

CLASP

Website Redesign And Sitecore Cms Implementation

As the world's foremost Standards & Labeling experts, CLASP works with policymakers, regulators, manufacturers, and consumers around the world to improve appliance energy efficiency.



The Challenge

CLASP first came to agencyQ in 2011 with a dated site design and an inflexible content management platform. agencyQ improved the architecture and design of the site with a more modern user interface, and implemented the Sitecore CMS and a custom database for their complex policy information.

CLASP then reengaged agencyQ in 2013 in the midst of a large brand refresh—rolling out a new mission statement, messaging, and visual system—to attract new donors and raise awareness of the CLASP mission, needing to transform their site to connect with a broader audience. CLASP looked to agencyQ for recommendations on how to improve the user experience, design and functionality of the site with this goal in mind.

The Solution

To help CLASP better connect with donors, while still maintaining CLASP's current relationship with policymakers and industry experts, agencyQ:

- Created a clean, fresh design and build on Sitecore CMS that adhered to existing brand for an international audience
- Assessed content and overhauled information architecture for optimal usability
- Extended a print-based visual system to work for the web, bringing the static designs to life to help tell CLASP's story
- Overhauled the architecture of select sections of the site to make them more compelling to users and increase previously low traffic
- Developed an interactive map demonstrating CLASP's presence around the world in a visual manner
- Designed an intuitive search interface to sift through mass amount of complex policy data Provided strategic support, working with CLASP to evaluate the content and intention for key pages
- Deployed the updated version of the site
- Completed a CMS upgrade to Sitecore 7 with minimal down time or disruption to the front-end experience

The Results

CLASP has received praise from internal stakeholders and global partners on the redesigned site. agencyQ continues to be a trusted partner and provide ongoing strategic and technical support.