

# CASE

WOXX

# STUDY

“**Digital Renovation:**  
Reviving a Website to  
Expand its Audience

## IN SHORT

Woxx modernized its website after seeing a decline in the number of print subscriptions. The result has been an increase in the number of articles users engage with on average and the overall time spent on each article. Going forward, Woxx would like to redesign its newsletter and simplify the online subscription process.

## ABOUT THE NEWS OUTLET

Woxx is a newspaper based in Luxembourg that specializes in reporting on social, cultural and environmental topics along with offering a critical analysis of current affairs. Originally an initiative of the Green Party, it is published by a collective and is available in French and German.



## PROJECT OBJECTIVES

Woxx set out to modernize its website in response to declining print subscriptions and changing reader habits. The primary objective was to better showcase its journalism online, improve readability and navigation, and encourage passive readers to engage more deeply with its content.



## IMPLEMENTED SOLUTIONS

Woxx carried out a full website redesign, replacing its infrastructure with a more flexible, reader-focused platform. Using design-thinking principles, the team prioritized usability, integrated recognizable elements from the print edition, and simplified navigation to support longer reading sessions. The new site was launched as an evolving product, enabling ongoing updates and future improvements.

## WHY THIS PROJECT?

The team had noticed a loss of subscribers since the beginning of the Covid-19 pandemic: an increasing number of readers cancelled or stopped renewing their print subscriptions. Despite gaining new subscribers here and there, the team realized they needed to update their online presence to better present their work and encourage “passive” (non-paying) readers to value and, eventually, pay for the articles. Given that the old website had been created in the early 2000s and never fully updated, it was time for a complete redesign.

## HOW DID APPLYING DESIGN THINKING PRINCIPLES HELP?

It helped the team focus their various design ideas and center them around the needs of their readers. This meant being mindful of adapting the functionality of the new website to their usage and including aspects of the well-known print paper into the online pages.

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

Given the flat hierarchy of Woxx's cooperative newspaper, its approach has always been community-oriented. For example, the team regularly and transparently communicates changes to readers in the form of short articles, be it a new member joining the team, asking for witness accounts, or a new editorial focus. The website and participation at the Media Innovation Summit Prague was shared with readers in the same way.

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

The team found it difficult to narrow down and prioritize changes, as their initial ideas were more ambitious and they realized they weren't able to complete them all within the provided deadline. Speaking with the mentor and regular discussions within the team helped us reduce the non-necessary design aspects and focus on the updates that needed to be ready by the launch.

## HOW WAS WOXX'S PROJECT RECEIVED BY ITS AUDIENCE?

The team was positively surprised by the great impact the new website has made so far: Their analytics showed not only an uptick in the amount of articles clicked, but also that, on average, readers spent more time on each article. In other words, the new design is more conducive to reading and also encourages readers to continue exploring other similar articles.

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

The team learned that small changes can already make a difference in how an audience reads and interacts with articles (such as adding a "share on social media" button). And to work with a flexible website template that allows them to continue updating and working on the site, not just seeing it as a "final product," as otherwise the site can quickly feel outdated again.

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## WHAT DOES WOXX PLAN ON DOING NEXT?

Woxx is still struggling to see an increase in subscribers, which is why the team plans on simplifying the payment process on the website. This month, they're also launching a "Christmas Campaign" that will be featured on social media and the new website, in order to convince readers to become paying subscribers. Besides these continuous updates on the website, the new, bigger "project" will be redesigning the weekly newsletter.

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

Working with a trusted team is crucial: ideally, your web designer and/or programmer knows and understands visual design, coding and the world of journalism (which articles matter in which way, how a newspaper works for the functionality of updating webpages, etc.).

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# VISUALS FROM THE PROJECT



déi aner Wochenzeitung  
l'autre hebdomadaire  
Luxembourg

am Kiosk  
en kiosque tous  
les vendredis  
[www.woxx.lu](http://www.woxx.lu)

- home
- newsletter / telexx
- abo
- support
- pub
- info / contact
- kultur
- archive
- droit de réponse

Suchen  OK



Diese Woche in der woxx:



Am Riste mat der woxx #341 – Psychische Gesondheit und

Before

**woxx**  
déi aner Wochenzeitung

AKTUELL • POLITIK • SOZIALES • UMWELT • INTERGLOBAL • KULTUR

- UNDHEIT**  
**«Coopération des hôpitaux luxembourgeois : nous sommes les bijoux de la couronne»**  
EN GRASSER 27.11.2025
- INTERGLOBAL**  
**Tunisie : Gabès n'en peut plus de la pollution chimique**  
MARYLINE DUMAS 27.11.2025
- DOSSIER KLIMA THEMA**  
**Zehn Jahre Pariser Abkommen 4/4: Auf Zehenspitzen ums Feuer**  
JOËL ADAMI UND MARÍA ELORZA SARALEGUI 27.11.2025
- KULTUR**  
**Das ILL wird 30: Nichts als Theater**  
CHRIS LAUER 27.11.2025

After