# user needs labs

this is what you get

1

Educational material about constructing and implementing a **user needs strategy + data dashboards** (historical and real-time) and **technical support** for these dashboards.

2

4 virtual webinar sessions and a **dedicated consultant** to guide you through the programme.

3

A **license for smartocto** is secured for a period of **6 months** and an additional **2.000** euro worth of **credits** for **AI-driven advice** is included.

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user needs for news
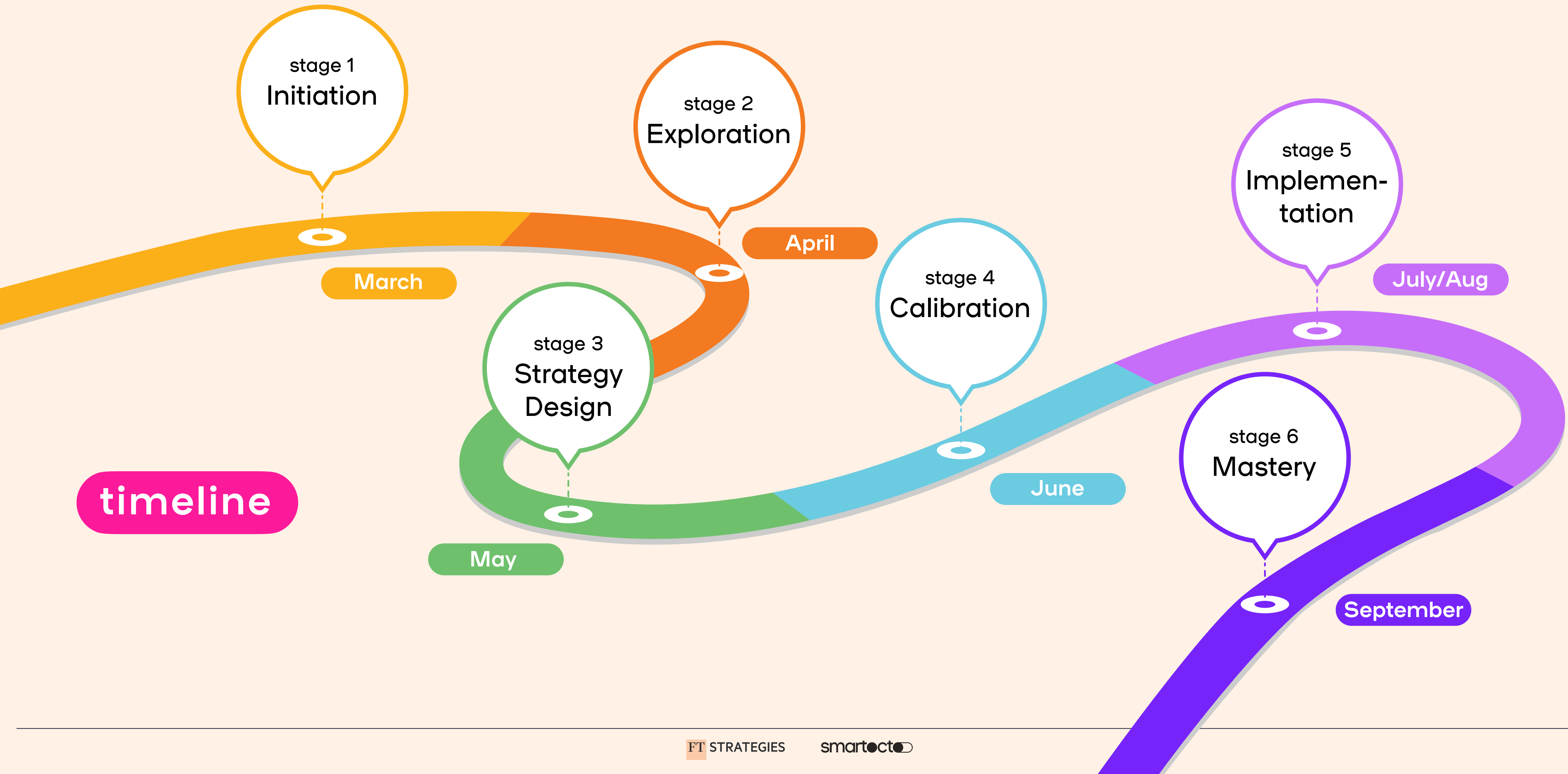
stage 1
Initiation

You will **contribute data** derived from a minimum of 1000 recent articles (courtesy of smartocto's provision).

stage 2
Exploration

You are invited to participate in a webinar designed to illuminate the **core principles of the User Needs Model 2.0** and to virtually meet fellow participants.

FT Strategies will conduct an insightful intake interview to grasp **your business model** and **strategic objectives**. Together, we will define your 'North Star' goal.

Smartocto will compile a **comprehensive baseline report**, offering innovative **growth hacks** focused on specific opportunities tailored to user needs.

FT Strategies will offer **personalised consultations** focusing on learning objectives throughout the programme, such as an effective tagging strategy and in-depth data understanding.

Smartocto will facilitate the **onboarding process**, introducing you to the key features of our user needs tools.
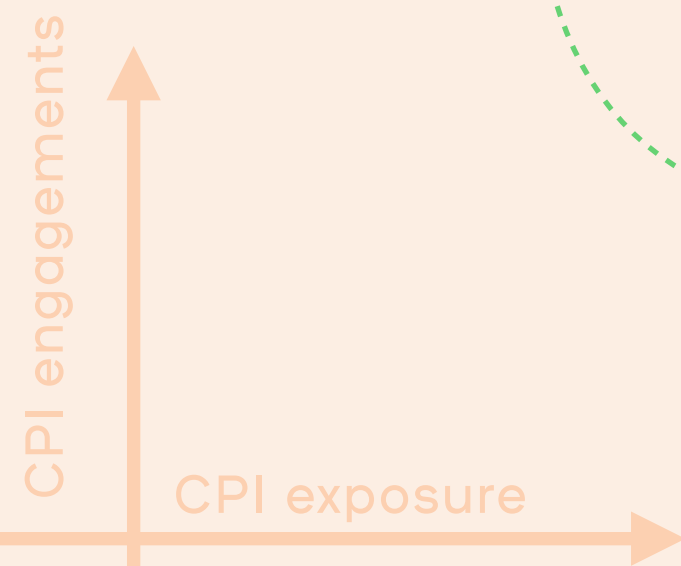
stage 3
Strategy Design

You will engage in a webinar focused on **training and explanation of the Quadrant Model** and the crafting of **unique dashboards**. This stage marks the beginning of your newsroom's practical experimentation with the tool.

FT Strategies will provide **tailored one-on-one consultancy sessions**, aimed at enhancing your **comprehension of a data-driven strategy**.

Smartocto offers **technical support** and showcases **various tactics** related to user needs.

stage 4
Calibration

You will attend a webinar dedicated to **elevating the quality of your content** and discovering **your unique market position** through a detailed analysis of collected data.

FT Strategies will assist in the **deeper integration** of the **user needs approach**, offering fresh perspectives on transforming your **organisational workflow**.

Smartocto begins the **fine-tuning of KPIs**, helping in feature utilisation such as **headline testing** and **dashboard interpretation**.

CPI engagements

CPI exposure

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stage 5
Implemen-tation

You will focus on **building your use case**, with data collection ongoing and the **responsibility of the user needs approach** resting within the newsroom.

FT Strategies remains available for **individual consultations** to support and guide the **strategy's implementation**.

Smartocto enriches your experience by adding **2000 euro worth of credits** for continued editorial assistance and **virtual user needs support** via **smartocto.ai**.

stage 6
Mastery

You will participate in the final **webinar**, receiving guidance on **seamlessly integrating** the user needs approach into **your everyday workflow**.

FT Strategies will compile a **conclusive report** detailing the **results of growth hacks** and **mapping out a strategy** for sustained commitment and long-term application.

Smartocto will assist in **standardising the process** and offer an **ongoing data support system**.

from EUR 10.000 per brand

subject to company size

To give an impression of our pricing structure based on website traffic, we offer the following rates:

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0-3 million
pageviews per month
€10.000

3-5 million
pageviews per month
€15.000

5-25 million
pageviews per month
€20.000

25-50 million
pageviews per month
€25.000

50+ million
pageviews per month
€30.000