SPINX

Quinn Emanuel Website Redesign

How to Personify a “Global Force in Business Litigation”

OVERVIEW

Quinn Emanuel Urquhart & Sullivan is a global business litigation firm with 19 offices located in 10 different countries. With over 700+ attorneys, they are a key player in intellectual property litigation, having represented Fortune 500 clients such as Google, Samsung, Motorola, and Sony in some of the most important intellectual property cases of the decade.

AWARDS

Davey Awards
2021 Gold Award Winner Websites: Law category

Webby Awards
2015 Webby Honoree in the Websites: Law category

Interactive Media Awards
2014 Best in Class Award

KEY ACHIEVEMENTS

+7,959.9%
Increase in Mobile & Tablet Usage

+27.9%
Increase in Average Time on Page

+87.7%
Increase in Traffic from Organic Search

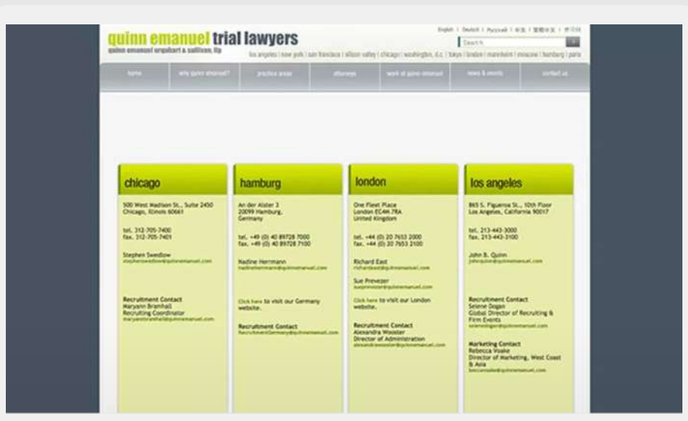
It was crystal clear that Quinn Emanuel needed a bold, new responsive site that left no doubt in the minds of those who visited that they were a “litigation powerhouse”.

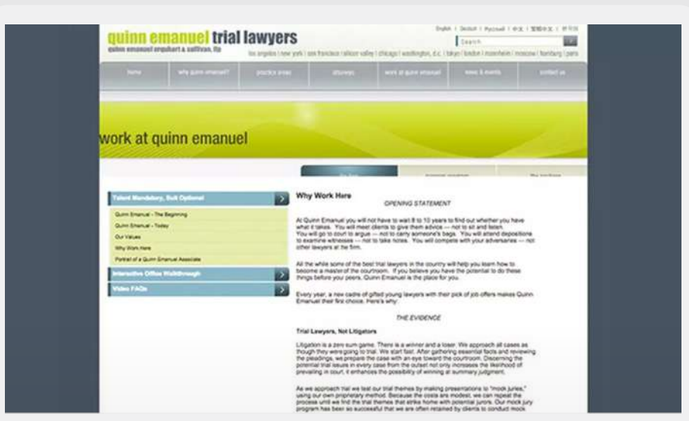
DISCOVERY

During the discovery phase we performed a site audit, utilized questionnaires, dug deep to do a competitive analysis, sent out branding surveys, conducted user interviews, developed personas, and crafted a list of suggested improvements based off of the results.

We found that despite their size and reputation as THE premier trial law firm, Quinn Emanuel's site design was described as boring, bland, and uninspiring by the users we interviewed and was a very poor reflection of who Quinn Emanuel really is.

Their old, clunky site that utilized flash graphics, rendering it useless on Apple devices. Not only that, but their website was not responsive and thus scared off any mobile traffic that landing on it. While they did have a separate mobile site, it was not user-friendly and had many of the same design problems as the desktop site.





Before

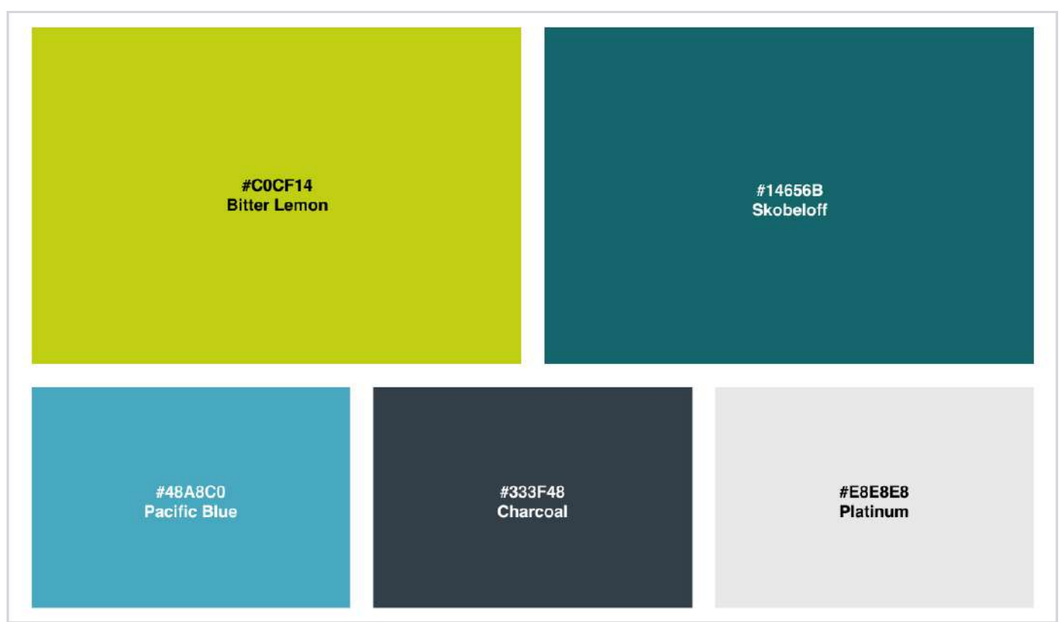
UX STRATEGY

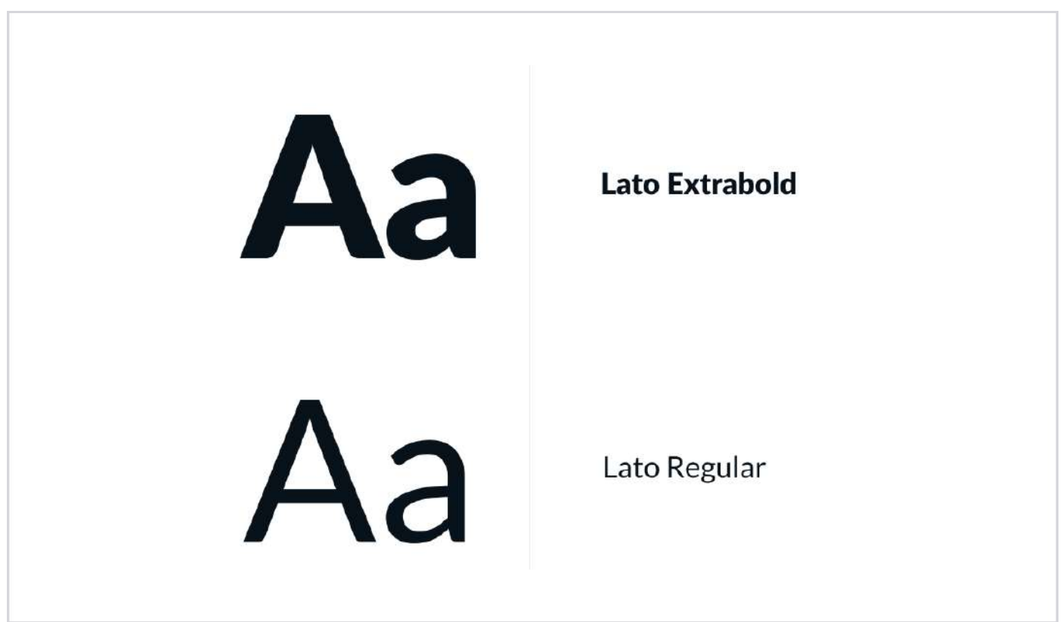
Before applying any color schemes or picking fonts, we focused on a major part of what makes a site works or not: the site architecture.

Simplifying the main navigation to include the most requested areas of the site enhanced the user's experience since they could now access these areas with just one click.

Wireframes enabled our UX team to lay out content that should be on a page to make sure that everything made sense and flowed. These wireframes were key to planning how the content needed to be structured to work.

We also researched the interpretations of different colors, how color was being used by their competitors, and drew connections between different colors and the values that describe Quinn Emanuel. Based off of our findings, we made color recommendations. We went through a similar process for fonts by researching, testing and evaluating hundreds of available fonts to make sure the one selected represented the Quinn Emanuel brand.





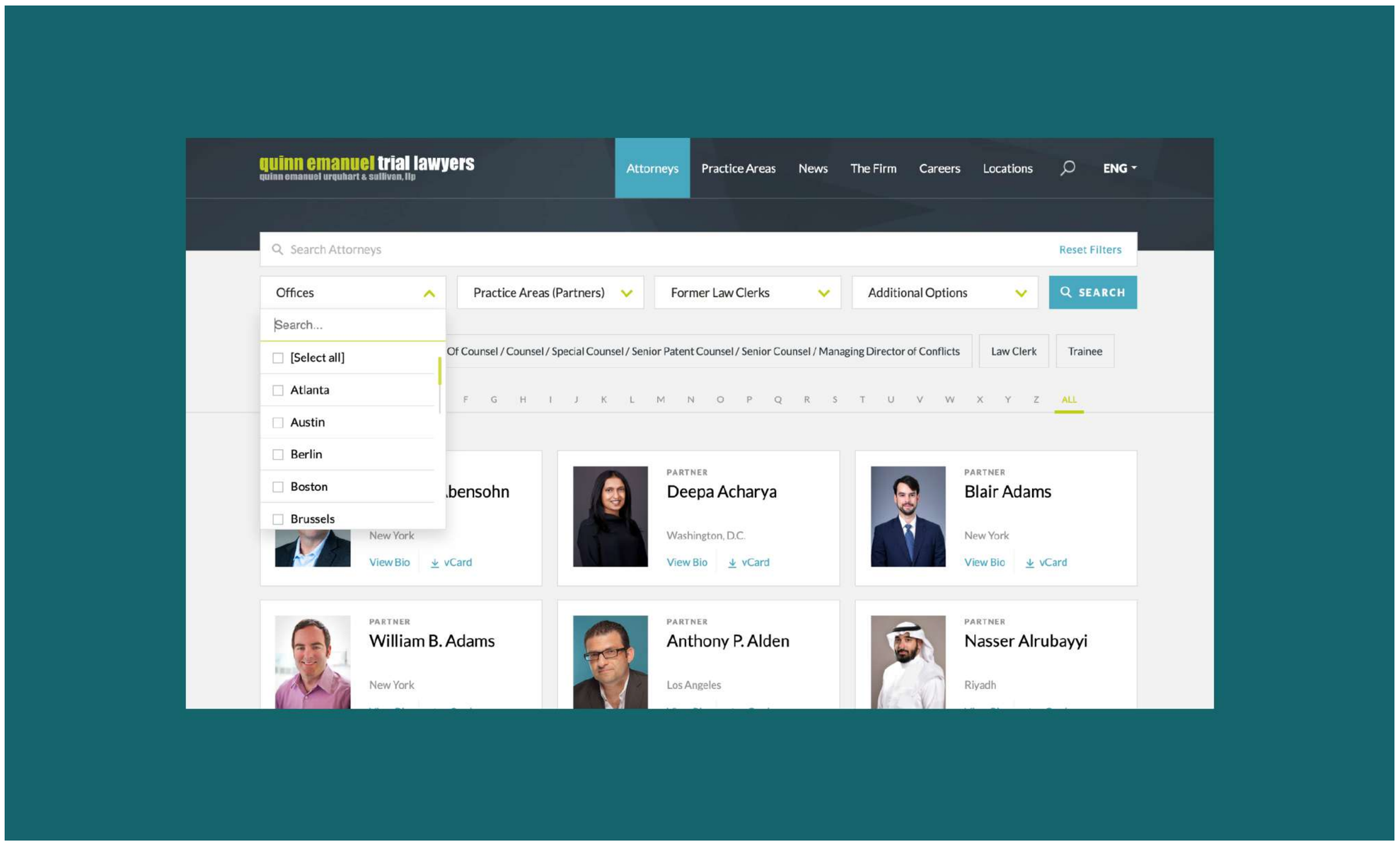
BUILD

Our approach during the design phase was to craft an experience that would engage the individual user, yet be fully functional to fill the needs of a multi-user base.

To improve the design, we increased the amount of imagery on the site to make it more appealing visually and less text-overwhelming. We amped up the colors & typography to better represent the bold Quinn Emanuel brand and increased the font size on the site, making text easier to read.

Some 532 page designs later, we were ready for development in Umbraco. The development and integration phase for this project was where a lot of the heavy lifting happened. It was exciting to see the product that we had spent so much time researching, planning, and designing come to life in the browser.

Since the site had been well-planned and strategized from the beginning, we didn't encounter any "uh-oh" moments that would have required us to make major changes to the designs during development. Despite the redesigned site containing massive amounts of data, copy and images, our developers optimized everything so that page load times weren't affected. We understand that attention to little details like these that have the ability to take a finished site from "good" to "wow"!



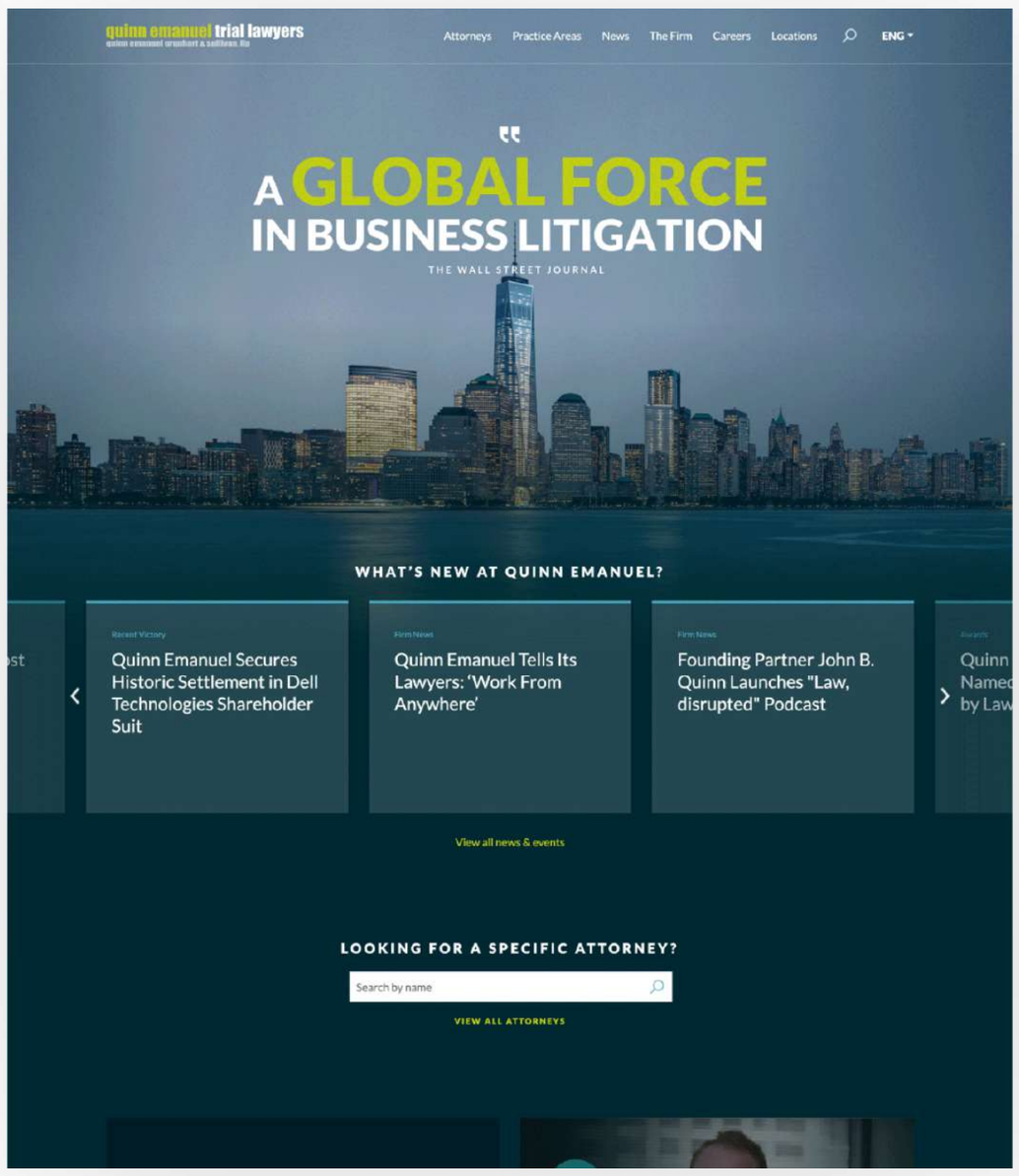
TEST & LAUNCH

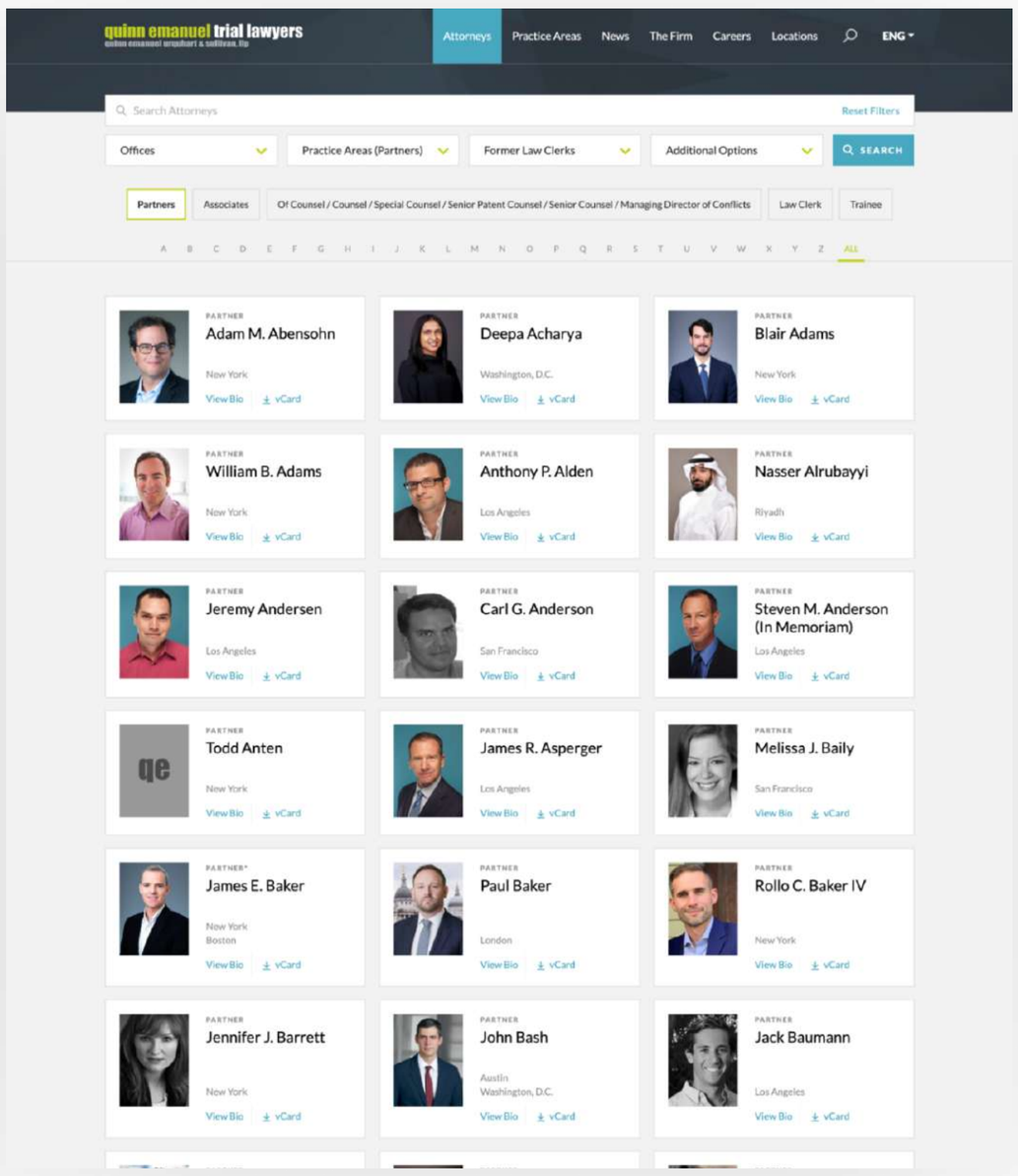
During Quality Assurance, we poured over every inch of the developed site, double checking every single page and section of the site to make sure it worked like it should, fixing bugs, and making final tweaks to perfect the experience.

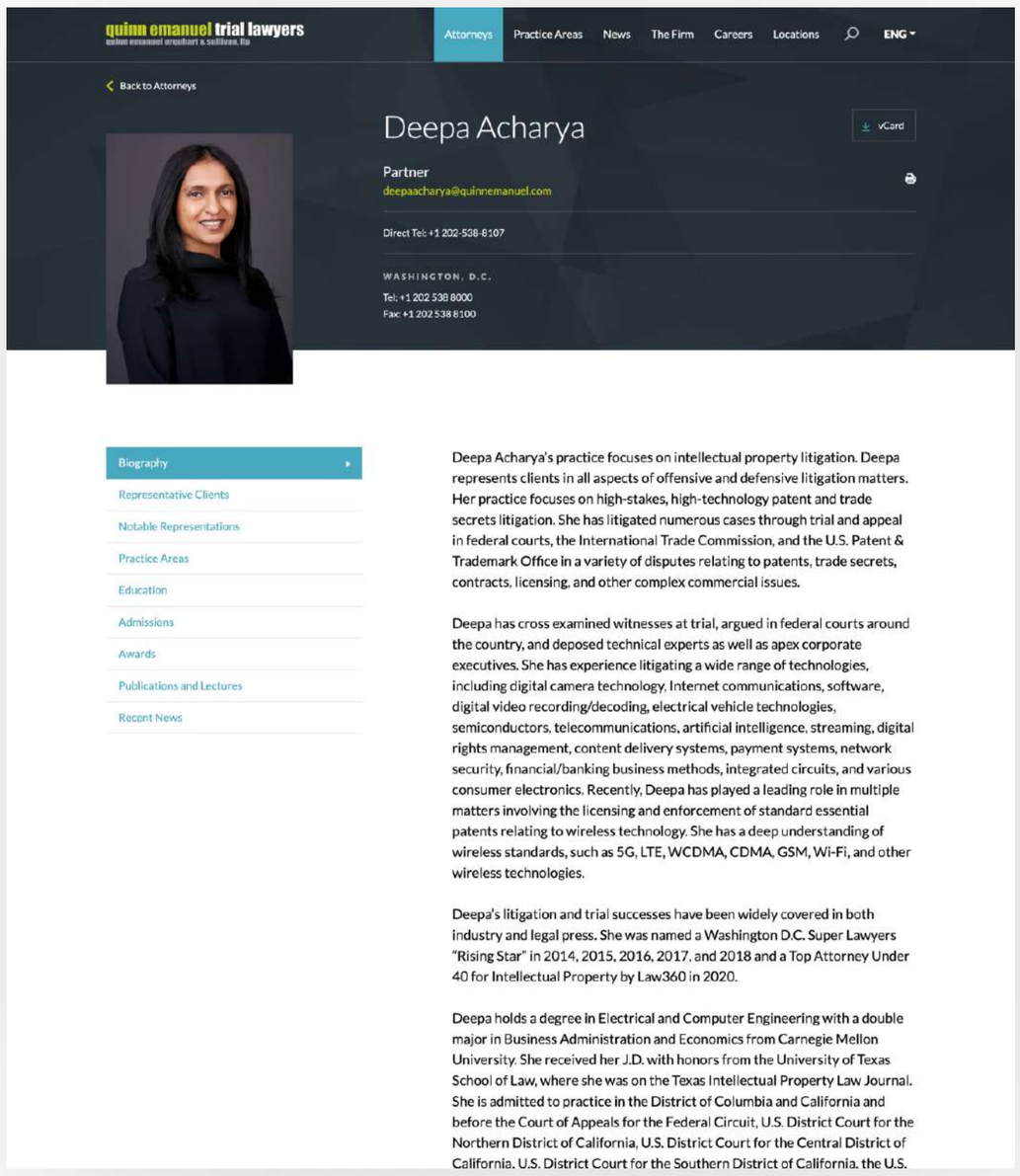
Finally, after months of hard work and preparation, it was time to launch! To make sure everything was in order, we ran through our pre-launch checklist to make sure the server was ready to go, the latest code was set to deploy, and that we had our team standing by to make sure the launch went smoothly.

Once the decided upon day and time arrived, we made the site live and did another thorough QA to make sure everything was working properly. By handling all the details of the site launch, all Quinn Emanuel had to do was sit back and savor the satisfaction of seeing their redesigned site go live!

RESULTS



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Biography
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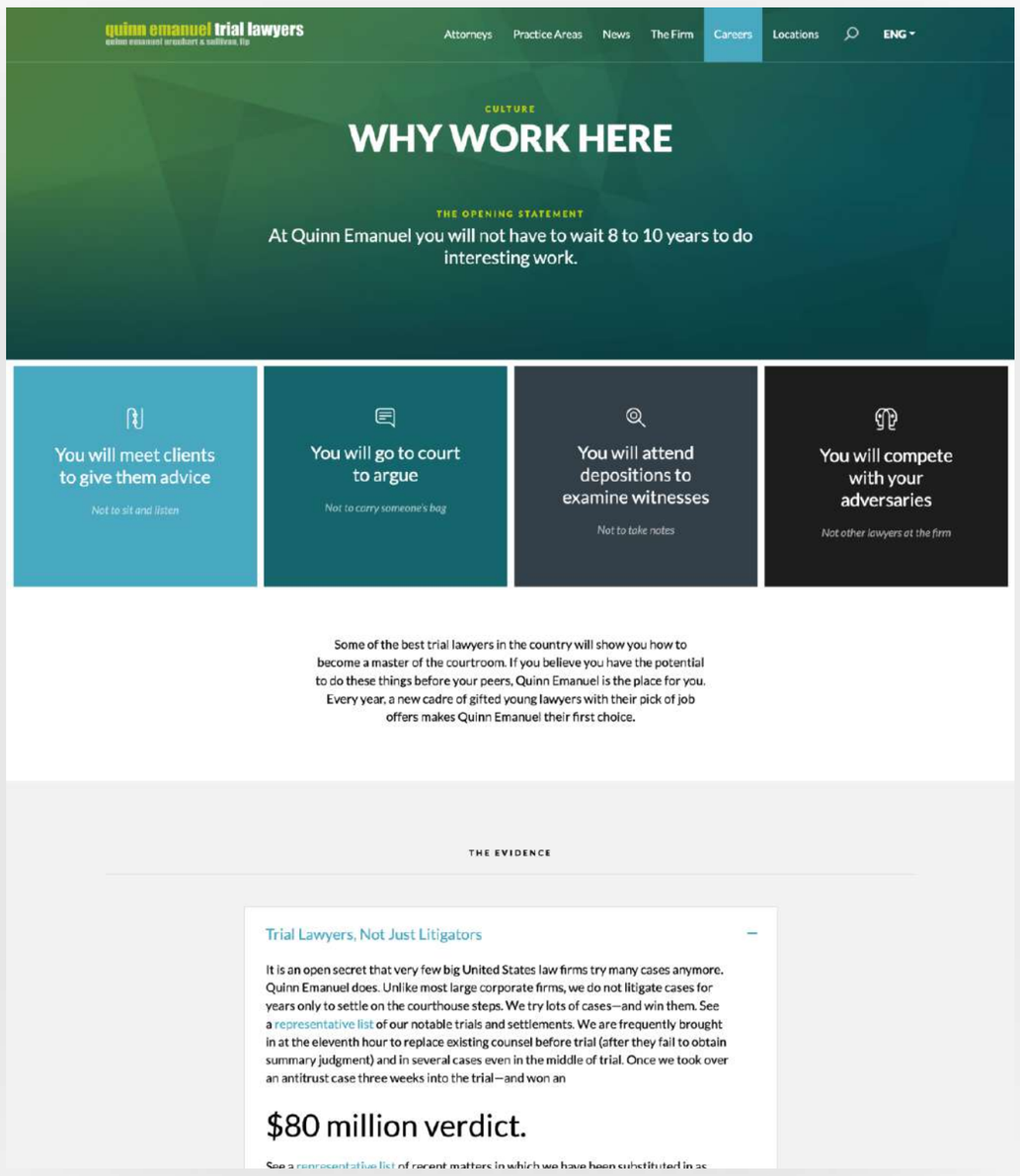
Deepa Acharya's practice focuses on intellectual property litigation. Deepa represents clients in all aspects of offensive and defensive litigation matters. Her practice focuses on high-stakes, high-technology patent and trade secrets litigation. She has litigated numerous cases through trial and appeal in federal courts, the International Trade Commission, and the U.S. Patent & Trademark Office in a variety of disputes relating to patents, trade secrets, contracts, licensing, and other complex commercial issues.
Deepa has cross examined witnesses at trial, argued in federal courts around the country, and deposed technical experts as well as apex corporate executives. She has experience litigating a wide range of technologies, including digital camera technology, Internet communications, software, digital video recording/decoding, electrical vehicle technologies, semiconductors, telecommunications, artificial intelligence, streaming, digital rights management, content delivery systems, payment systems, network security, financial/banking business methods, integrated circuits, and various consumer electronics. Recently, Deepa has played a leading role in multiple matters involving the licensing and enforcement of standard essential patents relating to wireless technology. She has a deep understanding of wireless standards, such as 5G, LTE, WCDMA, CDMA, GSM, Wi-Fi, and other wireless technologies.
Deepa's litigation and trial successes have been widely covered in both industry and legal press. She was named a Washington D.C. Super Lawyers "Rising Star" in 2014, 2015, 2016, 2017, and 2018 and a Top Attorney Under 40 for Intellectual Property by Law360 in 2020.
Deepa holds a degree in Electrical and Computer Engineering with a double major in Business Administration and Economics from Carnegie Mellon University. She received her J.D. with honors from the University of Texas School of Law, where she was on the Texas Intellectual Property Law Journal. She is admitted to practice in the District of Columbia and California and before the Court of Appeals for the Federal Circuit, U.S. District Court for the Northern District of California, U.S. District Court for the Central District of California, U.S. District Court for the Southern District of California, the U.S.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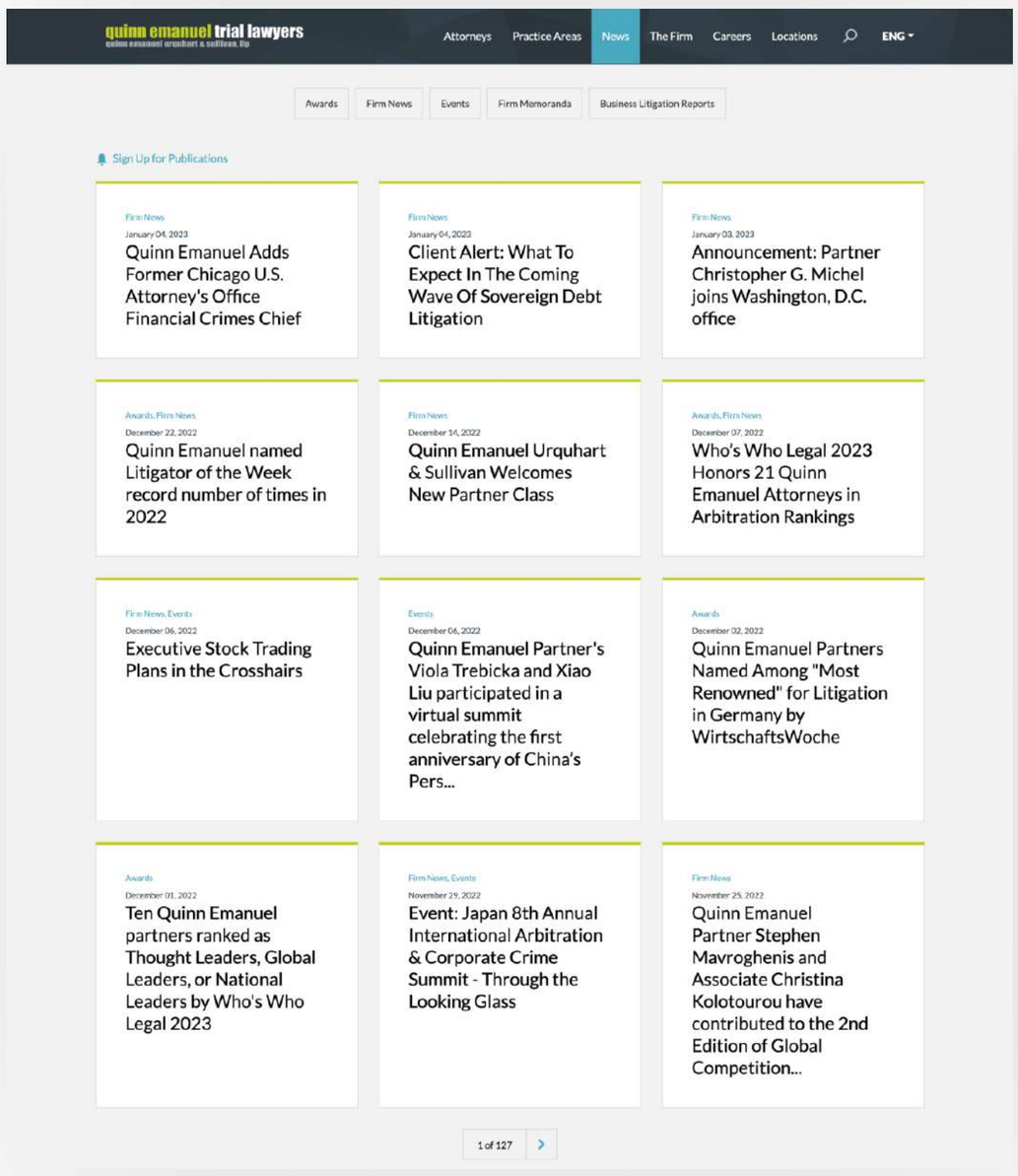
THE OPENING STATEMENT
At Quinn Emanuel you will not have to wait 8 to 10 years to do interesting work.
You will meet clients to give them advice
Not to sit and listen
You will go to court to argue
Not to carry someone's bag
You will attend depositions to examine witnesses
Not to take notes
You will compete with your adversaries
Not other lawyers at the firm
Some of the best trial lawyers in the country will show you how to become a master of the courtroom. If you believe you have the potential to do these things before your peers, Quinn Emanuel is the place for you. Every year, a new cadre of gifted young lawyers with their pick of job offers makes Quinn Emanuel their first choice.
THE EVIDENCE
Trial Lawyers, Not Just Litigators
It is an open secret that very few big United States law firms try many cases anymore. Quinn Emanuel does. Unlike most large corporate firms, we do not litigate cases for years only to settle on the courthouse steps. We try lots of cases—and win them. See a representative list of our notable trials and settlements. We are frequently brought in at the eleventh hour to replace existing counsel before trial (after they fail to obtain summary judgment) and in several cases even in the middle of trial. Once we took over an antitrust case three weeks into the trial—and won an
$80 million verdict.
See a representative list of recent matters in which we have been substituted in as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January 04, 2023
Quinn Emanuel Adds Former Chicago U.S. Attorney's Office Financial Crimes Chief
Firm News
January 04, 2023
Client Alert: What To Expect In The Coming Wave Of Sovereign Debt Litigation
Firm News
January 03, 2023
Announcement: Partner Christopher G. Michel joins Washington, D.C. office
Awards, Firm News
December 22, 2022
Quinn Emanuel named Litigator of the Week record number of times in 2022
Firm News
December 14, 2022
Quinn Emanuel Urquhart & Sullivan Welcomes New Partner Class
Awards, Firm News
December 07, 2022
Who's Who Legal 2023 Honors 21 Quinn Emanuel Attorneys in Arbitration Rankings
Firm News, Events
December 06, 2022
Executive Stock Trading Plans in the Crosshairs
Events
December 06, 2022
Quinn Emanuel Partner's Viola Trebicka and Xiao Liu participated in a virtual summit celebrating the first anniversary of China's Pers...
Awards
December 02, 2022
Quinn Emanuel Partners Named Among "Most Renowned" for Litigation in Germany by WirtschaftsWoche
Awards
December 01, 2022
Ten Quinn Emanuel partners ranked as Thought Leaders, Global Leaders, or National Leaders by Who's Who Legal 2023
Firm News, Events
November 29, 2022
Event: Japan 8th Annual International Arbitration & Corporate Crime Summit - Through the Looking Glass
Firm News
November 25, 2022
Quinn Emanuel Partner Stephen Mavroghenis and Associate Christina Kolotourou have contributed to the 2nd Edition of Global Competition...
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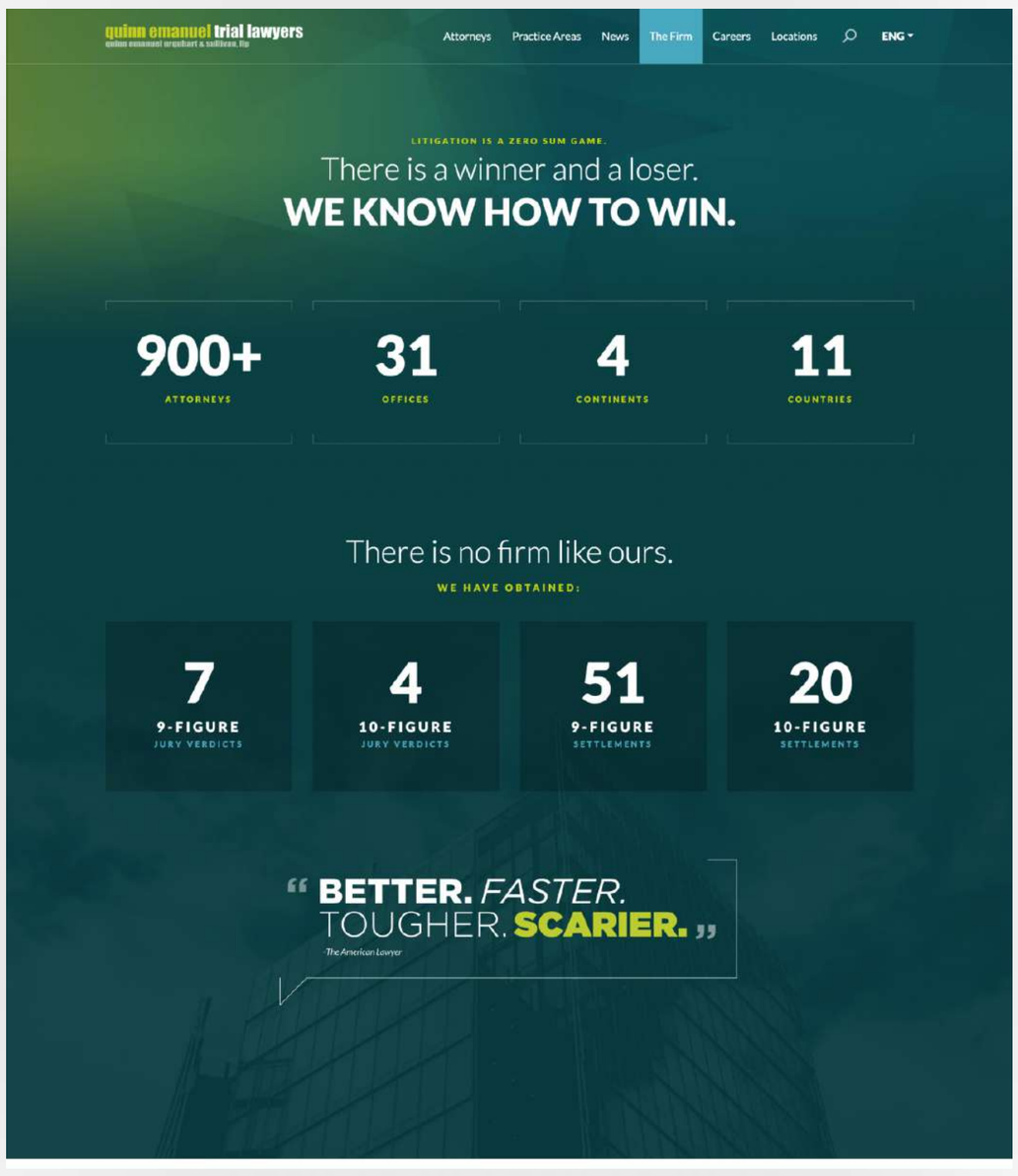
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10-FIGURE
JURY VERDICTS
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9-FIGURE
SETTLEMENTS
20
10-FIGURE
SETTLEMENTS
"BETTER. FASTER. TOUGHER. SCARIER."
The American Lawyer

From an immersive web presence to beautiful functionality on mobile and tablet devices, the new Quinn Emanuel experience is in line with the reputation of the company.

CLOSING THOUGHTS

Quinn Emanuel’s old site was hampering their perception online. While they had the reputation of being the best Trial Law Firm in the country, visitors to their website did not get this impression. Utilizing a solid discovery phase made it easy to hone in on the most important site goals, and helped us create a site that portrayed their winning reputation online.

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 213.894.9933 hello@spinxdigital.com

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