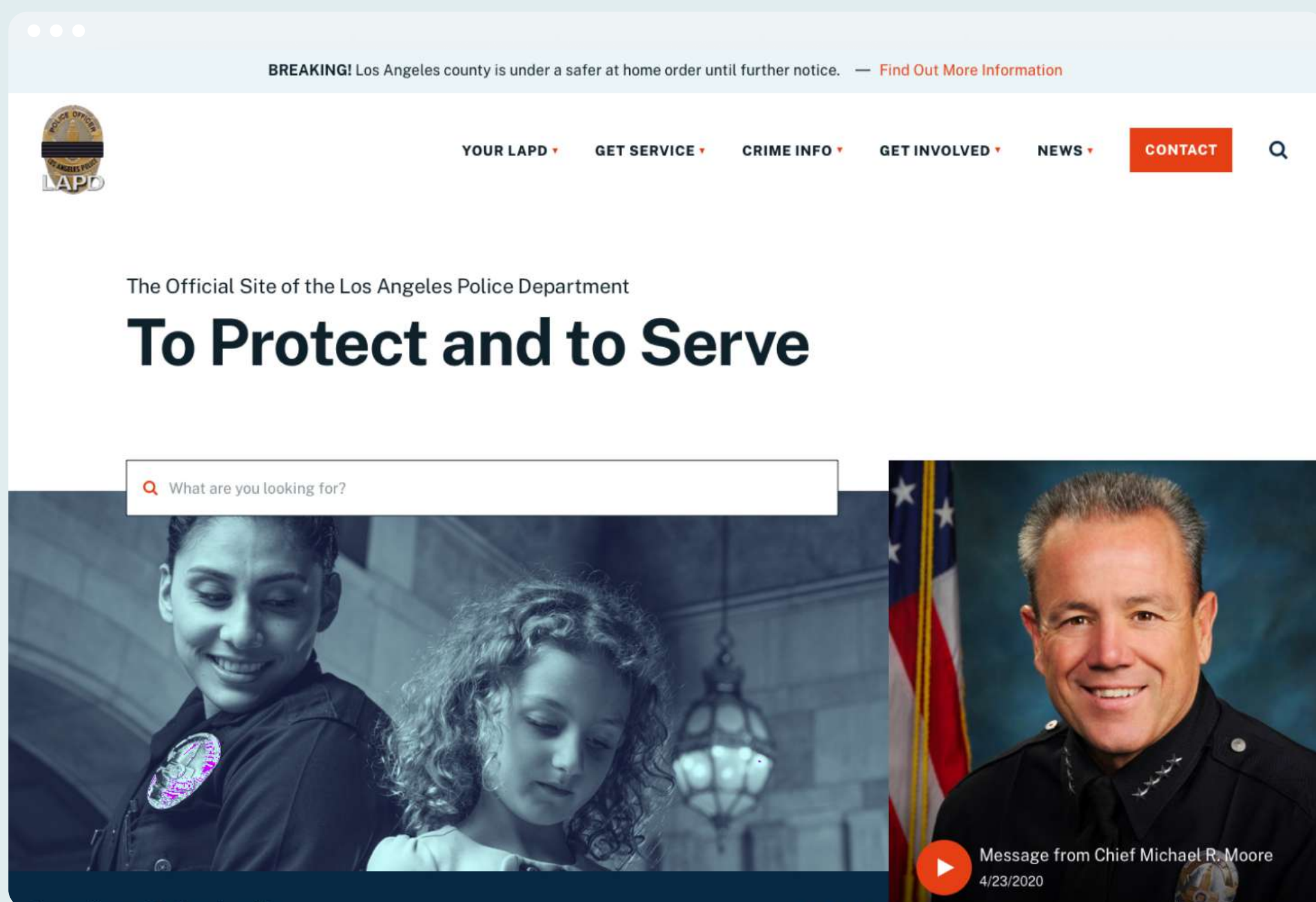


Empowering the 3rd Largest Police Department in the Country to Fulfill Their Mission With a New Site



OVERVIEW

The Los Angeles Police Department carries the title of the third largest law enforcement agency in the country, despite being the second largest city in the United States. Tasked with serving and protecting the citizens of Los Angeles, the LAPD works tirelessly to that end.

AWARDS

Internet Advertising Competition Awards

2022 Best Government Website

KEY ACHIEVEMENTS

3.4M+

Visitors Per Year

-7%

Bounce Rate

+8.8%

Pages/Session

+7.3%

Avg. Session Duration

An overwhelming amount of information that was not well organized made it hard for site visitors to find what they were looking for.

DISCOVERY

The LAPD originally came to us looking for help with maintaining and updating their previous site.

It was built upon an old, outdated, PHP framework and was giving them troubles. We helped them make the updates they needed, but it was like putting a bandaid on a gushing wound – bigger changes were needed.

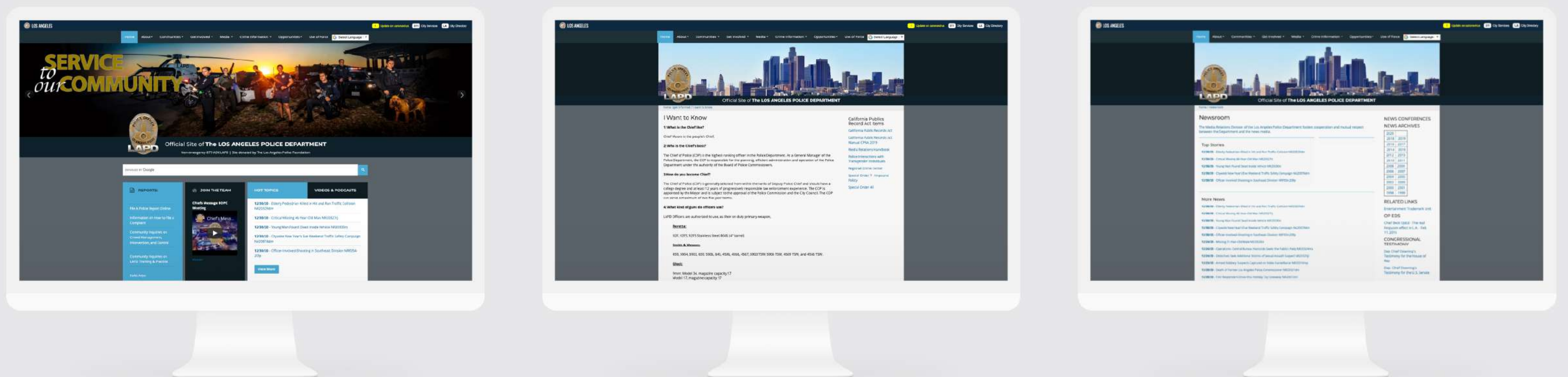
So when they were ready to move forward with a complete website redesign and redevelopment, we were there to help them out.

We knew there was a lot of work to do, as their current site was not only a mess of code, but also an eyesore to look at. To kick off our discovery process, we started with extensive stakeholder interviews, talking to the many involved parties and departments within the LAPD to learn what the biggest needs and priorities of the redesign should be.

In addition, we conducted an extensive content and analytics audit to take complete stock of the content that was currently on the site, and to see what content was getting the most traffic and engagement.

Jumping in deeper, we did a thorough competitive audit to see what other law enforcement agencies were doing on their websites and to take stock of what was and wasn't working for them.

The biggest complaint we unearthed about the site (besides the outdated design) was that there was tons helpful of information on the site, but a lack of organization, proper hierarchy, and visual interest left it feeling cluttered and hard to navigate. Unless visitors knew where they were going, it was hard for them to find what they were looking for.



Before

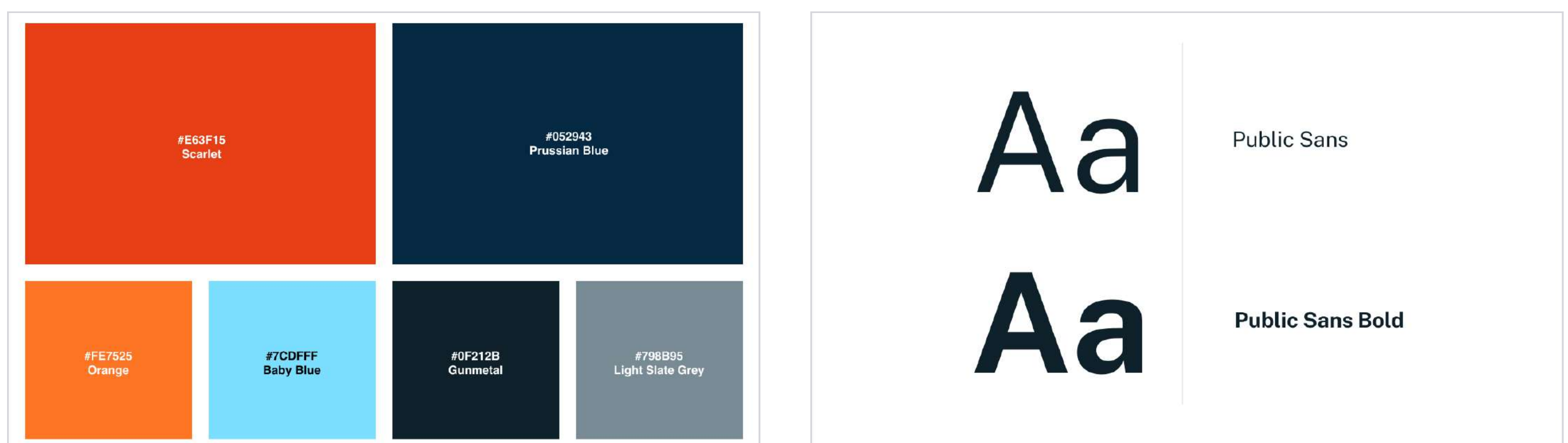
UX STRATEGY

With our research and learnings in hand, we were ready to jump into laying out the strategy for the website.

From what we learned from the analytics audit, we could see that the majority of traffic coming to the site was from mobile devices, and so we knew our strategy needed to prioritize views from smaller screens.

We started our strategy by laying out the website architecture. Since being able to find information was one of the key tripping points for website visitors, focusing on this first made sense. Creating a sitemap that organized the content areas on the site in a way that would be intuitive for visitors to navigate started everything off with a solid foundation.

Once the site structure was set, we went through a rapid prototyping phase where we created wireframes for the key pages on the site, and created roughly 30 custom design templates for the site for pages that required unique design patterns. However, there are hundreds of pages on the site. As part of our approach, we planned out a custom page builder that would allow the LAPD to create these hundreds of pages that didn't require a unique template using "building blocks". During the planning phase, we mapped out 20 different content and design patterns for the page builder to be able to accommodate the various types of content that would live on these pages.



BUILD

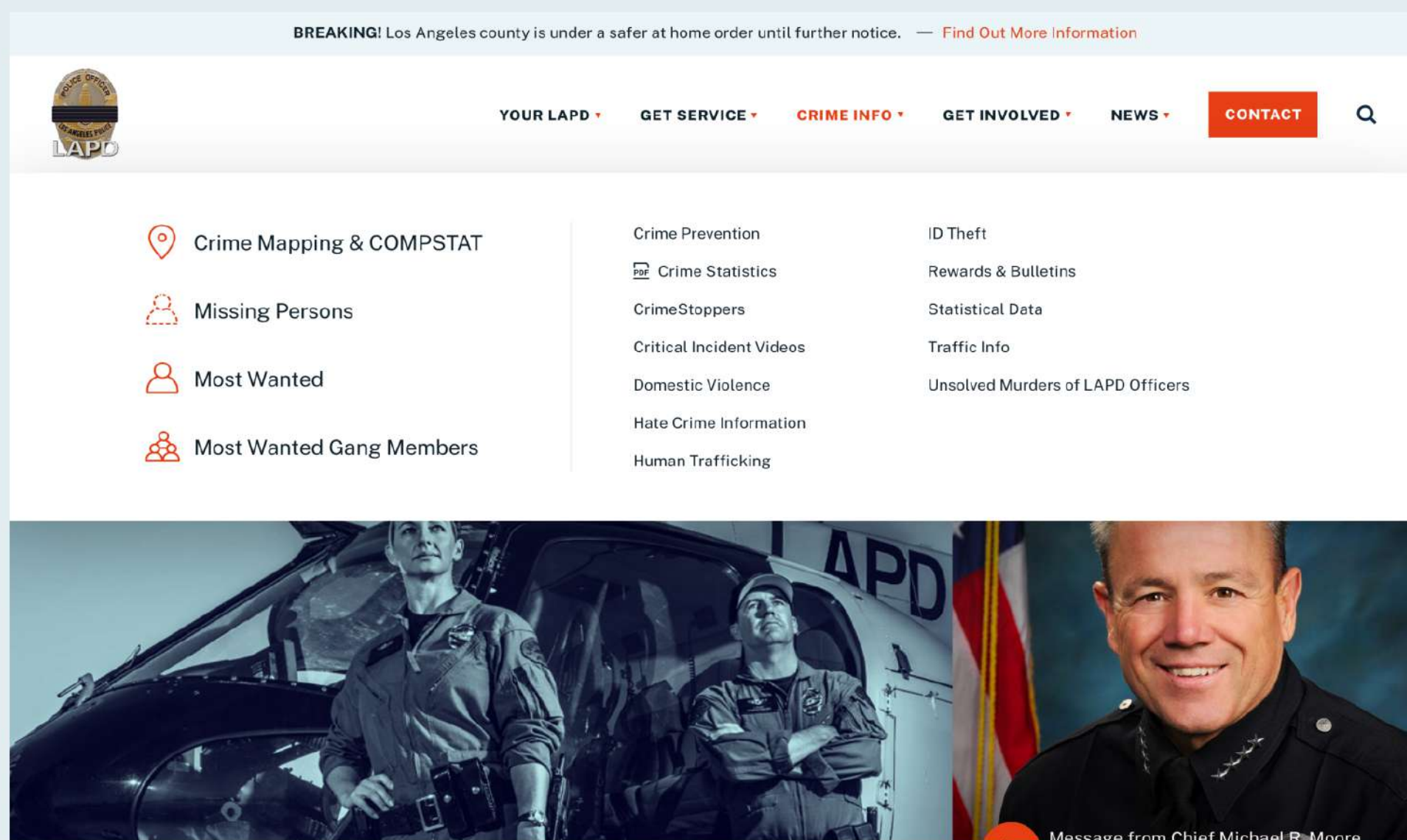
After the strategy was in place, it was time to begin the build. We got to have a lot of fun while crafting the visual approach for the first part of the build.

The LAPD had a blue color palette already in place on their old site, but it felt heavy, dark, and dingy. We wanted to bring some fresh energy to the design of the site, and so we introduced a brighter, more energetic blue paired with a contrasting reddish orange accent color against a bright, white background.

We selected imagery to use across the site that evoked a cinematic feel (to give a nod to the movie industry influence on LA) and stylized half of the images on the site to have blue tint for a sleek, futuristic feel. We kept the dark blue color to leave a hint of the familiar, but dialed back the usage to keep the overall feel light and fresh. The typography we chose for the site leveraged a font family specifically designed for use by public agencies. It is an easy-to-read, user friendly sans serif font. For optimal usability, we used larger paragraph and title sizing to accommodate an audience with a wide range of visual abilities.

Once the designs were locked in place, it was time to write some code. Our developers selected to build our custom implementation on top of the WordPress CMS. The user friendly content management system (CMS) would ensure the many parties involved in keeping the LAPD website up-to-date with content would be able to quickly and easily make updates.

The programming for our custom page builder needed to be created in a way that allowed for flexibility for the LAPD admin to add as much or as little content to the pre-defined “building blocks” as needed. The front-end and back-end code also needed to be carefully synced to ensure the visual design didn’t suffer with differing amounts of content. This delicate balance was a challenge that our development team met head-on, to turn around a powerful, flexible, easy-to-use custom page builder.



TEST & LAUNCH

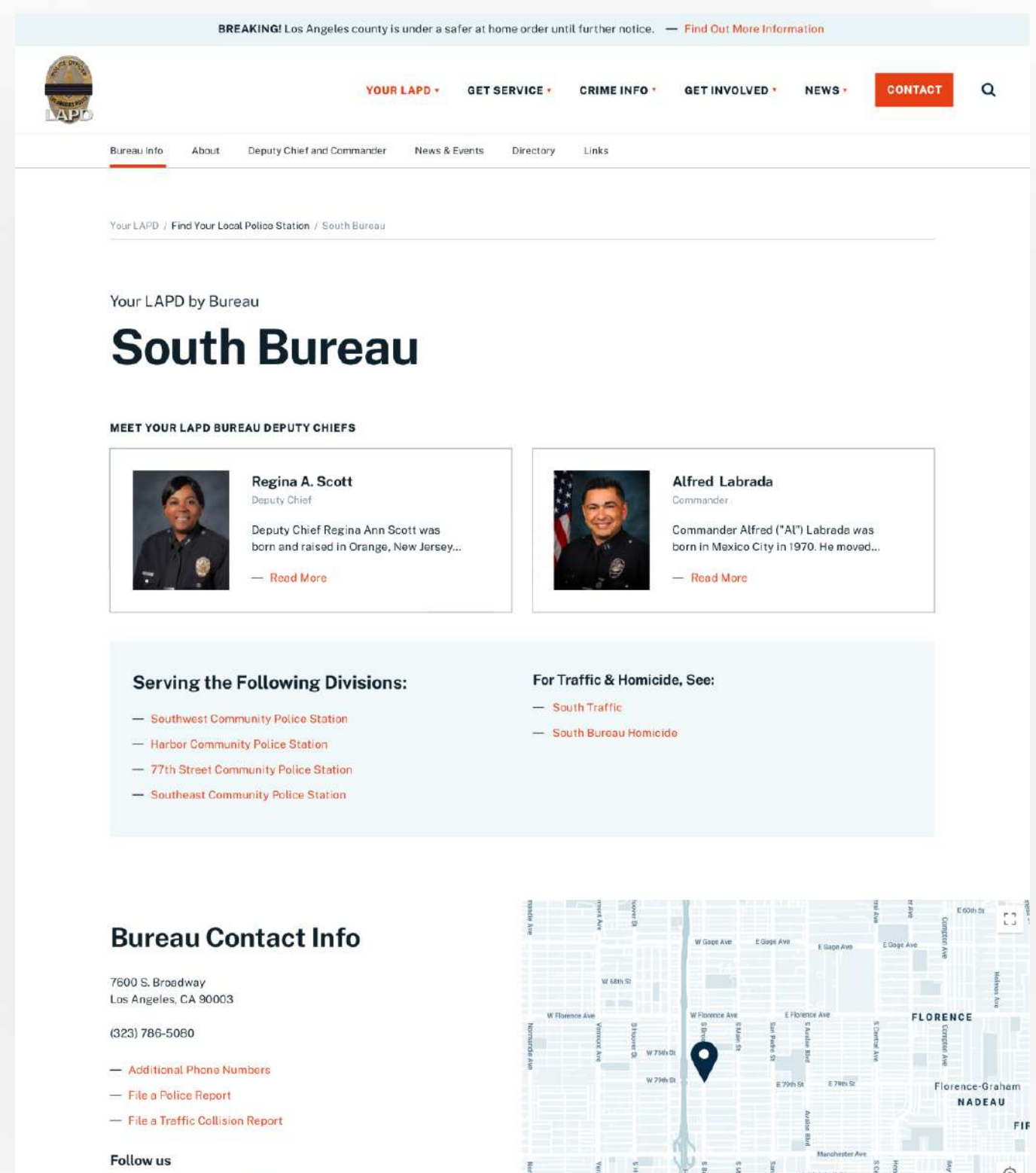
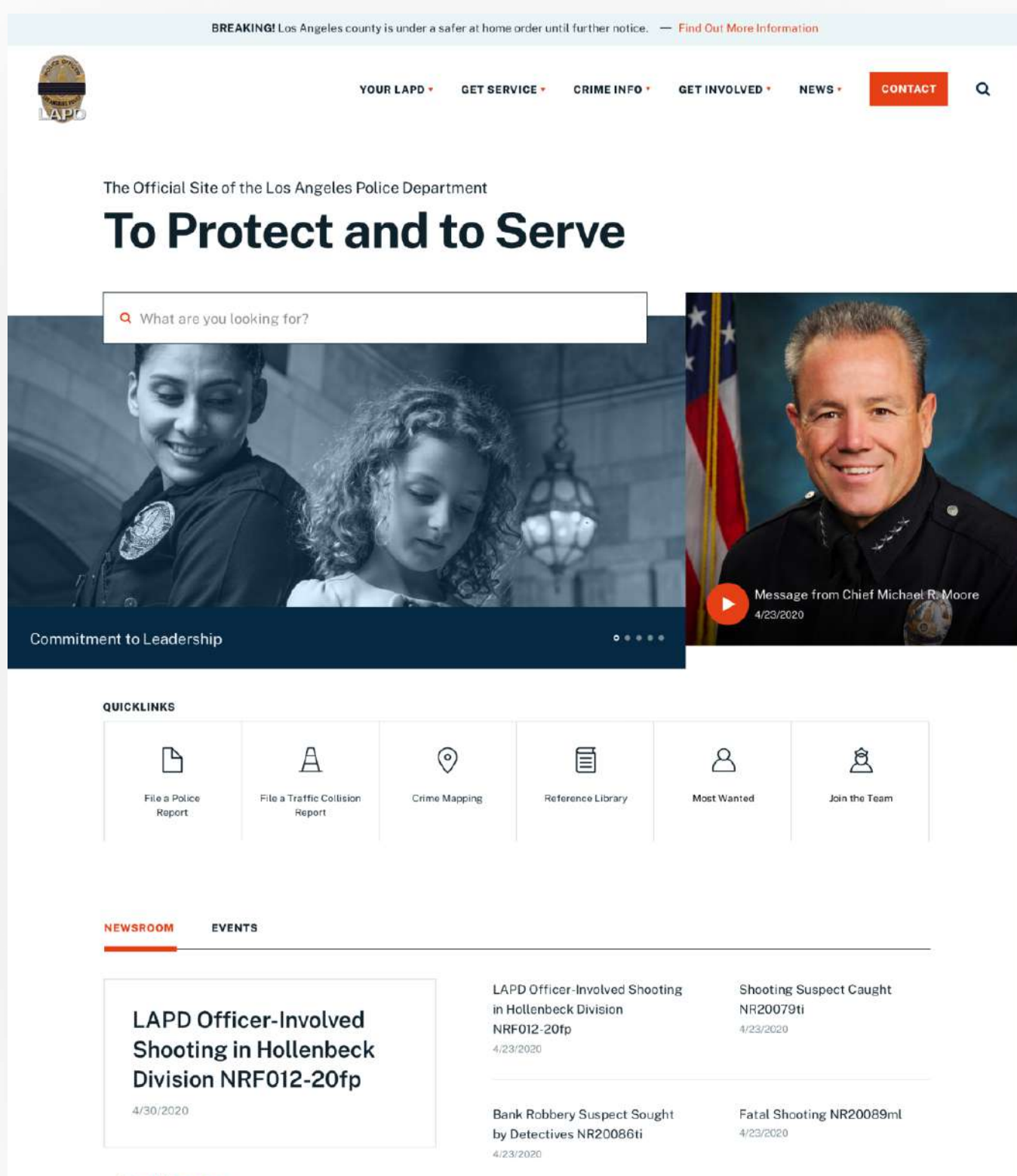
The programming for this custom designed and developed site was a big lift, and once it was complete, we had a lot of testing to do! We had to make sure there were no bugs, glitches, or vulnerabilities within the programming since there are millions of people in Los Angeles depending on the site for information.

We also had to make sure the site responded well to all device sizes and browsers so everyone coming to the site could quickly and easily access the information they're looking for.

In tandem with our thorough testing, it was also time to populate the site with content. There were hundreds of pages of content that needed to be migrated from the old site to the new site, which was a massive task. Once that was complete, we ran our final QC check, and the LAPD opened the site up for a private internal beta launch.

Then it was finally time for the moment we had all been working towards – the launch! After months of hard work and careful planning, we were excited to get the new and improved website into the hands of the public. A thorough launch plan made sure we had everything lined up and ready to go, and we pushed the site live.

RESULTS



BREAKING! Los Angeles county is under a safer at home order until further notice. — Find Out More Information

YOUR LAPD GET SERVICE CRIME INFO GET INVOLVED NEWS CONTACT

Contact / Phone Directory

Los Angeles Police Department Phone Directory

Search the Phone Directory

What are you looking for?

You can also browse alphabetically:

LAPD Bureaus LAPD Divisions Other Agencies All Bureaus

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A

Audit Division

BUREAU(S) Central South West Valley

DIVISION(S) Central Devonshire Foothills Harbor Hollenbeck Hollywood Mission Newton Northeast North Hollywood Olympic Pacific Rampart 77th Street Southeast Topanga Van Nuys West Los Angeles West Valley Wilshire

100 N. Los Angeles St.
Los Angeles, CA 90012

Mail Stop 990
M.C.D.C.

Commanding Officer	(213) 466-0130
Watch Commander	(213) 466-8730
Training Unit	(213) 466-0150
Projects / Record	(213) 466-4914
ACC Coordinator	(213) 466-7900

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YOUR LAPD GET SERVICE CRIME INFO GET INVOLVED NEWS CONTACT

Your LAPD / Find Your Local Police Station

Your LAPD by Bureau, Division, and Community Find Your Local Police Station

Partner with us to build safer communities throughout the City of Los Angeles. Enter your address below to locate the police station within your community.

Street Address City Zip Code

FIND YOUR STATION

Want a visual representation of your LAPD communities?
Download the Bureau and Division map

You can also find your local LAPD contacts by browsing by:

COMMUNITIES POLICE STATION DIVISIONS BUREAUS TRAFFIC & HOMICIDE

A B C D E F G H I J K L M N O P Q R S T U V W

A	G	N	A
Adams-Normandie	Gardena Boulevard	Nickerson Gardens	Tarzana
Aliso Village	Garvanza	North Hills	Temple-Beaudry
Angolino Heights	Glassell Park	North Hollywood	Terminal Island
Argyle	Glen Ridge	Northridge	Thai Town
Arlota	Gramercy Park		Toluca Lake
Arroyo Viejo	Grande Hills		Toluca Woods

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YOUR LAPD GET SERVICE CRIME INFO GET INVOLVED NEWS CONTACT

Crime Info / Critical Incident Videos

Officer Involved Shooting (O.I.S.) & Critical Incidents Critical Incident Videos

It is the policy of the Los Angeles Police Department that video evidence in the Department's possession of critical incidents involving LAPD officers be released to the public within 45 days of the incident.

Learn More About the Policy

Use Of Force Policy
Use Of Force Year End Review

2020 Use of Force Year End Review
2019 Use of Force Year End Review
2018 Use of Force Executive Summary

Search... Year Division

#	Date	Type	Division	Location	Name	OIS #	Video
87	12/26/21	O.I.S.H	Northeast	2900 W. Broadway	Manuel Marshall Hernandez	NRF052-20	▶
86	12/24/21	O.I.S.H	West Valley	1000 S. Grand Ave	Comorlinga, Brandon	NRF060-21	▶
85	12/23/21	O.I.S.H	West Hollywood	12100 blk of Victory Bl	Elena-Lopez, Daniel	NRF061-20	▶
84	12/16/21	O.I.S.H	Newton	900 E. Adams Blvd	Lopez, Margarito	NRF060-21	▶
83	12/16/21	O.I.S.H	Newton	2200 Wall St.	Olivia, Jr., Rasendo	NRF052-20	NVA
82	12/27/21	O.I.S.H	Pacific	3600 Keystone Ave	Michaelidis, Melkon	NRF060-21	NVA
81	12/26/21	O.I.S.H	Central	2900 N. Gaffey Str	Bardales, Victoria	NRF052-20	▶
80	12/24/21	O.I.S.H	West Valley	1000 S. Grand Ave	Comorlinga, Brandon	NRF060-21	▶
87	12/26/21	O.I.S.H	Northeast	2900 W. Broadway	Manuel Marshall Hernandez	NRF052-20	▶
86	12/24/21	O.I.S.H	West Valley	1000 S. Grand Ave	Comorlinga, Brandon	NRF060-21	▶
85	12/23/21	O.I.S.H	West Hollywood	12100 blk of Victory Bl	Elena-Lopez, Daniel	NRF061-20	▶

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YOUR LAPD GET SERVICE CRIME INFO GET INVOLVED NEWS CONTACT

Your LAPD / Our Mission

Our Motto, Mission Statement & Core Values Our Mission

“to protect and to serve”

Our Commitment to the People of Los Angeles

The Los Angeles Police Department is committed to serving the community while protecting the rights of all persons. Consistent with this commitment, the Department's Vision, Mission and Core Values, in concert with the Law Enforcement Code of Ethics and the Department's Management Principles, reflect the guiding philosophy of the Los Angeles Police Department.

It is the vision of the Los Angeles Police Department to, as closely as possible, achieve a City free from crime and public disorder.

A fresh, clean design created a canvas that now allows the re-organized content to shine.

CLOSING THOUGHTS

We were honored to be able to deliver a world-class site for a world-renowned law enforcement agency. With information and resources that are now easier to locate, they are set up to have a site that will serve them and the residents of Los Angeles for many, many years to come.

[Visit Site](#)

Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

[Start a Project](#)

CHAT WITH US

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