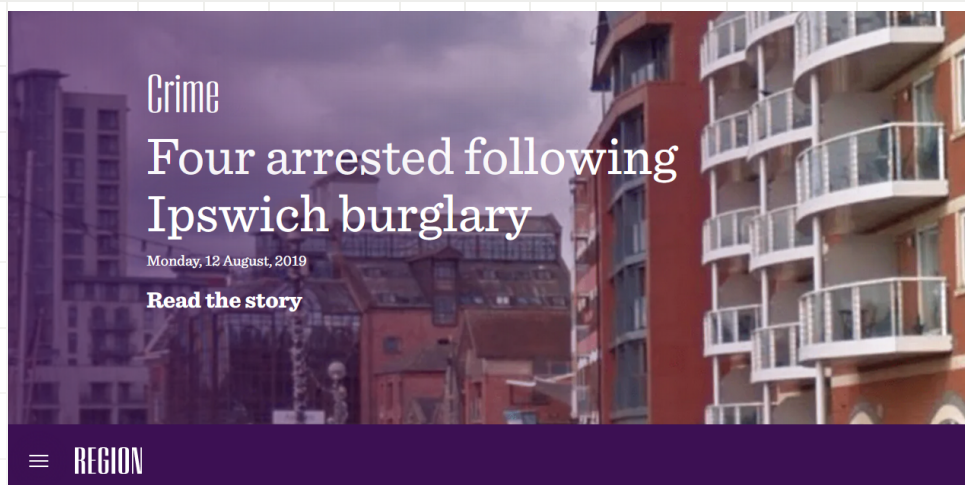# ROKKINCAT CASE STUDY:
REGION NEWS

A local news startup with a vision to break free from the constraints and bias that come from the traditional economics of local news reporting

By leveraging integrated technologies to minimize journalist training on tooling and maximize the speed which journalists can get news published, they planned to democratize local reporting while maintaining quality. On top of that, they designed a clever system of postcode hierarchies to allow quick reporting to all regions affected by any particular story.

TECHNOLOGY STRATEGY

The client had requested that the first version of the website be built using the **Contentful** headless CMS system which would easily integrate with G-Suite tools which many journalists are already familiar. This decision was in service of Region's strategic vision for having a large number of hyper-local part time journalists who could easily submit stories for publication. **Phoenix Framework** was used to deliver a very high performance rendering pipeline for the content which was pulled from the Contentful CMS. Using Phoenix allowed us to have a highly adaptive content cache so the site was well-prepared for spikes of traffic in the event of breaking news.

With the high-performance CMS infrastructure in place, RokkinCat worked tightly with Region's UX designer to build a beautiful reading experience for its users. React was used to build the interface because it offered the best combination of ease of use and cost of development time. RokkinCat was able to train the founder of Region on **JavaScript** and **React** to enable him to make small functional changes to the site without needing to re-engage with RokkinCat.

All aspects of this strategy focused around making the product as nimble as possible due to the highly volatile nature of the news industry.

OUR CONTRIBUTION

The client sought out RokkinCat specifically because of our Elixir and Phoenix Framework expertise. The Region founder has 15 years of experience in local news and is very technically savvy. As such, we were able to work with him to tailor a very specific implementation strategy that integrated all of his target technologies.

Once the initial version was built, we collaborated with the founder to redesign and build a second version of the site based on reader and journalist feedback which is much more suited to the needs of all stakeholders.

The client sought out RokkinCat specifically because of our Elixir and Phoenix Framework expertise.