

Rebrand

# Times of Malta

Rebekah Refalo  
GRD 5.2

# Times of Malta

The Times of Malta is an online local (for Malta) newspaper which informs locals and foreigners alike of the ongoing in Malta and worldwide.

My idea is to give the Times of Malta a bit a fresh look. I know that currently older generations use it now and certain younger people, yet it feels like traditional newspapers are on the decline. Besides targeting "The Digital Native Professional" and "The Global Wanderer" but also "The Creative Explorer". News site tend to be quite cluttered, with basic colour schemes (User Interface) and a very simple User Experience. With a few additions, I am confident that I can make a more user-friendly, aesthetic and creative livelihood to it by include well-being breaks and more positive news.



Kyrie Petrakis  
UX Designer

## Meet Our Audience

- Age: 28
- Location: Milan, Italy
- Occupation: UX Designer at a fintech startup
- Education: [Master's](#) in Human-Computer Interaction
- Tech Comfort Level: Expert
- Devices: MacBook Pro, iPhone 14 Pro, Apple Watch
- Platforms Used: LinkedIn, Notion, Pocket, Medium, X (Twitter)

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## Meet Our Audience

### 📌 Goals:

Stay up to date with tech, UX trends, and digital business.  
Find credible news quickly during her short breaks.  
Learn about global digital economy and ethics in tech.

### 😞 Frustrations:

Overwhelmed by cluttered or clickbait-heavy websites.  
Too much noise—prefers trusted summaries and sources.  
Slow-loading sites or ones without dark mode.

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## Meet Our Audience

### 📰 News Habits:

Subscribed to The Hustle, Stratechery, Wired.  
Skims headlines in the morning with coffee; deeper reads at night.  
Uses Pocket to save articles.

### 💡 Key Traits:

Values productivity, clean UX, fast content digestion.  
Reads on the go, prefers articles under 5 minutes or with summaries.  
Doesn't trust social media for news.  
"I want smart content, not distractions. If I can't scan it in 30 seconds, I move on."

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# Meet Our Audience



**Mika Delia**  
Freelance Illustrator &  
Zine Creator

- Age: 24
- Location: London, UK
- Occupation: Freelance Illustrator & Zine Creator
- Education: BA in Graphic Design
- Tech Comfort Level: High
- Devices: iPad Pro (with Pencil), Android phone, old MacBook Air
- Platforms Used: Instagram, Pinterest, TikTok, Behance

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# Meet Our Audience



## 📌 Goals:

- Stay inspired by cultural trends and indie news.
- Follow stories about art, identity, subcultures, and social issues.
- Engage with content that sparks ideas for creative projects.

## 😞 Frustrations:

- Corporate-looking websites with sterile visuals.
- Text-heavy sites with no visual hierarchy.
- Lack of representation in mainstream stories.

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# Meet Our Audience



## 📰 News Habits:

- Watches video essays or TikTok for quick updates.
- Reads cultural newsletters like The White Pube and Dazed Daily.
- Collects screenshots of headlines for moodboarding.

## 💡 Key Traits:

- Emotion-driven, visual-first, values authenticity.
- Loves stories that connect art with activism or personal experience.
- Shares content often—especially visual stories or comics.

"Give me something raw, visual, and unapologetically human. I want to feel the story, not just read it."

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## Meet Our Audience



**Carla Rivera**  
Remote DevOps  
Engineer/Travel Blogger

- Age: 30
- Location: Currently in Chiang Mai, Thailand (from Argentina)
- Occupation: Remote DevOps Engineer / Travel Blogger
- Education: Computer Science BSc
- Tech Comfort Level: Very High
- Devices: Chromebook, Android phone, Kindle
- Platforms Used: Reddit, Telegram, Substack, Nomad List, X

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## Meet Our Audience



### 💡 Goals:

- Stay informed about visa laws, geo-political shifts, and remote work trends.
- Track emerging tech, local safety, and digital nomad hubs.
- Read news that bridges global and local perspectives.

### 😞 Frustrations:

- Local news is often fragmented or not in English.
- Hard to find trusted sources across multiple countries.
- Sites that aren't mobile-optimized or that assume a fixed location.

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## Meet Our Audience



### 📰 News Habits:

- Subscribed to The Daily Changelog, Rest of World, Foreign Policy.
- Uses RSS feeds and curated Telegram channels.
- Reads mostly on mobile during café breaks or in transit.

### 💡 Key Traits:

- Constantly adapting; curious about global dynamics.
- Values transparency, open-source info, and alternative perspectives.
- Uses news to plan his life: next destination, safety, or business move.

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## Accessibility Solutions Based on the POUR Principles

To ensure my website is accessible to a wide range of users, I plan to implement the following solutions, guided by the POUR principles:

### 1. Perceivable

- **Responsive Design:** The website will adapt seamlessly to different screen sizes and devices, ensuring content is visible and easy to read across desktops, tablets, and smartphones.
- **Carousel with Accessible Features:** The carousel will include clear labels, keyboard navigation support, and pause/play controls to make it accessible to users with visual or cognitive impairments.
- **Colour Blind Toggle:** Users will be able to switch to a colour palette optimized for common types of colour blindness (e.g., Deuteranopia, Protanopia), improving visual clarity and contrast.

### 2. Operable

- **Keyboard Navigation:** All interactive elements (e.g., carousel, toggles, menus) will be fully operable via keyboard, benefiting users with motor disabilities.
- **Focus Indicators:** Clear focus indicators will help users understand which element is currently selected when navigating with the keyboard.
- **Toggle for ADHD-Friendly Mode:** This mode will simplify animations, reduce distractions, and offer a more focused layout to support users with attention difficulties.

### 3. Understandable

- **Dyslexia-Friendly Toggle:** This feature will apply a dyslexia-friendly font (such as OpenDyslexic), increase line spacing, and avoid justified text, enhancing readability.
- **Clear Language & Consistent Navigation:** The website will use simple, concise language and maintain consistent layouts to help users understand and predict interactions.
- **Theme Toggle (for Personal Preference):** Offering multiple themes (light/dark/high contrast) allows users to choose the one most comfortable for them, which supports a personalized and understandable interface.

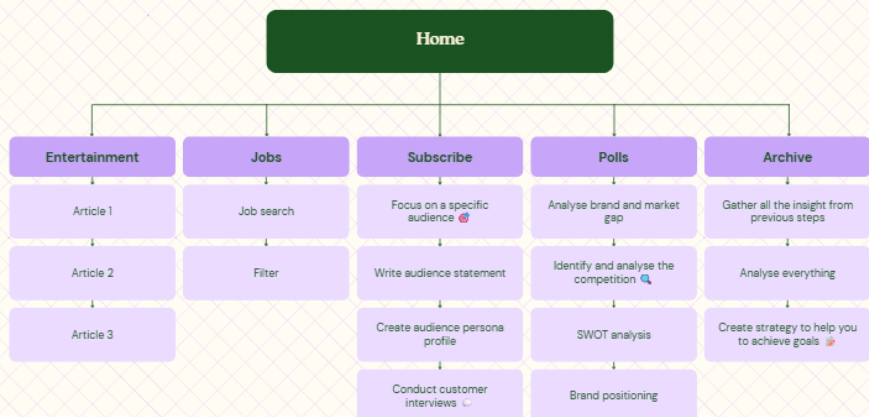
### 4. Robust

- **Standards-Compliant Code:** The website will follow HTML5 and ARIA standards, ensuring compatibility with a wide range of assistive technologies like screen readers.
- **Cross-Browser & Device Testing:** Regular testing across browsers and devices will help ensure a consistent, robust experience for all users.

## Site Map



## Site Map



Georgia font

**Times of Malta**





