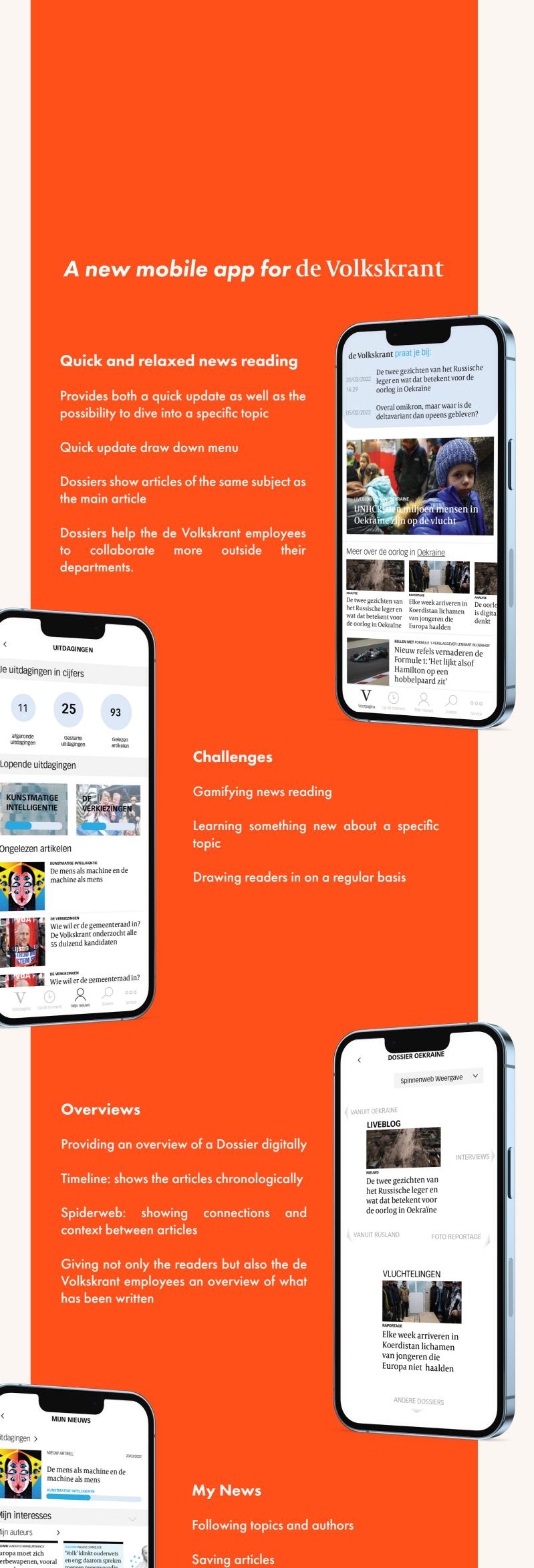
# De Volkskrant as a Digital Service

## 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.



Having a personalised section that allows

#### **Diede Besseling**

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