



sky news

**Subscription-
Based Publishing
Platform Design &
Development**

END-TO-END SOLUTION

sitback solutions
Putting people at the centre of everything we do

Flexible News Subscription Service Delivers Daily Digest to Nation's Political Community

"The goal is not to reach millions but to capture and engage this lucrative market with a range of up-to-the-minute, original, curated content."

Editor of Sky News 2600

Sky News launched its unique digital platform, **2600**, which delivers political news to a highly influential targeted audience of politicians, chief of staff, lobby groups, trade unions and political enthusiasts.

Subscribers to the political newsletter, sent weekdays at 6am, can find exclusive stories, breaking news and expert analysis from the nation's most powerful postcode.

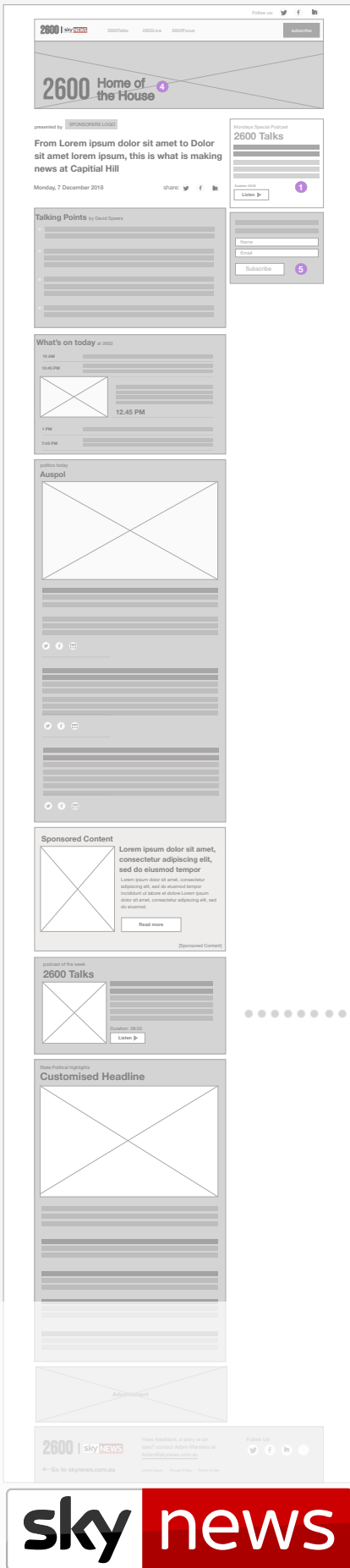
It's always appreciated when an existing client recommends your work to others and when Sky News approached Sitback because of a successfully delivered Nine Digital project we didn't hesitate to help.

The project had a number of challenges which the team took in their stride including delivering to a very high-profile audience with a strict five-week deadline, a requirements list, which whilst not complex, was at an unrefined stage, and all of this within a fixed budget.

The brief was to deliver a clean, easy to use digital newsletter supported by a fully responsive website driven by a powerful Content Management System (CMS), giving content editors the ability to schedule crucial content for the timed, morning releases.

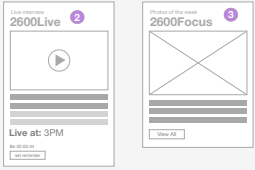
2600

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Annotations

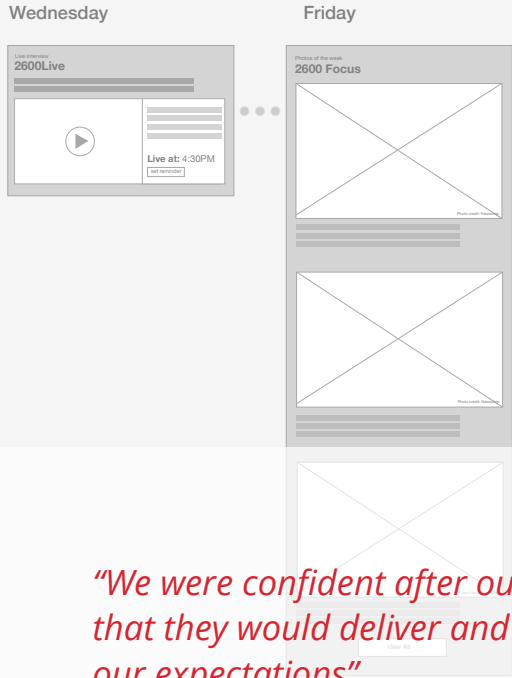
- 1 Mondays special, sticky content
- 2 Wednesday special section.
- 3 Thursday special section
- 4 "Home of the House" is the tagline of 2600.
- 5 The sticky subscribe section on the side so users could decide to subscribe while reading through the content.



Time to Impress

Leading the charge was the Experience Design team who understand that when users come to your site you have a matter of seconds to influence them; getting the user experience optimisation right is vital to quickly gaining trust, brand recognition and customer retention.

A **collaborative workshop** was the vehicle to define the business and user requirements and to gather the information needed to produce the **Information Architecture (IA)** and **wireframe schematics**. This visual presentation of the website and newsletter hierarchy, page layout and features and functions was an important first step in communicating the shared understanding of the requirements and to ensure that a positive customer experience was being created.



The green light to move to the next phase was given through client approvals and the Web Development team took over the reigns with a daunting three weeks to build, test and launch Sky's new digital media product.

"We were confident after our initial meetings with Sitback that they would deliver and the final project went beyond our expectations"

Editor of Sky News 2600

Intuitive, No-Nonsense Development

Wordpress was selected as the CMS of choice and with the clock ticking it was essential that a flexible, high quality, cross-browser compatible theme was found. Our diligent team conducted its research and found '**Pressroom**' to have all of these qualities and more. As the name suggests, it is best suited for magazine, newspaper, news, blog publishing or review sites. The **drag and drop page builder** made the solution highly customizable for Sky News to create and manage any page layout. It also allowed our developers to effortlessly reuse their own custom components resulting in a faster and more efficient development phase.

Armed with Sky's creative style guide, the customer journey was brought to life and a visually compelling user interface that spoke to the principles of trust, integrity and innovation was born.

Under the hood, our Software Engineers innovated an **automated scheduling tool** empowering Sky News' content editors to easily create a draft homepage with new content to be automatically published each day, coinciding with the delivery of the digital newsletter at 6am. In fact, the editors have complete control over the reporting with the ability to create multiple schedules for different articles, videos and podcasts for delivery at different times throughout the day. At the user's end they can opt into have a handy reminder added to their calendar to tune in to daily Live TV sessions.

"The visual design was very important to us. It had to be clean and easy to use because this was at the core of what we were trying to pitch; our audience is very time poor and the design is very straightforward and easy to digest which works really well"

Editor of Sky News 2600

An Organised Approach

The tight deadline was one, if not *the* biggest, challenge and for Sitback to deliver on time an **agile approach** was agreed. Of course there were a few core ingredients added to ensure a successful outcome:


- ▶ **exceptional project communication**
- ▶ **team collaboration**
- ▶ **a pragmatic understanding of the technical limitations.**

The consensus was that weekly sprints and demos would be the best way to communicate progress. A schedule was created and with each sprint delivery an approved feature list was developed. The client showcase was organised at the end of each week and changes were made on the spot or captured and included in the subsequent sprint. The iterative model of 'build > feedback > update' worked exceptionally well and **allowed the team to deliver four days ahead of schedule!**

Timing is Everything

The timing of 2600 couldn't have been better with the lead up to the elections and the platform is quickly establishing itself as a serious and reliable news source for political enthusiasts.

The Sky News team is quietly excited having attracted a daily readership of up to 4,000 people, including Senators, Members of Parliament and business leaders.



"From the get go we had a very clear picture of the stages/sprints and as we moved through the different stages of the project there was picture perfect clarity of what was required from us. We were in good hands the whole way through"

Editor of Sky News 2600



*"We are delighted with how it is performing. The number of EDM registrations **exceeded the target within the first month** and the open rate has been consistently higher when compared to our other EDMs. We are very focused on meeting our 6-month vision"*

Editor of Sky News 2600



sitback solutions

At Sitback, we believe that everyone deserves exceptional experiences.

So, whether your customers are consumers, companies, students, citizens or staff, we exist to ensure your organisation provides the best possible experience, resulting in satisfied customers and a successful business.

As the trusted partner for companies who are dedicated to putting their customers first, we take a holistic approach to Experience Design and provide market-leading UX Consultancy from Registered Psychologists and HCI experts, alongside specialist Software Development, Support and Training services.

Putting people at the centre of everything we do