

Murphy & Grantland

CREATIVE BRIEF

Client:

Company Name: Murphy & Grantland, P.A.
Place of Business: 4406-B Forest Drive, Columbia, SC 29260
PO Box: 6648
Phone: 803-782-4100
Fax: 803-782-4140

Domain: murphygrantland.com

Project Description:

The Law Firm Murphy & Grantland, P.A. is seeking a site redesign for their current company website. They have concerns that the current site does not reflect their brand and their values and they want a site that will better convey their personality.

Primarily, the site must appeal to potential clients who need to know about the services that the Firm provides and about the Lawyers who are part of the firm. They need to be able to find relevant content quickly and easily without a lot of fluff getting in the way.

Secondarily, they also need an extranet to communicate with existing clients and to host content for download. This part of the site will require a login area and will be used to securely deliver assets to existing clients.

Project Scope:

UX: Site architecture redesign and mapping.

- wireframe
- sitemap

UI: Redesign site to better fit the brand and personality of Murphy & Grantland

- Homepage
- Services
- Attorney Detail Page

Development: HTML, CSS and JS templates for all page designs.

Integration: Templates will be integrated into Wordpress for easy content updates.

NOTE: The client will provide all content and resources to be used in the site design and restructuring.

Discovery:

DESCRIBE THE COMPANY/SERVICE THAT THE COMPANY PROVIDES:

Murphy & Grantland is a law firm specializing in civil litigation defense for insurance companies and their insureds. The firm began in 1997 and now is comprised of 15 lawyers.

WHAT ARE THE COMPANY'S PRIMARY GOALS/OBJECTIVES FOR THE SITE?

The company wants a brochure website that tells people who they are and what they do. They dislike the design of their existing site so they've come to us to get something that looks better and has a lot more personality. They want a basic brochure site not unlike the one they have now; they just don't want it to be so "blah."

They'd also like an extranet area so that they can share files with their clients as well as a rotating "Featured Attorney" space on the home page.

WHO IS THE TARGET AUDIENCE FOR THE SITE? WHAT INFORMATION/CONTENT IS THE AUDIENCE LOOKING FOR?

The primary audience is potential clients (specifically, people associated with insurance companies) as well as attorneys who may refer cases to M&G. On the most basic level, potential clients are looking for practice area descriptions and attorney bios. While they may enjoy additional content, budget restraints do not allow for the creation of much interactive content.

Existing clients are a secondary audience; they don't visit the site much currently, but an extranet will hopefully change that. Existing clients are coming to the site to gain contact information or to sign onto the extranet for access to files.

Both audiences need to be hit with M&G's personality, expertise, and experience when they visit the site.

DESCRIBE THE COMPANY'S BRAND, PERSONALITY, AND CULTURE

M&G is a conservative law firm. They are not prepared to push the envelope with their marketing. In fact, they do little to no marketing at all.

They primarily rely on word of mouth and referrals to grow their business. But they do see the value in a website that looks good and presents information well. They are not interested in integrating a site with social media or utilizing any other new media marketing tactics.

They want their personality to shine through. The brand of the company is very much centered around their core values (integrity, quality, diligence, service, efficiency), and they want these values to be a prominent part of the website.

As a side note that may or may not provide additional insight into the firm's personality of culture-- the founders of the firm are quite religious; there have framed Bible verses spread around the office, and the firm sends out a faith-based Christmas card each year.

WHAT ASPECTS OF THE COMPANIES CURRENT SITE WORK WELL?

M&G like very little about their existing site except that it does make their core values prominent in the header.

They also like the detailed information that is present on the Attorney detail pages.

WHAT ASPECTS OF THE COMPANIES CURRENT SITE ARE UNSUCCESSFUL?

M&G hates the design of their existing site. While they like tan, they feel this site is way too tan. They want textures and an expanded color palette to add some personality. They think their current site is way too "blah" and way too "cookie cutter."

Additionally, they think the type is way too small and runs together because it doesn't provide the visitor with any sense of hierarchy. They would like a nicer font that fits with their brand.

LIST ANY WEBSITES THAT THE COMPANY LIKES AND WHY - DESIGN, FUNCTIONALITY, ETC.

They really like BRUNERPOWELL.COM, especially the Attorneys landing page with the thumbnail photos. They like more concise attorney profile pages like on BRBLEGAL.COM and SOWELL.COM so they plan to streamline the information they are going to provide for the attorney bio pages.