specific topic

Quick update draw down menu

Dossiers show articles of the same subject as the main article

Dossiers help the de Volkskrant employees to collaborate more outside their departments.



Challenges

Gamifying news reading

Learning something new about a specific topic

Drawing readers in on a regular basis



Overviews

Providing an overview of a Dossier digitally

Timeline: shows the articles chronologically

Spiderweb: showing connections and context between articles

Giving not only the readers but also the de Volkskrant employees an overview of what has been written



My News

Following topics and authors

Saving articles

Having a personalised section that allows the reader to either explore outside their bubble or dive even deeper into their favourite topics

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