

Flock of Legals (now Gaggle on the Gavel)

Designing an Interactive Website to Create a Community for Lawyers

SHILPA PACHHAPURKAR (M.S. STUDENT, HUMAN-COMPUTER INTERACTION) AND SARA ANNE HOOK, M.B.A., J.D.

HCC BROWN BAG, MARCH 27, 2015

Today's Presentation

- Our presentation today will give a quick overview of our problem space and the proposed solution
- It will provide initial diagrams and flows required to arrive at a suitable design.
- It will feature screenshots of the current iteration of the Flock of Legals website, including our logo.
- It will also summarize the results of a focus group we conducted on our efforts to design an online community for lawyers.

Problem Statement

- In many ways, law is behind other industries and professions in its implementation of technology.
- Fortunately, a number of legal technology entrepreneurs and academics are designing systems that will make the study and practice of law more efficient and less expensive and new players are coming into the marketplace to challenge long-standing monopoly-like situations such as have been enjoyed by traditional legal research companies like LexisNexis and Westlaw.
- There are now comprehensive practice management systems as well as more targeted software for internal law firm processes like time-keeping and billing.
- Websites allow potential clients to locate and connect with lawyers and for lawyers to promote their services to the public.

Problem Statement

- Our research identified an unserved niche within the legal technology marketplace.
- We observed that there was no comprehensive system for lawyers to connect with each other externally in a secure environment that would help them build a professional network of colleagues across the U.S. and even around the world.

Solution

- Our interactive website is intended to provide a LinkedIn-style community specifically for lawyers and is not for access by the general public.
- The tools within our community, called Flock of Legals, are totally within the lawyer's discretion as to:
 - how much of the system he or she wants to use, such as referrals, calendars and tracking of continuing legal education seminars and other events,
 - who he or she wants to connect with
 - how much information will be shared with external colleagues about cases, career opportunities or research interests.
- Flock of Legals will also include visualizations that will show trends in the law with respect the kinds of cases being filed and other issues and statistics that lawyers would be interested in and that would help with strategic planning for law firms.

First Steps – Fall 2014

- Literature review – looking at a number of new technologies and technology issues facing lawyers and law firms
- Also considered articles with predictions on trends in the development and implementation of technology by lawyers and law firms
- Looked for the synergies between our areas of expertise (law, website design, typography) and interests (making a difference in the work of lawyers, so that they could deliver legal services more efficiently)
- Identified a project that addressed a gap in legal technology and intersected with our areas of expertise and interests

Project Focus

- Create an interface that would provide more information to lawyers in a more usable form and facilitate lawyer-to-lawyer communication
- Include data visualization – with examples using readily-available public information on cases in several Indiana counties
- Interface is not intended for the public
- Interface intended to promote communication external to a law firm
- Create a robust, full-function community for lawyers across the U.S. and even internationally
- Participation in various features is up to the lawyer

Initial Elements/Sections to Include

- Sharing cases – open, closed, privacy settings, based on role, lawyer decides
- Portfolio/Profile – endorsements/ratings (ethical issues)
- Data visualization and statistical representations
- Appointments, calendar, reminders (“tickler system” because of the importance of deadlines)
- Notifications: conferences, meetings
- Recommend lawyer colleague to be part of the community
- Referring cases
- Track charges – cost sheet estimates and templates
- Knowledge base
- Continuing legal education (CLE) opportunities and tracking hours
- Job openings and application

Special Considerations

- Rules of Professional Conduct
 - Client confidentiality – so a limit on how much information can be shared about cases and even research interests (which might indicate that a lawyer had a case on this topic)
 - Competence (with technology)
 - Endorsements, testimonials, etc. (problem with LinkedIn) – not allowed under the Indiana Rules of Professional Conduct
 - Ratings systems – tendency to avoid giving a negative review
- Security, including notification of a security breach
- Login credentials
- Just for lawyers, not the public
- Who can see what on a lawyer's profile – need to be able to hide some of the information

Design of Logo and Color Scheme

- Wanted to express the concept of a community – gaggle of geese, pride of lions, pack of wolves, etc.
- Flock of Legals – also rhymes with a band from the 1980s – A Flock of Seagulls
- Reviewed Design Code Manual from U.S. Trademark Office
- Searched U.S. Trademark Office websiteColor scheme: attractive, dignified, easy to read, appropriate for small screens
- Unfortunately, a group in California uses the same name for its blog: <http://www.flockoflegals.com/>, so we will have to make a change before “going live”. We are now using Gaggle on the Gavel.

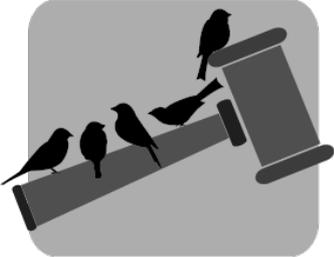
Evolution of the logo



Step 1

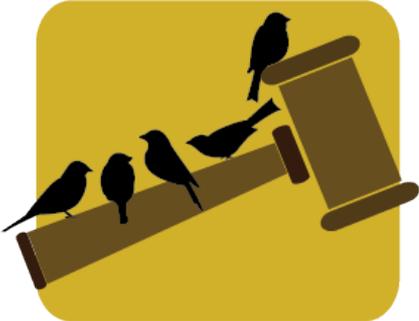


Step 2



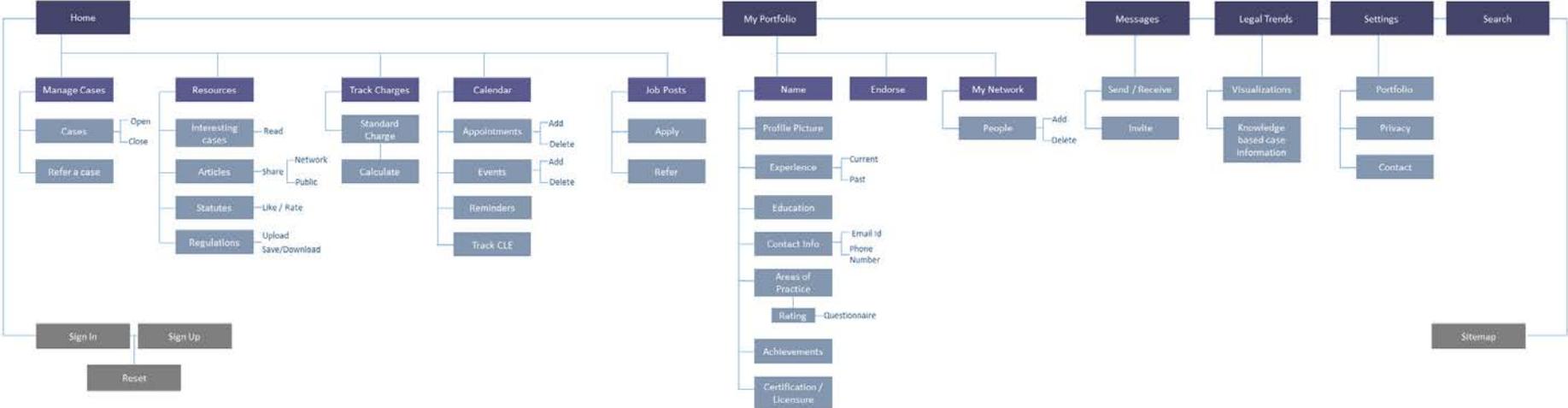
Flock of Legals

Step 3

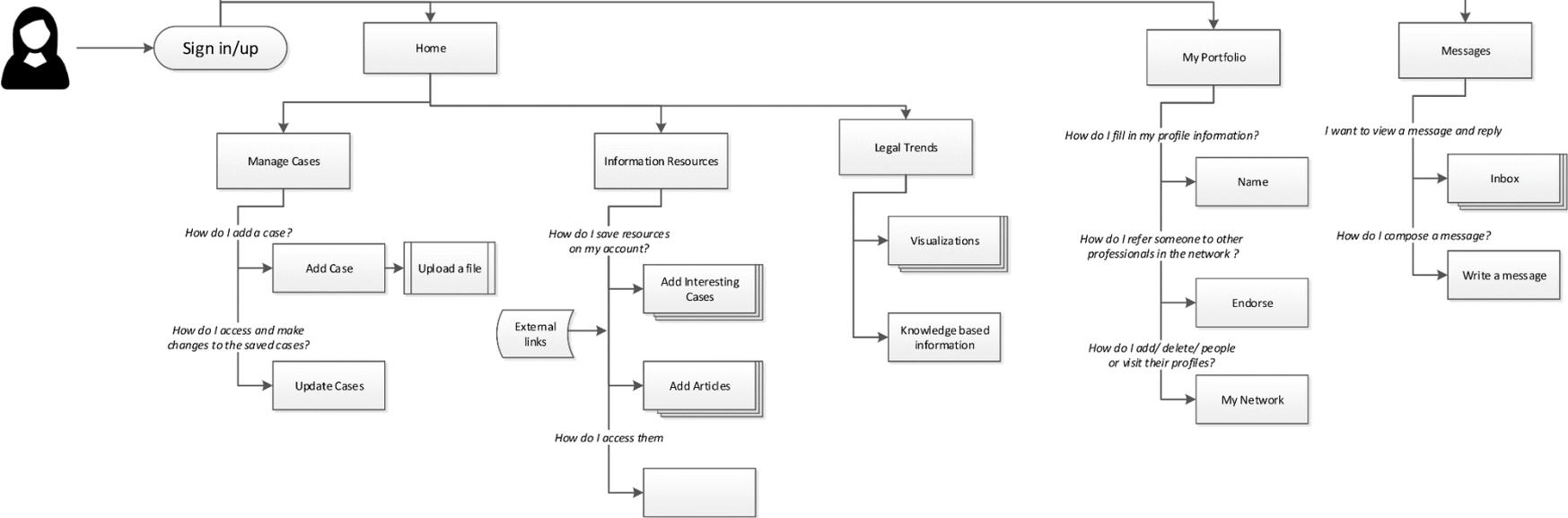


Flock of Legals

Information Architecture



Interaction Flow





Flock of Legals

Sign In

Username

Identification Number

Forgot password?

Not a member yet?

Sign Up

Home My Portfolio Messages Legal Trends



Visualizations

Knowledge based case information



Case 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id gravida neque, eu eleifend massa. Vivamus pulvinar



Case 2

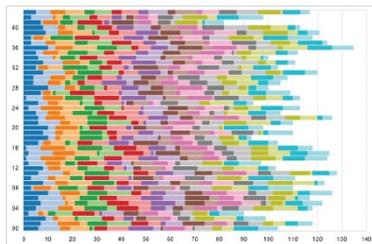
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id gravida neque, eu eleifend massa. Vivamus pulvinar



Case 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id gravida neque, eu eleifend massa. Vivamus pulvinar

Home My Portfolio Messages Legal Trends



Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id gravida neque, eu eleifend massa. Vivamus pulvinar tempus pulus ut hendrerit. Vestibulum eu pulvinae turpis. Aliquam sit amet, vel pellentesque lorem porttitor. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Sed sed nunc tunc ac bibi, accorriquo leo nec, malesuada diam. Vestibulum vestibulum, sem leo cursus lacina. Lectus orci laouls est, in eleifend diam erat sit amet magna. Ut hendrerit risus et aliquet circidunt. Donec sodales. Fugiat ut accumsan tempus elit lacus venenatis eu, id laoreet felis neque in libero. Duisque eleifend enim eros, non laoreet nisi. Tristique sit amet. Nulla sed e f iac.

Nam circidunt erantibus e f iac amet efficitur. Vivamus viverra sem ex, efficitur aliquet. Nisi pellentesque in. Vivamus accorriquo circidunt, dictum nibh sit amet, tristique mi. Sed vel finibus nibh. Suspendisse interdum ornare lectus, id hendrerit risus vulputate sit amet. Curabitur finibus molestie pulus, eu accumsan nulla feugiat non. Cras quis feugiat orci. In hac habitasse platea dictumst.

Home My Portfolio Messages Legal Trends



Manage Cases

Resources

Track Charges



Add Cases here

Manage Cases

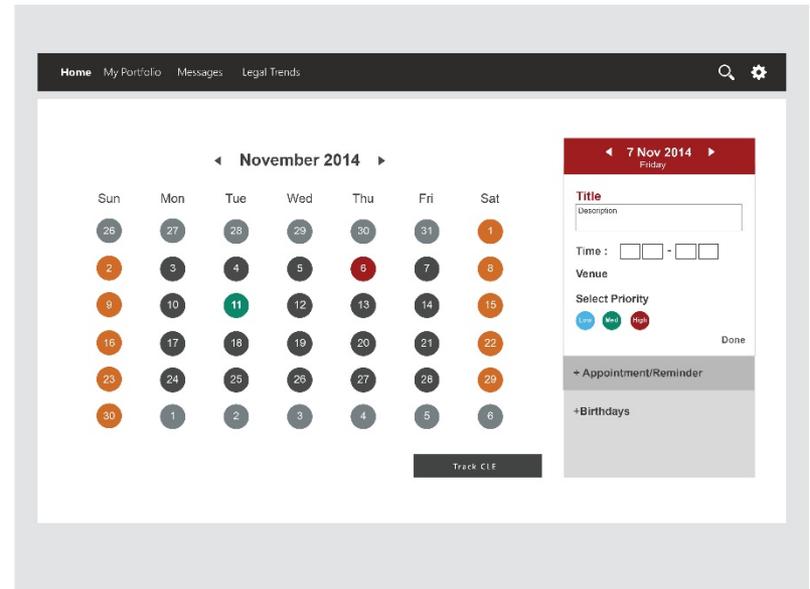
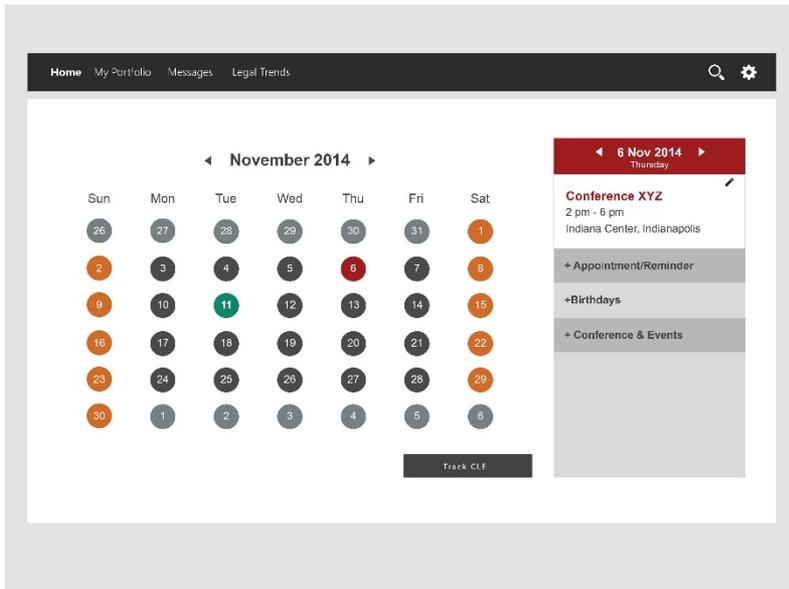
Nov 2014

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 1 | 2 | 3 | 4 | 5 | 6 |

Track CLC

Job opportunities





In Reviewing Our Work to Date

- What is the problem space
- What was our design/thought process
- Determined user requirements, including features and terminology
- Prepared initial sketches
- Focus group with four lawyers representing different ages, different levels of comfort with technology, different types of practice (litigation versus transaction) and different communication styles and preferences
- Adjusted features based on focus group feedback, minimizing or eliminating some features and modifying or adding others

Next Steps

- New name, but logo is probably fine
- Continue development of individual sections of website
- Finish interaction flow diagrams
- Prepare sample visualizations
- Second round of focus group interviews may be needed
- Submitted abstract for IUPUI Research Day 2015
- Presentation at conferences and/or journal article

Any Questions?

THANK YOU FOR ATTENDING TODAY'S
PRESENTATION!