



# CASE

NEW TRIS

“**Website Rebuild:**  
Improving Access  
without Compromising  
Principles

# STUDY

## IN SHORT

New Tris embarked on a complete rebuild of its website, looking to improve functionality, clean up years of legacy issues, and make the site easier to use – both for readers and editors. The project helped New Tris realize a long-held desire that it could not previously find the funds to make happen.

## ABOUT THE NEWS OUTLET

New Tris is an independent journalistic portal, published by a citizens' association, a nonprofit nongovernmental organization, founded by three journalists in Croatia. It is one of the few remaining nonprofit electronic publications or electronic newspapers in the country. After the privatization of media and under the strong influence of ruling politicians, there emerged a deficit in independent, objective, and socially responsible journalism. New Tris seeks to engage in journalism as it should be by definition, without interference or censorship.



## PROJECT OBJECTIVES

To modernize the New Tris website by improving its technical functionality, navigation speed, and accessibility, while retaining the recognizable design elements and ethical principles that define the outlet's editorial brand.



## IMPLEMENTED SOLUTIONS

The outlet partnered with a web designer to migrate more than 17 000 articles and 100 000 archival photos from the old platform to a new, faster CMS. Through structured consultation with IT specialists and colleagues, they created a system that solved long-standing storage and indexing issues. Artificial-intelligence tools were also used to assist.

## WHY THIS PROJECT?

New Tris had been intending to improve the visual and technical characteristics of its website for years in order to make it faster, clearer, more functional, and more interactive. The group's intention was to keep the old design elements, but to update it and adapt to new technological requirements.

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## HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

Design-thinking principles, many of which New Tris learned from participating in the seminar on design thinking in Sarajevo, were immensely helpful in various ways. For example, using the basic principles of design thinking allowed New Tris to create a plan for the implementation of its new website in an efficient and effective way.

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## DID NEW TRIS'S APPROACH CHANGE ENGAGEMENT WITH ITS AUDIENCE IN ANY WAY?

New Tris found that its audience was very pleased and excited about the new elements implemented on the website. New Tris highly values communication with and feedback from its audience. In most cases, members of its audience reported experiencing a more interactive and engaging experience.

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## WHAT CHALLENGES DID NEW TRIS ENCOUNTER AND HOW DID IT ADDRESS THEM?

The biggest challenges were those of a technical nature. The web designer was tasked with solving numerous problems that occurred during the transfer from the old platform to the new one. One of the most significant problems occurred when transferring archival photos from the database, which contains about 17,000 documents and 100,000 photos. All of the problems faced were successfully overcome by consulting with relevant experts and colleagues. New Tris found that artificial-intelligence services were helpful tools in addressing some issues.

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## HOW WAS NEW TRIS'S PROJECT RECEIVED BY ITS AUDIENCE?

The New Tris audience has shown a very positive response to the new project. Both the audience and colleagues from similar media were highly complementary and were very satisfied with the changes.

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## WHAT INSIGHTS OR LESSONS DID NEW TRIS GAIN FROM THIS PROJECT?

Before undertaking the project, New Tris was struggling with external problems and website maintenance because such media outlets have a hard time generating significant income from advertising. In the region, in particular, wealthy potential advertisers with political connections do not want to advertise in media that publish critical reporting on politicians and political parties. Due to this lack of funds, New Tris had to delay the renovation of its website for a long time. This grant, though, gave New Tris hope, support, and optimism.

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## WHAT DOES NEW TRIS PLAN ON DOING NEXT?

New Tris hopes to continue its work engaging in objective journalism in order to improve society.

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

New Tris suggests journalists and organizations stay true to themselves and be independent, honest, and uncompromising. It is important not to shy away from introducing new elements into media and embrace communication with colleagues from other countries, organizations, and backgrounds. New Tris found that leaning on good organizations that are dedicated to helping one another creates an amazing support system. Be open and be optimistic, even when the world around us is not.

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