

Enhancing reader experience by developing a visually appealing website

At a glance

Industry
Not-for-profit organization,
local news publishers

Business problem

Need to revamp the current
website to attract more
subscribers

Expected goals

Visually appealing website,
increase subscribers by
enhancing user experience

Solution

Development of a new website with
more features and better user
experience due to enhanced user
experience.

Context

A non-profit, local news organization in the US was seeking a solution provider who has experience and knowledge in Arc XP. The client wanted to grow their paid subscriber base and boost donations while addressing the technical issues hindering online visibility.





Business problem

The American online news business is highly competitive and its concentration is mainly with "brand name," for-profit mastheads, leading to diminished growth for local news. This has led to a rise in not-for-profit local city and state news outlets going up against more famous national news outlets. How can these local outlets provide this much-needed service and create sustainable revenue for the long-term?

Expected goals

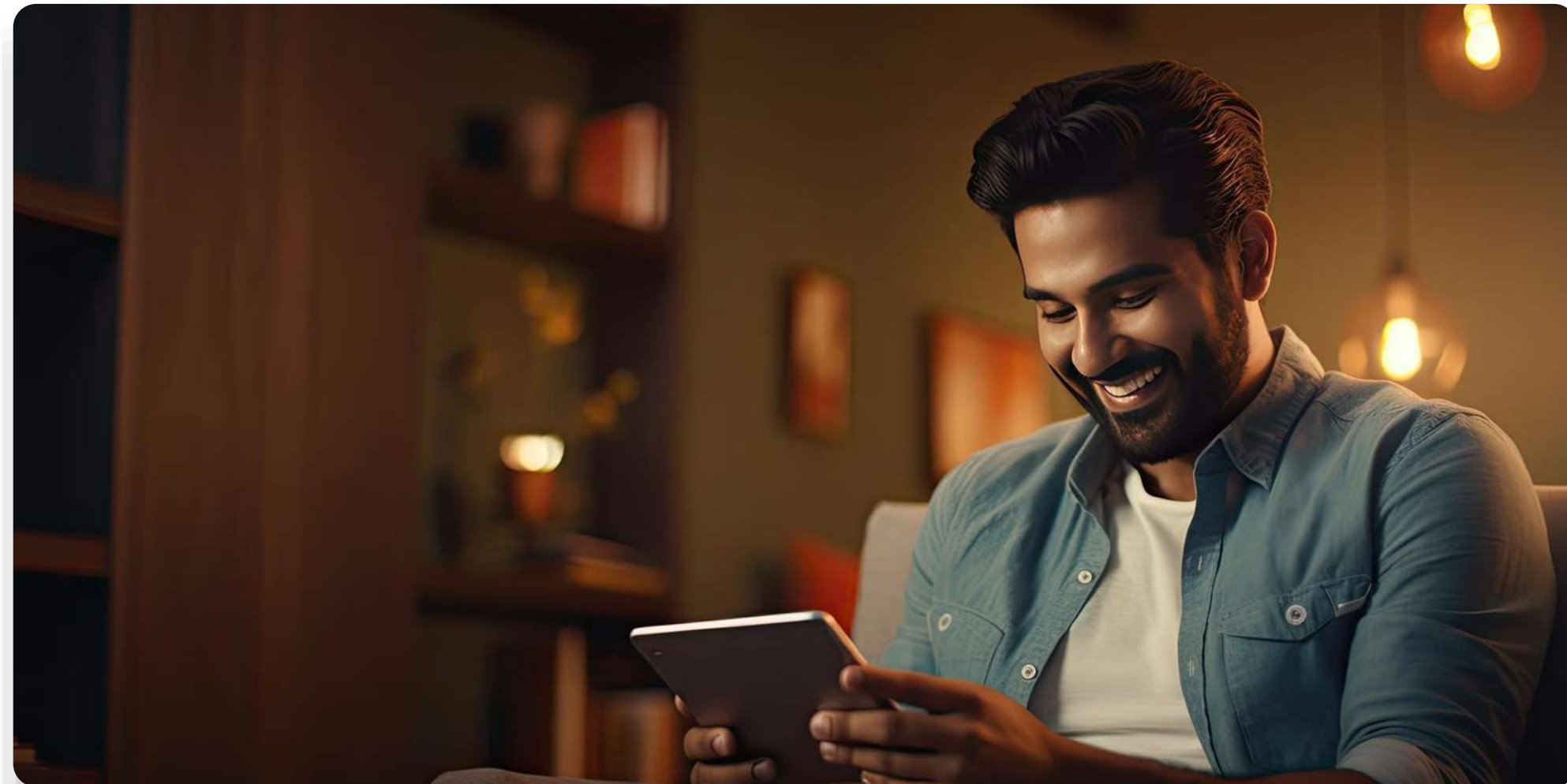
The key goals expected from this engagement were:

- Growing the paid subscription base to 100K and beyond
- Offering a better user experience and increasing brand trust to the subscriber based on high-quality local journalism
- Improving revenue generation via charitable donations from the website

Solution delivered

Boyle Software recommended and upgraded the client's existing article page using Arc XP as a solution.

- Multiple technologies were leveraged across the front-end and back-end.
- Several feature updates were developed to improve the visual appeal of the website.



Solution highlights

- The redesigned article page went into production within 10 weeks from kick-off.
- The visually refreshed home page is slated to launch within the next 8 weeks.

Technology stack deployed:

- Arc XP (The Washington Post CMS)
- ReactJS
- Node.JS

Outcomes of the engagement

The key outcomes achieved through our solution, including an efficient implementation of AEM, are:

Enhanced reader experience:

Improved experience (CX) led to subscriber growth, more insightful internal reporting, and streamlined editorial publishing experiences (EX). Also, upgraded placement opportunities for clearly delineated and non-intrusive ad presence and sponsorships.

Better customizations:

Improved Google Web Vitals and significant projected improvement to business KPIs. New personalized features improvements were introduced.

Key project outcome metrics:



40%+

Increase in Average Session Duration



20%+

Subscriber Growth





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parts. As a subsidiary of global consultancy Beyondsoft since 2020, we pride ourselves on our highly skilled team, full of passion and knowledge for the latest design concepts and technologies.

Headquartered in New York City since 1995, we have operations in Europe and resources all around the globe – from Uruguay to Costa Rica, from Singapore to Thailand.