



# CASE

**MEDIA2TICKETS**

“**Making a Modern Website:  
Navigating Technical,  
Editorial Hurdles**”

# STUDY

## IN SHORT

Media2Tickets, an independent Ukrainian news outlet, received support through the PluPro programme to redesign its outdated website and enhance audience engagement. By applying design-thinking principles and incorporating direct user feedback, the team successfully improved the site's usability and overall reader experience — especially on mobile devices. The initiative led to greater engagement and stronger connections between the newsroom and its audience.

## ABOUT THE NEWS OUTLET

Founded in early 2022, Media2Tickets operates three online media outlets serving the Kolomiya, Kalush, and Ivano-Frankivsk regions of Ukraine. The organization's flagship platform, Informator (kl.informator.ua), focuses on delivering reliable, high-quality coverage of current events in Ukraine and beyond, while maintaining strong journalistic standards. Its team strives to strengthen public trust through transparency and innovation.



## PROJECT OBJECTIVES

Media2Tickets aimed to modernize its website for better mobile usability, faster loading, and clearer access to information. The goal was to increase audience engagement, strengthen editorial credibility, and create a scalable digital structure supporting its network of regional news outlets.



## IMPLEMENTED SOLUTIONS

Using design-thinking methods, Media2Tickets gathered user feedback, prioritized mobile optimization, and worked in iterative cycles. The team enhanced coordination between editorial and technical staff, ensuring a smoother workflow, efficient testing, and sustainable improvements across all regional platforms.

## WHY THIS PROJECT?

Media2Tickets decided to focus on redesigning its “Informer Kolomiya” website because its outdated WordPress platform limited both performance and trust. Nearly 90% of readers accessed the site via mobile devices, yet the interface lacked responsiveness and speed. The team also wanted to introduce features like visible editorial workflows and interactive elements to enhance credibility. Without a modern and accessible design, they risked losing readers and missing the opportunity to expand their digital community. The project therefore became essential for building trust and maintaining engagement in Ukraine’s fast-changing media landscape.

---

## HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

By using design-thinking principles, Media2Tickets made its redesign process more structured and user-driven. Audience feedback directly shaped technical priorities such as navigation, speed, and access to sources. Short, iterative development cycles allowed the team to test features, fix issues quickly, and stay flexible when challenges arose. Regular testing during each phase—especially during content migration, ensured steady progress. This approach helped balance innovation with practicality, empowering both the technical and editorial teams to collaborate efficiently while improving the overall user experience. The project became a learning process in how empathy and iteration enhance digital journalism.

---

## DID MEDIA2TICKET’S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

Context has begun producing videos, with several currently in progress, and the first ones set to be released soon. While it is still too early to measure audience response, the goal is to increase engagement especially on platforms like TikTok and YouTube, where their current reach is limited. Expanding their presence on TikTok is a priority, given the platform’s influence and the widespread disinformation that circulates there. Since Context regularly addresses these issues, video content is seen as an important tool to strengthen its voice, reach more people, and better carry out its mission.

---

## WHAT CHALLENGES DID MEDIA2TICKETS ENCOUNTER AND HOW DID IT ADDRESS THEM?

One of the main challenges the organization faced was coordinating the technical team and editorial staff while everyone was simultaneously engaged in ongoing projects. Scheduling was tight, and the short two-month timeline required careful prioritization and constant communication to stay on track.

Another challenge was managing the migration of legacy content. Some articles required formatting adjustments, and ensuring content integrity during the transfer took more time than initially expected. Similarly, the team initially underestimated the time needed for the internal testing and feedback cycles. Even with a soft launch, extra days had to be allocated to address unexpected bugs and user-experience issues — especially on mobile devices.

The team members reflected that these challenges helped them refine their internal workflows and establish stronger collaboration between editorial and technical roles, which will benefit future projects.

---

## HOW WAS MEDIA2TICKETS' PROJECT RECEIVED BY ITS AUDIENCE?

The redesigned website was positively received. Visitors began spending more time on the site, signaling greater satisfaction with its improved usability and cleaner interface. Interactive features such as smoother scrolling, faster load times, and mobile-optimized layouts made the platform more enjoyable to use. Readers appreciated the outlet's effort to modernize without compromising credibility or journalistic quality. The successful reception of the upgrade validated the team's decision to prioritize audience feedback. It also demonstrated how thoughtful design improvements can directly enhance trust and engagement between an independent media outlet and its growing online community.

## WHAT INSIGHTS OR LESSONS DID MEDIA2TICKETS GAIN FROM THIS PROJECT?

The project taught Media2Tickets that every digital transformation requires more time than expected especially for testing, approvals, and migration. Centralized communication between tech and editorial teams prevents misalignment. Early testing, even on incomplete builds, helps identify key issues sooner. The outlet learned that technical resilience and flexibility are as crucial as creativity. Above all, this project reinforced the importance of user-driven decision-making and realistic planning. By accounting for potential setbacks and focusing on teamwork, Media2Tickets established a stronger foundation for future digital upgrades across all its regional outlets.

## WHAT DOES MEDIA2TICKETS PLAN ON DOING NEXT?

Moving forward, Media2Tickets plans to fully integrate the new website into its daily editorial workflows and continue improving it based on user behavior and feedback. The upgraded platform has already streamlined internal processes and enabled the outlet to publish more efficiently, particularly on mobile. The website will also serve as a template for upgrading the other two regional media outlets in Ivano-Frankivsk and Kalush. Media2Tickets will also work on making its website's English-language version more navigation-friendly. Lessons learned from this project especially around design, migration, and user testing — will directly inform those future upgrades.

Additionally, Media2Tickets will monitor key performance indicators (bounce rate, average session duration, and user growth) to evaluate how well the redesign meets audience needs. This project was not just a one-time improvement it laid the groundwork for more sustainable, user-centered local journalism across their network.

## WHAT ADVICE WOULD MEDIA2TICKETS GIVE TO OTHER JOURNALISTS OR ORGANISATIONS CONSIDERING A SIMILAR PATH?

Start with your audience. Conduct a short survey to ask what they need — even 50 responses can reshape your design priorities. Prioritize performance on mobile devices from Day 1. Build a flexible team with clear roles and deadlines — this keeps progress moving even when delays arise. Test early and often, even if only internally at first. It saves time later. This project showed Media2Tickets that trust can be built not only through content, but also through a website that truly reflects the values of independent journalism.