



VOL.AT Redesign

NEW LOOK, CLEAR STRUCTURES, TIDIER AND OPTIMIZED FOR USE ON MOBILE DEVICES. THAT'S WHY WE REFORMED VOL.AT.

It was more than four years ago, when the design of Vorarlberg's home page number 1 was subjected to major changes for the last time. But except for minor adjustments and adaptations, however, everything remained the same. For many users, VOL.AT is the starting point for the Internet and a 'digital living room'. Therefore, this time, it was very important to us that we do not replace and displace all 'chairs' and 'tables' only with new ones, but above all, become more user-friendly and that every reader intuitively finds his way around and feels comfortable. For this reason, we have also actively involved a group of readers and customers in the redesign process.

»Online journalism is multimedia!«

A WISH OF THE READERS

The most obvious change is evident on the homepage: the reduction from three to two columns, clearer structures and less bling. That was also a long-cherished wish of our readers. A new font, more space for pictures and videos as well as a more flexible design provide editorial views for new storytelling possibilities and more clarity.

Increasing use on mobile devices was also taken into account. Even today, 60 percent of all readers consume VOL.AT content via a smartphone. VOL.AT is now "responsive": this means that the new VOL.AT design automatically adapts to all the devices you visit.



Georg Burtcher, CEO

CURATED MANUALLY FOR YOU

The logic of the start page remains mostly the same for our readers. Here you will find the currently most important topics of the day from Vorarlberg, Austria and the world curated manually and in live mode. The messages then move to the chronology, where some automation processes take over to ease our editorial workflow. We found a subtile way of making VOL.AT more elegant, personal and smart for our readership.

ONLINE JOURNALISM IS MULTIMEDIA!

We have also put a lot of emphasis on the presentation of videos, interactive modules and images, because online journalism is multimedia. VOL.AT now has about 2 million video views per month across all platforms and an average of around 40 million clicks on picture galleries.



Marc Springer, CR

NEW FORMS OF PRESENTATION

We also revised the article pages and made them more generous. The right-hand edge column falls away, the media box with links is embedded in the text and there are also new forms of presentation for long reports and short messages.

INTERNATIONAL DESIGN AGENCY

In the redesign project, we were supported by the internationally successful design agency edenspiekermann from Berlin, whose clients include Zeit Online, Red Bull, Google and the NZZ.