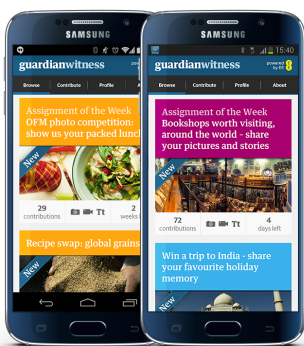


The Guardian

Transforming citizen journalism into mobile, high-quality global reporting

—
Witness App



Working with a major media outlet to enhance UGC, amplifying the voices of citizens and their stories across the UK via curated news and feature content

1 million+

downloads

80,000+

stories published on the app

3

major awards

The brief

When news breaks, it's often the local community that are first on the scene.

The Guardian wanted to embrace user-generated content (UGC) by giving their readers the platform to create high-quality citizen journalism.

They wanted to use mobile to enable on-the-go users to upload articles, add video, audio and photographs, before sending their stories straight to the editorial team at the Guardian for review before publishing.

What we did

The Guardian Witness app helped change the way public-crafted journalistic content was written and consumed.

We worked with the Guardian's design agency to bring community reporting to life, allowing the public to report on a breaking news story as it was happening, from anywhere in the world, making it a global community.

It was important a high standard of content was maintained though, so once submitted, trained journalists would curate, screen and approve everything.

Communication also goes the other way though. Editors are able to set assignments for the public with deadlines to help keep news stories diverse and interesting to readers.

The results

The [Guardian Witness](#) app won three major awards: Best Consumer App at the Event Technology Awards, [Innovation of the Year](#) at the British Journalism Awards and Best Entertainment App at the Mobile Entertainment Awards.

It's been downloaded more than 1 million times, seen over 80,000 news stories published through it by the public. And now connected via social media, the app is continuing to evolve along with the community it supports.

"The Guardian Witness app enables users to contribute content to live news stories in real time. Apadmi were great to work with and quickly got to grips with the project objectives, delivering high quality code in a very short time."

— WENDY ORR

Senior Product Manager, The Guardian

Awards for Guardian Witness



Best Consumer App
Event Technology Awards



Best Entertainment App
Mobile Entertainment



Journalism Innovation of the Year
British Journalism Awards