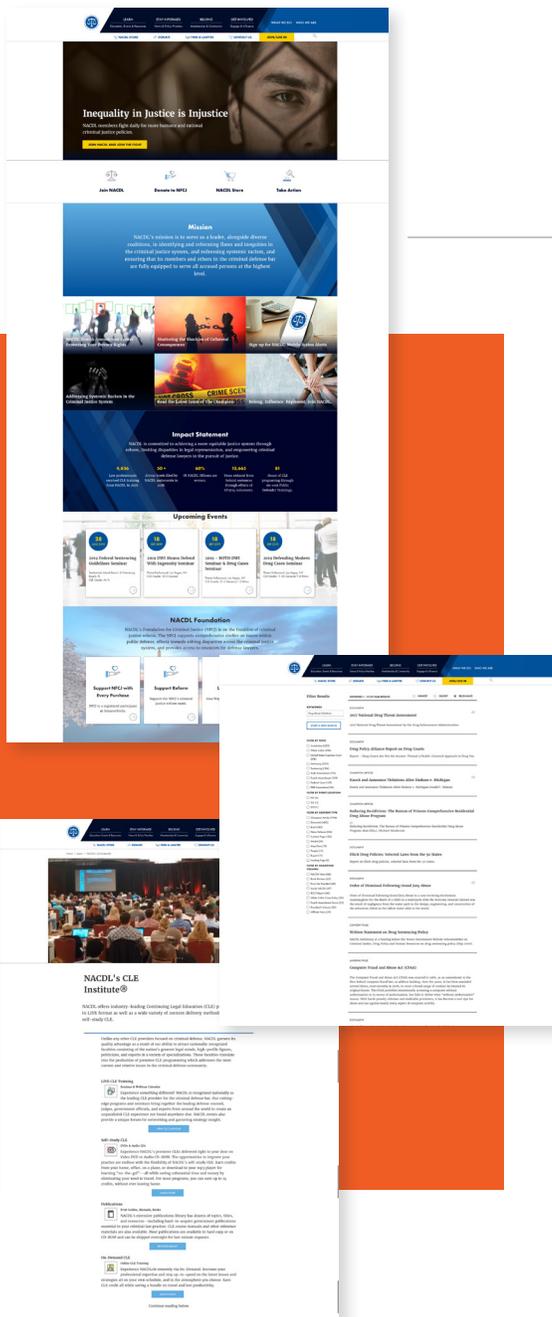


National Association of Criminal Defense Lawyers (NACDL)

Discovery, Strategy and Website Redesign

The National Association of Criminal Defense Lawyers (NACDL) is the leading member organization dedicated to reforming the criminal justice system. Their goals are to ensure justice and due process, redress systemic racism, and ensure all members have the resources they need to serve.



The Challenge

NACDL's dated web design and branding was mismatched to their mission and was negatively impacting their member experience. The EOL of their Ektron CMS was creating a bottleneck for content creation, costing countless additional hours of work. Additionally, NACDL's site navigation was preventing their members from finding the NACDL resources they rely on.

The Solution

agencyQ led a robust discovery phase to develop the comprehensive digital strategy needed, including a heuristic evaluation testing the site's functionality for each audience. agencyQ created journey maps to uncover user pain points and align NACDL's UX with the needs of their users and members.

The results enabled agencyQ to clarify and align brand with target audience and redesign the site's UX. The new layout is persona-focused and built to improve navigation and engagement by intuitively delivering relevant content and resources. agencyQ performed SEO and content audits to analyze the onsite resources, update content strategy, and address searchability issues.

agencyQ evaluated CMS platforms and selected Kentico to streamline internal efforts. A user-focused visual design was created, giving their audiences more intuitive pathways to access valuable content. Additionally, agencyQ expanded NACDL's brand guidelines to create an identity reflecting the passionate culture of the association and its members.

The Results

NACDL launched the new site with highly positive feedback from the board and users on the new design. Enhanced content and site layout improved accessibility to NACDL's resources, member engagement, and retention rates. The new CMS (Kentico) will save NACDL staff dozens of man hours per week and result in more timely, accurate information for members.