

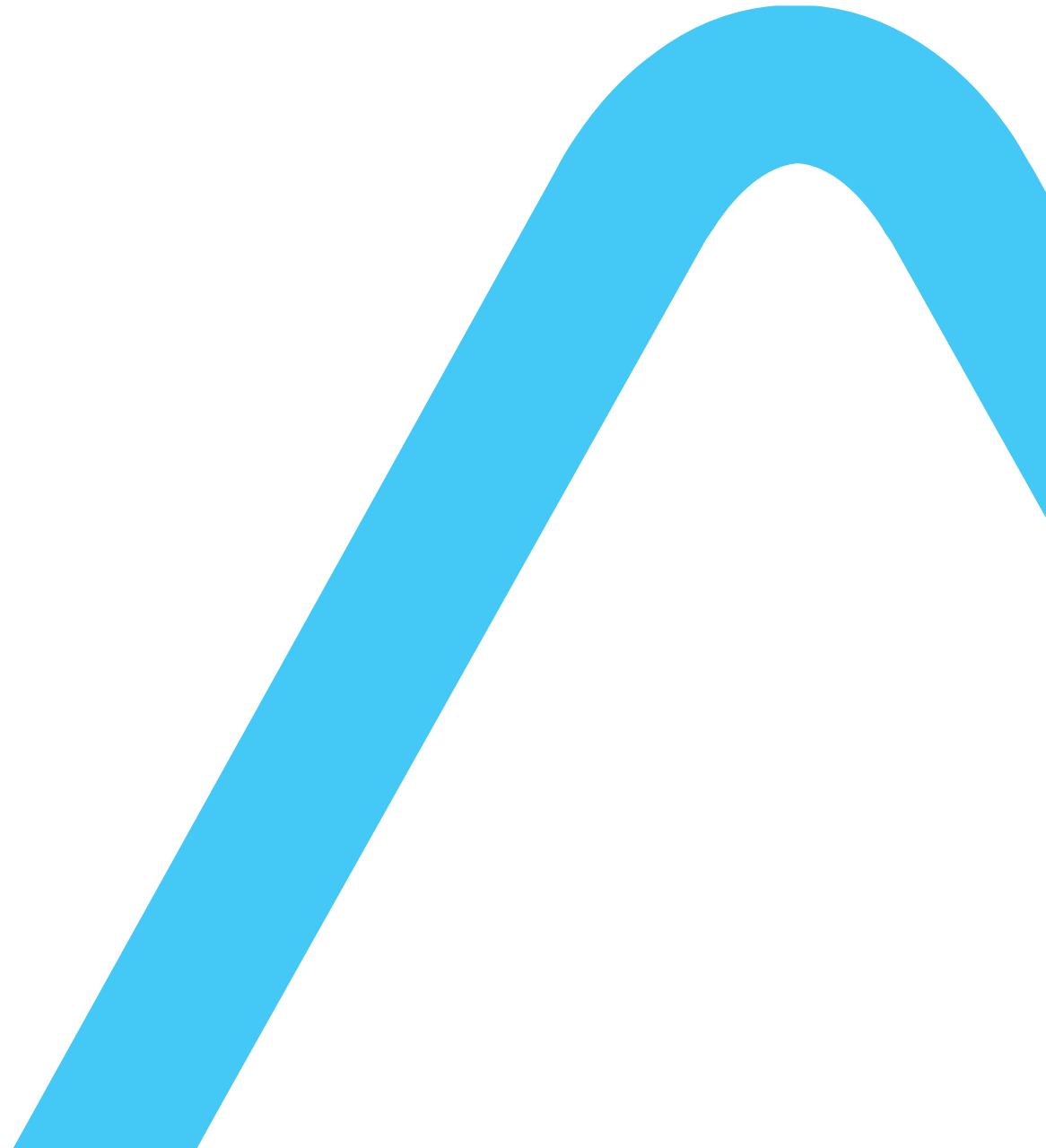
Seeking legal help online

Understanding the missing majority



Agenda

1. Acknowledgements
2. Research background
3. Diving in
4. Q&A



Acknowledgement of country

Justice Connect acknowledges the Wurundjeri and Boon Wurrung peoples of the Kulin Nation, and the Gadigal peoples of the Eora Nation as the traditional owners of the land in which we meet and work.

We acknowledge that sovereignty was never ceded and pay our respects to Elders past and present.

Get legal help for your situation

I need help

**I need to refer
someone**

**My non-profit
needs help**

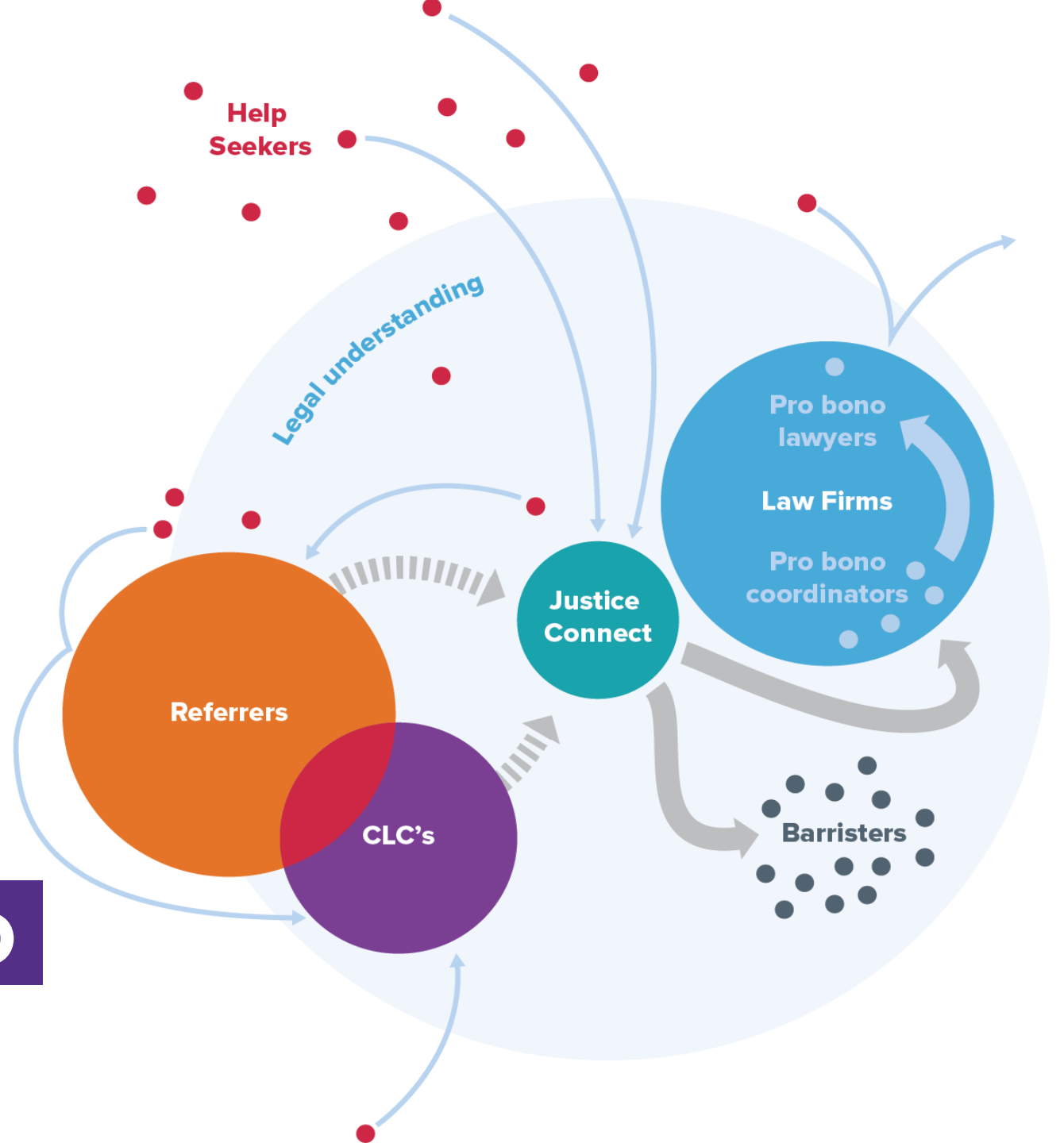
🕒 Takes less than 10 minutes

85% of people found this helpful

📄 We've set up a special response to COVID-19 – [read more here](#)

**Our organisation
and our
ecosystem is
complex**

**We need to
engage
consumers in
finding answers to
this complexity**



What we are covering today:

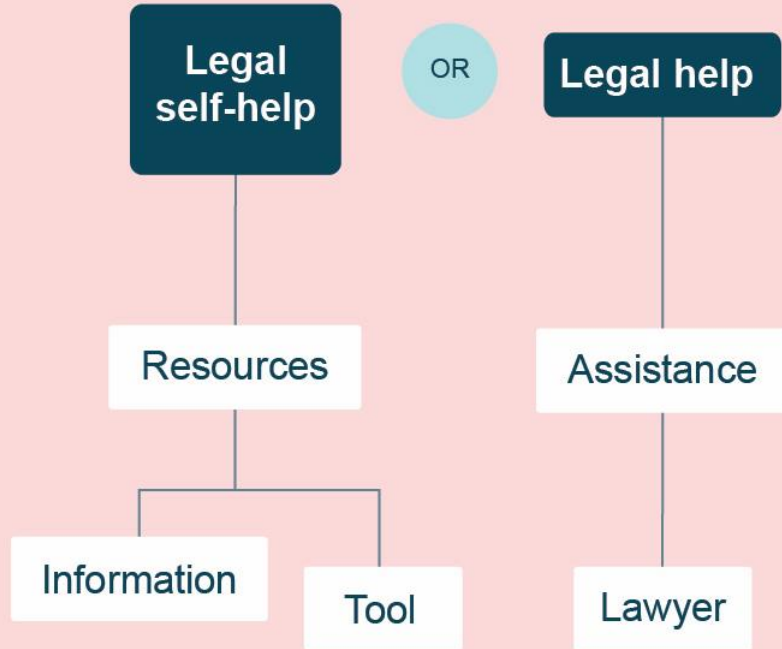
The self-help journey

How people search for legal help online

How people define legal problems

Recommendations and design principles

The self help journey



The self help journey



Jane



Pearl

Jess



Diesel



Joe

Do-it-yourself mindset

Delegation mindset



Beau



Adele



Sunny



Katie



Sam



Jay



Maria



Geoff

Google

what do I do now that I got the I got the sack



Inbox (270)



My files



Alex messag...



Zoom



Add shortcut

5-minute test

How people search for legal help online



So how do people
know if they have
a legal problem?



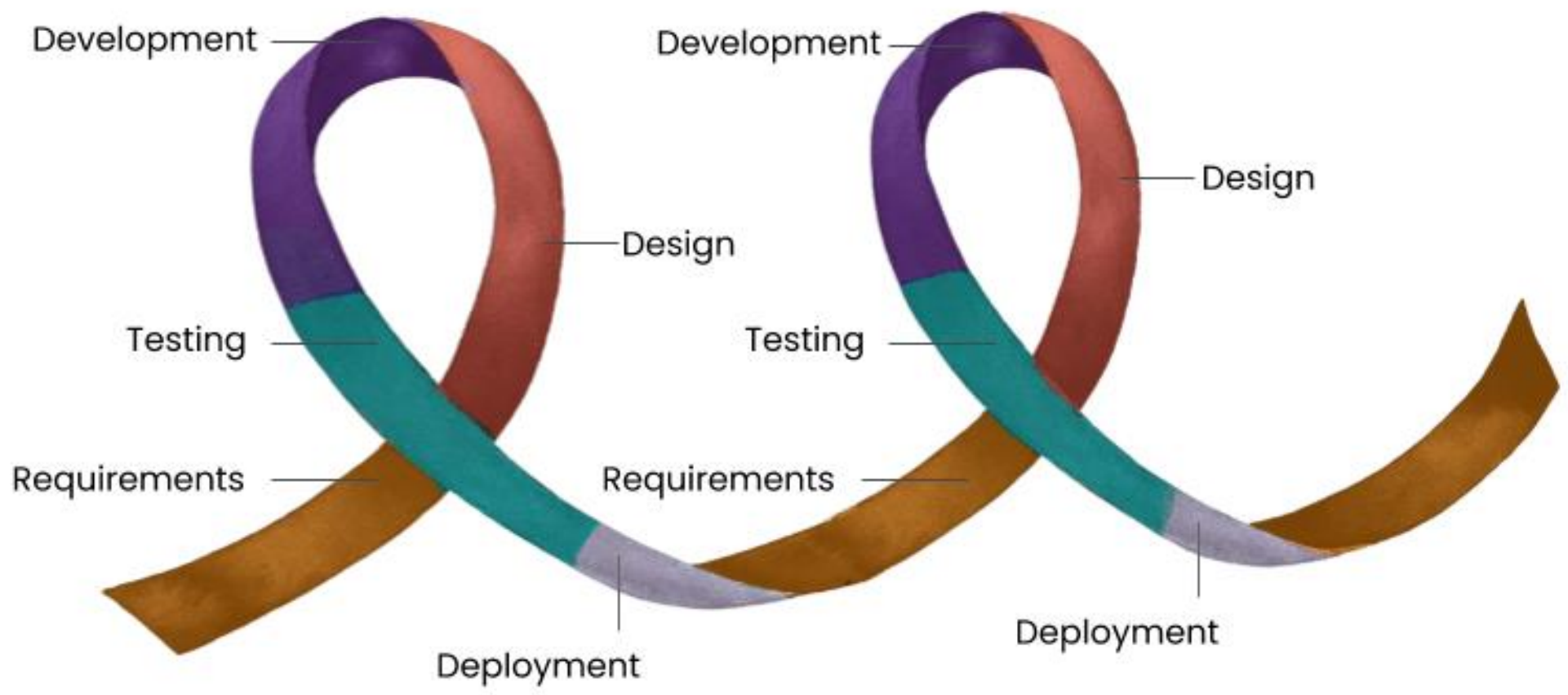
How can we improve online resources for help seekers?

1. Invest in information design and user experience
2. Involve people with lived experience
3. Break down silos
4. Establish communities of practice
5. Invest in consumer outreach, SEO, communications, and marketing

Good online resources:

- Are easy to find first by those who need them, when they need them
- Have names that describe what they do
- Set clear expectations
- Are as easy to read as possible
- Describe processes
- Work equally well for everyone
- Are current
- Are quick to use
- Connect to other resources & services
- Build in extra support
- Allow some to speak to a human

Great online resources are co-designed with communities



Iteration, feedback, cumulative outcomes



We are in this together

Lawyers, innovators and communities



Questions?

