

# **DIGITAL SOLUTION FOR LACK OF LEGAL KNOWLEDGE AND INACCESSIBILITY OF LEGAL SERVICES**



# Overview

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# Problem Description

Statement: Lack of Legal Knowledge and Inaccessibility of Legal Services in India

- Regardless of socioeconomic status, many individuals in India lack sufficient legal knowledge to understand their rights and obligations under the law, which can affect day-to-day activities and business. Low-income individuals often face barriers to accessing legal services and legal representation due to cost, lack of information, and systemic inequalities.
- The government's legal aid is unsuccessful for reasons like the appointment of inexperienced advocates, poor remuneration, and poor infrastructure.



# User Persona

## Urban Techie

01

Behavior: Priya (32) is tech-savvy & relies heavily on search engines to seek information. Follows influencers for legal advice.

Pain Point: Difficulty getting accurate information when needed. Example, remedy in case of missed flight.

Goals: A platform to gain a better understanding of her legal rights.

## Small-business Owner

02

Behavior: Vijay (54) is not very tech-savvy but uses social media on a smartphone.

Pain Point: Lacks knowledge of business laws and regulations. He does not know which paperwork is for him.

Goals: Access cost-effective and reliable legal advice and expert assistance with minimum time wastage.

03

Behavior: Deepak Mishra (38) lacks formal education. He relies on community networks for information.

Pain Point: Faces injury at work but is unsure of legal remedies for seeking compensation.

Goals: Access free or low-cost legal assistance from trusted sources.

# Sub problems



## Limited Access to Legal Aid

Low-income individuals often cannot afford the high costs associated with hiring a lawyer or accessing legal services, resulting in unequal access to justice and legal remedies.



## Complex Legal System

The legal process in India is often perceived as complex, intimidating, and inaccessible to ordinary citizens, making it difficult for citizens to navigate legal procedures and assert their rights effectively.



## Lack of Legal Education

There is a widespread lack of legal literacy and awareness among the general population, including both rich and poor individuals, leading to misunderstandings, disputes, and exploitation.

*Since the legal system and legal aid provided by the government are not controllable factors, the priority of the solution would be 'Lack of Legal Education' with a focus on spreading awareness regarding 'Legal Aid' available to low-income groups.*

# Solutions

*The prime goal is to simplify the law, make it accessible to common citizens, and educate them about their legal rights and potential legal remedies.*

*The big idea is to create a platform where people can easily get legal remedies to their problems. The various features of the platform are shared further:*

## **Virtual Legal Assistance Portal & Chatbot**

- Create a user-friendly online portal and mobile app connecting individuals with lawyers and legal experts.
- In addition, develop an AI-powered chatbot accessible through a website, mobile app, or messaging platforms like WhatsApp to provide instant legal assistance and guidance.
- The chatbot will use natural language processing (NLP) algorithms to understand users' queries and provide accurate responses in their local language.
- Offer various services, including legal information, procedural guidance, and basic legal advice on common legal issues.

# Solutions

## Legal Reform Advocacy & Matching Platform

- Develop an online platform and mobile app that matches low-income individuals with volunteer lawyers or legal aid organizations based on their specific legal needs.
- Utilize a matching algorithm to pair users with legal professionals with relevant expertise and availability to provide assistance.

## Online Legal Document Repository

- A centralized online repository of legal documents simplified in easy-to-understand terms.
- The documents will be organized by category (e.g., contracts, leases) and can be searched via filtering options to help users find relevant resources quickly.

# Prioritization based on RICE Framework

Features	Reach (Range 1-10)	Impact (Range 1-5)	Confidence (Range 10-100)	Efforts (Range 1-3)	Score (R*I*C/E)
Virtual portal and Chatbot	10	5	95	2	2375
Reform advocacy and matching	8	4	85	3	906.7
Online document repository	8	3	70	1	1680

- Virtual portal and Chatbot(must-have)
- Online document repository(should-have)
- Reform advocacy and matching(could-have)

\*It's important to recognise that the RICE framework is a valuable guide, but not an absolute determinant.

# Go-to-Market Strategy



1. Identify Target Audience: The target audience has been identified based on access to technology, pain points, and legal needs, focusing mainly on the urban region during the initial launch.

2. Product Development: The app would be built considering the pain points for 'urban techie' persona. The main USP would be the accuracy of AI in assisting customers both on the portal and the WhatsApp chat system. Later on, a toll-free phone-based assistance feature will be added for the rural population. The product would eventually incorporate user feedback.



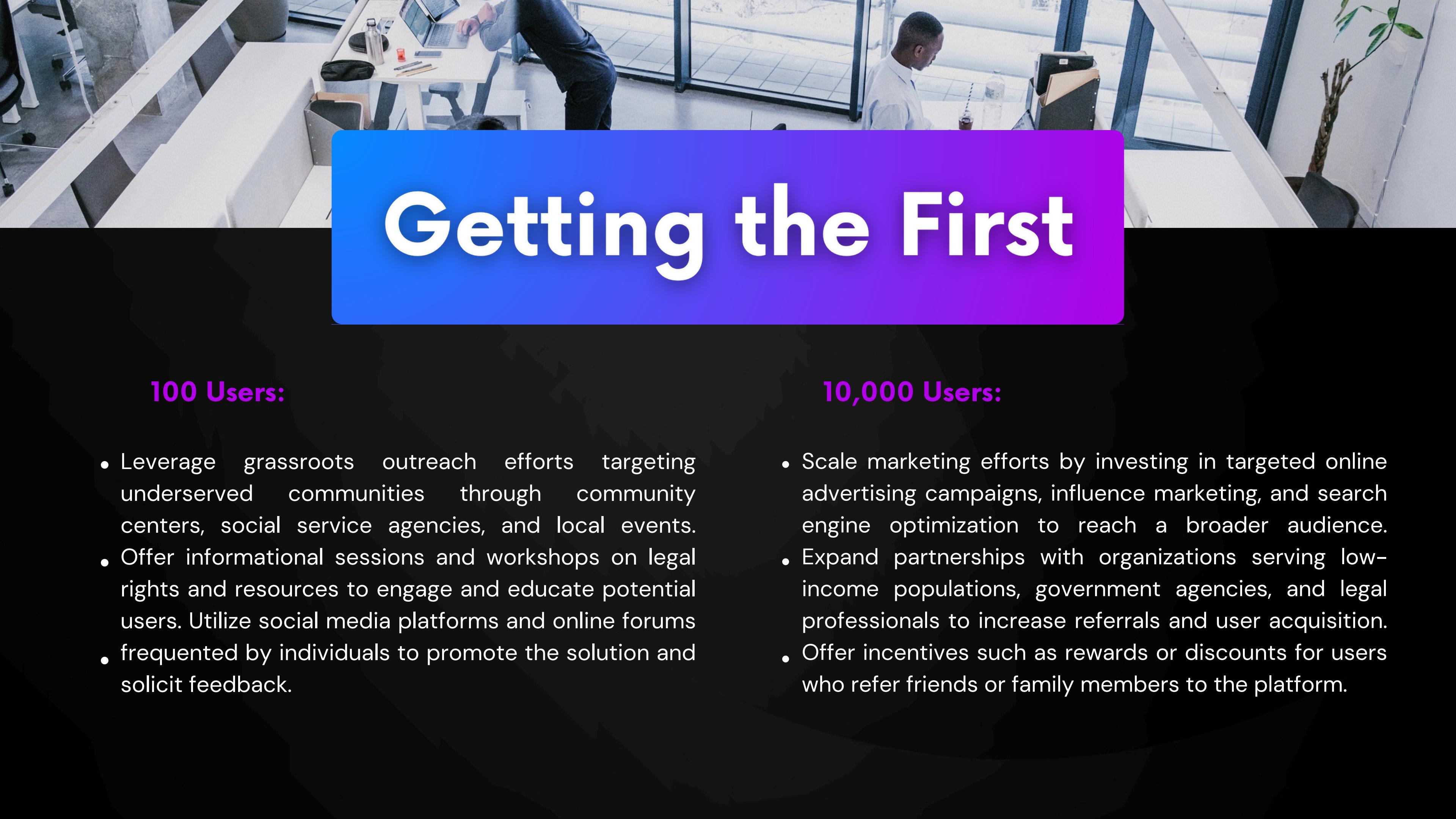
3. Marketing and Outreach: SEM and collaborations with influencers who share legal and educational advice to raise awareness and attract users. Content could be co-created with such creators for mutual benefits. For the rural area, collaboration with grassroots organizations and community leaders who have existing trust within underserved communities would help.

4. User Acquisition: Incentives such as free consultations, referral bonuses, or discounted legal services to encourage early adoption and word-of-mouth referrals for urban customers.



5. Partnerships and Collaborations: Forge partnerships with legal aid organizations, government agencies, universities, and community groups to expand the reach and impact of the solution. Collaborate with law schools to recruit student volunteers and interns to provide pro bono legal assistance and support services through the app.

6. Measure and Iterate: Continuously monitor user engagement, satisfaction, and outcomes to identify areas for improvement and iterate on the product and marketing strategies accordingly.



# Getting the First

## 100 Users:

- Leverage grassroots outreach efforts targeting underserved communities through community centers, social service agencies, and local events.
- Offer informational sessions and workshops on legal rights and resources to engage and educate potential users. Utilize social media platforms and online forums frequented by individuals to promote the solution and solicit feedback.

## 10,000 Users:

- Scale marketing efforts by investing in targeted online advertising campaigns, influence marketing, and search engine optimization to reach a broader audience.
- Expand partnerships with organizations serving low-income populations, government agencies, and legal professionals to increase referrals and user acquisition.
- Offer incentives such as rewards or discounts for users who refer friends or family members to the platform.

# Monetization Strategies



**Freemium Model:** Basic access to the legal aid app or community legal outreach program for free, with premium features or services available for a subscription fee.



**Commission or Referral Fees:** Revenue by charging legal professionals or service providers a commission or referral fee for clients referred through the platform.



**Sponsorships and Grants:** Sponsorship deals or grant funding from legal organizations, government agencies, or corporate sponsors interested in supporting access to justice initiatives for low-income communities.



**Donations and Crowdfunding:** Donations from users, supporters, and philanthropic organizations to fund the ongoing operation and expansion of the solution and navigate legal processes independently.



# THANK YOU

For watching this presentation

Adeeba Khan

IITKHARAGPUR

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