Debbie McMahon

Product Director, Financial Times

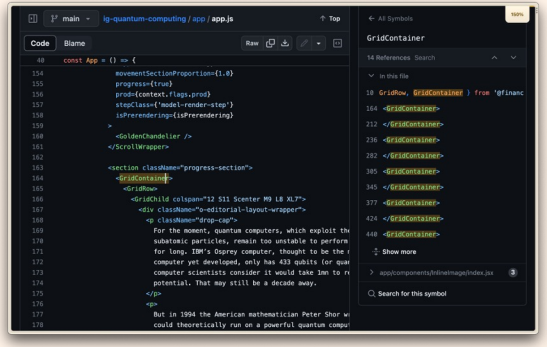


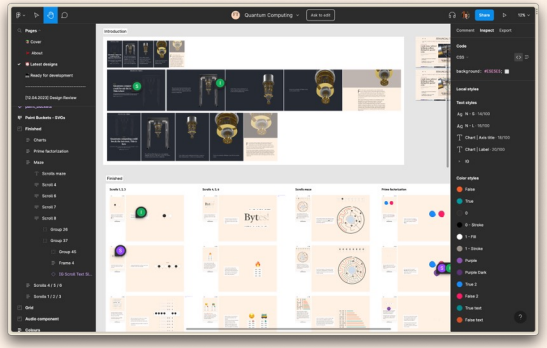
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FINANCIAL TIMES



Storytelling superpowers at Financial Times

Innovative ≠ Reusable

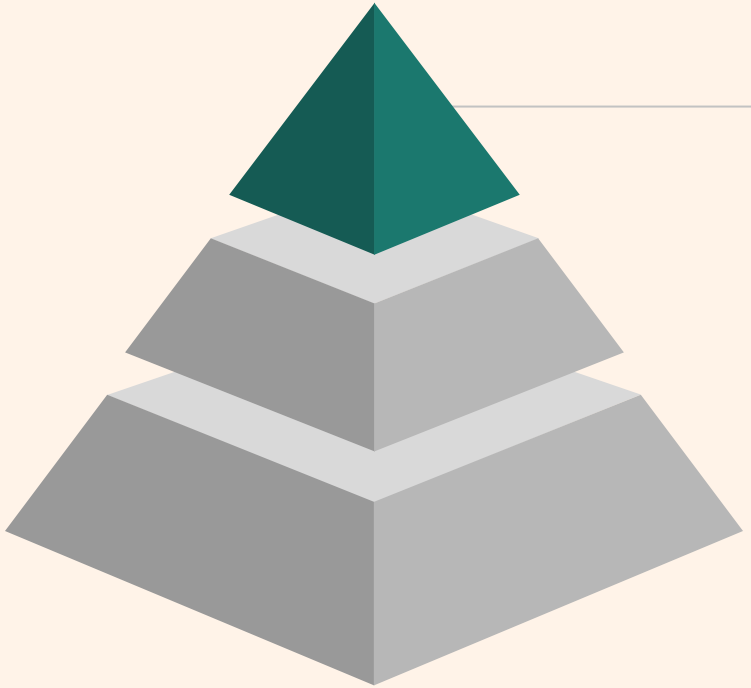




They call it Q-day. That is the day when a robust **quantum computer**, like this one, will be able to crack the most common encryption method used to secure our digital data.



1. Experiment



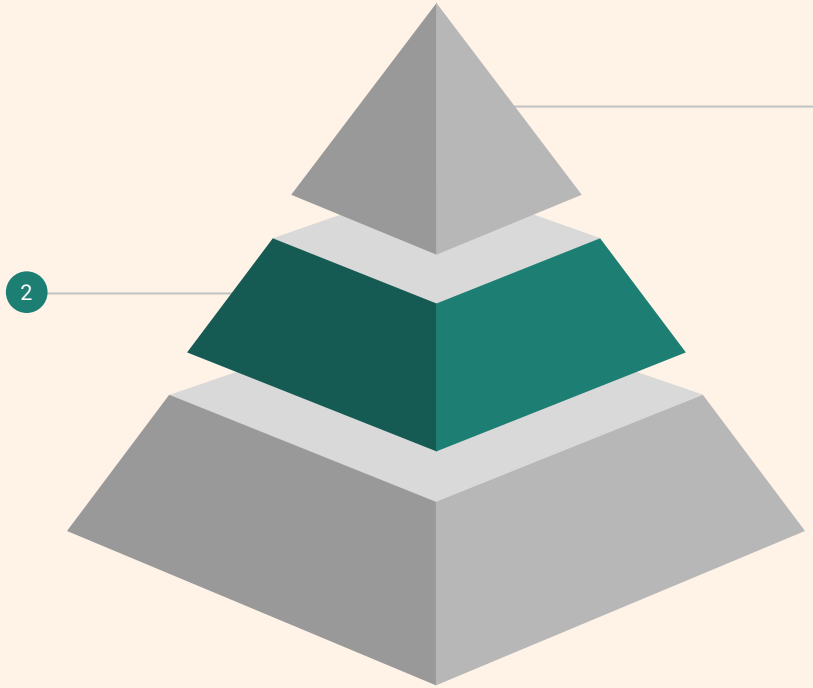
Experiment

Test ideas and formats using a custom platform and 3rd party tools.

2. Learn

Experiment

Test ideas and formats using a custom platform and 3rd party tools.



Learn

Define which elements should be reusable, working with newsroom and experimental teams.

3. Build

Learn

Define which elements should be reusable, working with newsroom and experimental teams.



Experiment

Test ideas and formats using a custom platform and 3rd party tools.

Build

Move these elements into our publishing platform. Make them simple and quick to use

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Starting with scrollytelling

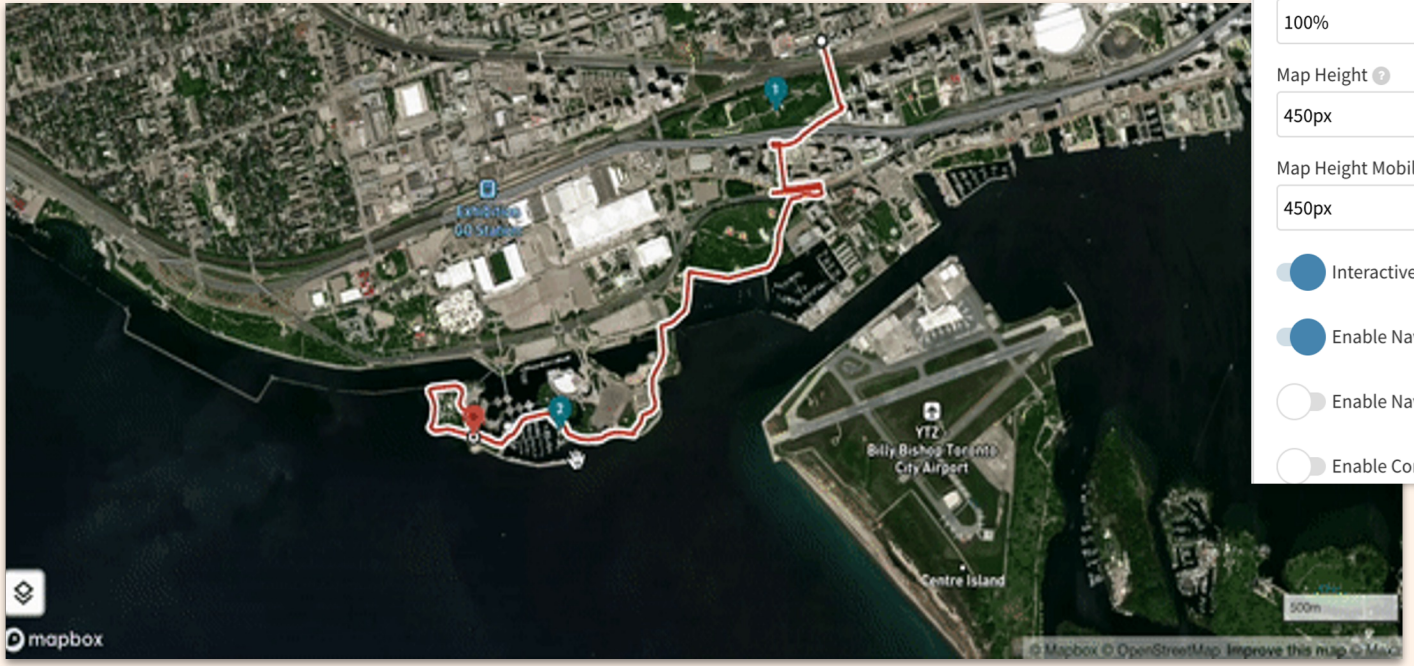
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Reusable in action

Repeat!

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Add new capability



Map Width
100%

Map Height
450px

Map Height Mobile
450px

Interactive Map

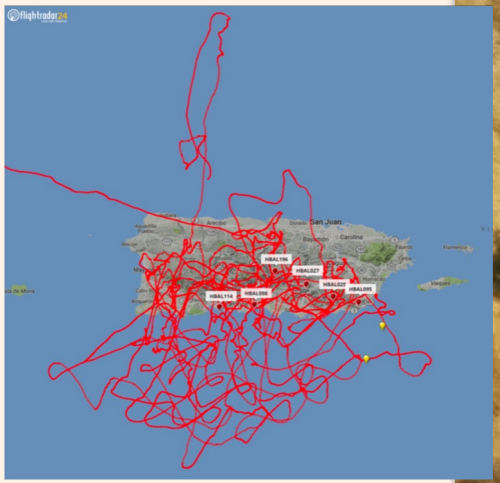
Enable Navigation Controls

Enable Navigation Controls on Mobile

Enable Compass

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Minutes not days





Storytelling superpowers virtuous circle



Storytelling superpowers virtuous circle



Storytelling superpowers virtuous circle



THANK YOU

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