

user needs model 2.0

based on the original 2016 BBC model

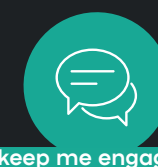


fact driven inform your audience

Facilitating the need to know something. Tell the story, give the facts. What happened, when, and where? Keep the information factual and order it in a way that your audience will easily understand. Reveal something hidden, give updates and set a clear overview. That's how your audience will value breaking news.



update me



keep me engaged

Straightforward news articles. The classic 'who-when-where-what' - stories. These articles have the primary task of informing your audience and to start a potentially longer thread of news coverage from alternative angles.

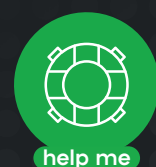
People want to see the impact of events that occur. Whether it's on television, in newspapers, during events or on social media. It gives a view on the dynamics that arise when something happens. Encourage your audience to join the conversation through facts.

common formats

- report
- summary
- live blog
- breaking news
- collection of tweets
- article with embedded posts
- reaction
- quotes

action driven motivate your audience

Facilitating the need to do something. Think advice, guides, encouragement, service & solutions journalism. It starts by asking if there's anything that you can help your audience with, or if there's an event or movement they can join to give direction to their beliefs and values. It connects people to people, ideas or concrete events.



help me



connect me

Typical 'service journalism' that provides direct advice to the audience about how to explore a particular topic more. This can be either super practical 'these are the best places to go to in Berlin with kids on a rainy day', but can also be listicle-type ones like 'the best movies set in Berlin'.

Stories that connect you with people around ideas or experiences. In many cases these stories build empathy or affinity with the subject or topic. Your audience wants to feel connected and at the same time feel the urge to act on that feeling. It can also mean that these stories contribute to a sense of belonging.

common formats

- checklist
- timeline
- advice
- curator's pick
- column
- report
- announcement
- sign up forms

context driven explain to your audience

Facilitating the need to understand something. Think about questions your audience might have in relation to the topic. Should you explain something complex or help readers form an opinion? It starts with the question of whether anything can benefit from clarification. Remember that you are more informed about the topic than your average reader.



give me perspective



educate me

Experts and analysts unpack and explain complex issues in relation to how the news affects a person's life. Articles are full of opinions and quotes or give different perspectives on a subject with pros and cons. Helps to make up your mind.

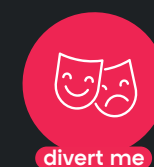
With these articles readers learn more about a specific topic or fuel their curiosity in a specific area. They can also distill a complex topic into its basic components. These stories, when done well, have the potential to become evergreen pieces.

common formats

- guest essay
- analysis
- interview
- profile
- Q&A
- explainer
- glossary
- data visualisations

emotion driven move your audience

Facilitating the need to feel something. People are often emotionally attached to news especially when it's about things that affect their lives. Whether it's joy, anger, disbelief, or any other feeling, ask yourself if there's a way to make this feeling more tangible and think of interesting angles to make that feeling vivid.



divert me



inspire me

Give your audience something completely different (because you can't consume hard news all the time). A lighter take on a harder topic. Something that will break the flow of heavy or hard news. For example something funny that happened during a serious event.

These are your typical articles about interesting people doing interesting, inspiring or surprising things. It can also be solutions journalism. Don't tell your audience what's wrong, but give examples of how things can be fixed. It helps to think about social responsibility and makes you feel proud of and for people.

common formats

- picture gallery
- slideshow
- short story
- listicle
- first person feature
- interview
- historical story
- longread