

Entry Name:

The Quint Lab

Execution:

Quint Lab has been conceptualised to achieve a fresh perspective in storytelling, to experiment in form and format, and to keep multimedia stories accessible for users in the Indian market, many of whom are first-time internet users. The Quint Lab team, which includes developers, designers and content producers, also works closely with The Quint's Product team to innovate on audience engagement initiatives and branded content features.

Impact:

The Quint Lab team can efficiently handle a story's conceptualisation, branding, and deliver a finished product. We have achieved this by regular feedback from readers, skill-building exercises internally, and taking inspiration from global innovators. The team regularly organises knowledge-sharing workshops internally and trains journalism students in multimedia tools. The idea is to simplify stories, for journalists and readers.

Result:

In just two years of existence, The Quint Lab has innovated with interactive videos, storytelling widgets, and microsites. Our work has helped in improving the time spent on stories and also in getting the audience to discover more of our content. Have we been successful? Our stories have won prestigious awards namely WAN-IFRA, Vdonxt, South Asian Digital Media Award, and Digipub Award.

Additional info to strengthen the entry:

We are learning as we grow. Every feedback, award, recognition is a positive step in that direction. The Quint Lab team strives to democratise storytelling, to produce important stories in engaging formats, to facilitate access irrespective of network and bandwidth. It's a challenging, and exciting, space to be in.

URL: bit.ly/QuintLab