



## Case study of 'Deník.cz': How The Reporter Portal Is Created?

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written for the magazine 'Marketing a media'*

In autumn last year the publishing company 'Vltava-Labe-Press' decided to construct a totally new generation of their reporter website. The original version of the [www.denik.cz](http://www.denik.cz) website was at the edge of its usability, did not bring any added value to publishing, to readers and definitely did not have potential to become a platform on which a top reporter-informative portal could be built.

### Step by step

Therefore VLP Publishing decided to go just this way. According to circumstances it was logical and in a way that was unavoidable. A very important part behind the reasoning in the intention to innovate web services was caused by the fact that the director of VLP editor's offices Raman Gallo has already managed to build up two similar reporter giants - iDnes.cz and Aktualne.cz. With a strong publishing background he asked WDF - Web Design Factory for the formation and implementation of the entire conception, mainly because he had already been in cooperation with them on the previous projects Centrum.cz and Aktualne.cz.

*"WDF has created a complete package of innovations, ideas and other topics, how to solve the task and how to create a new version of web-pages since the early beginning and with consideration of the next high-powered development."*

Since the beginning, from VLPs point of view, the entire project was set up in several stages, with a clear knowledge of the direction and appropriate milestones. The goals were defined clearly but more or less generally so the task of WDF was to work out the complete

and entire detailed solution that would involve the implementation of requests from the first stage as well as being aware about further developments. WDF has created a complete package of innovations, ideas and other topics, how to solve the task and how to create a new version of web-site since the early beginning and with consideration of the next high-powered development. Strategy was obvious, an innovated a reporter informative portal should be created, that has no difficulty working with a full-valued press-service, multimedia, strong feedback from readers or connection on other online tools and applications

## The design stood at the beginning

It was clear since the beginning that the current version of the web will be completely abandoned but will be linked to the current editor's existing office system, whose new functionality and necessary modification will be done mainly within the VLP internal IT department. The necessary links to the past were in reality just of a technical nature and not of a conceptual or design nature.

The new design had become just the first point of the task. Milestones for its creation were quite broad, the visual link was clearly defined to the coloured images of Journals and to what sort of information and in what structure these sites should bring.



Picture: Example of so called. wireframe

As a first step WDF have created so called 'wireframes', as an exact look of title page and typical under-page, that worked with all of the attributes of structure and functionality of sites with only one exception - single design. This strategy is necessary when creating

similarly conceived projects, it helps to define all of the content and structural appropriateness and is the key for easier creation of single design ideas. The design in particular should be simple, modern, clear, but not so as to overwhelm the information. Certainly it was created according to ergonomic principles and informative architecture. Its structure, display and viewing had to be totally trouble-free for users.

## Regions and ePaper

First graphic variations with the required structure and functionality appeared within just a few weeks after initial communication. Thanks to this process, initial suggestions were very close to the final version, which was later finished in detail in following stages of progress.

The screenshot displays the website 'Jablonecký deník.cz'. At the top, there is a search bar and a 'Hledat' button. Below the header, there are three featured articles with placeholder text 'Vivamus consequat' and 'Lorem ipsum dolor sit amet...'. A navigation menu includes categories like 'Zprávy', 'Sport', 'Kultura', 'Ekonomika', 'Tipy', 'Speciály', 'Multimédia', 'Čtenář reportér', and 'Moje'. Below the menu, there is a 'Váš region' section with a main article titled 'Hradiště zachvátily plameny, jeden mrtvý' featuring a photo of a firefighter. To the right, there is a 'Pátek' section with a clock icon and a date '29.09.2007'. Further right, there is a 'Dnes' section with a 'Počasí' tab and a 'TV' tab. At the bottom, there is a 'Celá ČR a svět' section with an article titled 'Richard Gere navrhuje kostýmy pro Spice Girls' featuring a photo of Richard Gere playing a trumpet. A red banner at the bottom left says 'Zprávy na 1 klik'.

Later on it was discovered one of the most difficult tasks was creating navigation and controlling components - all of the 73 region online versions of the printed journals had to appear separately and in its original version in the online version, with regard to versions that VLP is producing as well as special editions and clearly online nationwide versions and overseas press-service. Specifically this task requires unconventionally structured main navigation, what is sectioned into two parts that are respecting regional and broadcast

press-service. At the same time it was necessary to work with parts that do not require similar sectioning, e.g. various thematic specialities. The user can easily get to a particular edition of the regional journal through the interactive animated map, while related Journals from neighbouring regions are offered to them too. It was necessary to add the unique ePaper system into the project to offer the user the ability to read journals in the same wording as printed editions. A special heading was created for the web-site for presentation purposes that offer 4 sections with "highlighted" content similar to the headings of printed newspapers.

73 deníků, najděte si svůj



[Zvětšit mapu](#)

Vyberte deník:

Nejčerstvější zpráva:  
**Salon architektů v Rudolfinu**

Hlavní zpráva dne:  
**Rekordní počet sňatků za posledních 16 let**

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Liberecký deník

#### How to involve readers?

The first sign of the birth of the informative platform has so far appeared in a section called 'Today Screen'. This is placed immediately beneath the heading on the right side of all main pages. There is basic information about TV programs and weather. There is also a visually appealing simple, animated clock.

*"The specialization on multimedia and this form of content will attract to reader more and more over time."*

All the websites are designed with full multimedia including photos and

photo-galleries that can also work with video and audio applications. One of the biggest goals for the next development is to specialize even more on multimedia. This is not just in the editor's office but also with the one the reader supplies. There are various news, interesting solutions and unexpected links that will move Denik.cz closer to fulfilling this mission statement - to become a modern news and information Portal of the 21st Century.

