

UX Research for Taproot Law's Outreach Initiatives

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Abstract:

As a research team, our objective is to conduct a comprehensive study that aims to enhance the digital outreach and accessibility of Taproot Law's services, particularly for clients within the age range(s) of 18-24, 25-34, 35-54, and those with limited internet access. Utilizing a mixed-methods approach, the study combines secondary research on existing legal service delivery models and internet accessibility with primary research, including surveys and usability testing of flyers.

Preliminary findings advocate for the integration of user-friendly, low-tech options, such as informational flyers and QR codes, to improve service accessibility. These insights will inform the development of innovative service delivery models that align with Taproot Law's commitment to accessible and client-centered legal solutions.

Objective of the study:

To enhance the accessibility and affordability of legal services offered by Taproot Law, focusing on the needs of elderly populations and individuals with limited internet access.

Research Methodologies

In the span of four weeks, we built and conducted a two-phase survey with the intent to obtain user demographic, digital law advice preference, and usability testing data. After week two, we took Spring Break off and resumed a week later. This long pause did not affect our research study. We pulled quantitative throughout our Phase I and Qualitative data throughout our

phase II, with the intent of rating flier's that we used to measure engagement on digital roots.

Phase I: User Demographics and Understanding

In Phase I of our research, we conducted a comprehensive survey aimed at understanding the demographics, technological preferences, and geographical distribution of our student participants.

Utilizing an organized and methodological approach, we designed a questionnaire that was distributed among students at Minskoff Pavillion, Wells Hall, International Center, and The MSU Libraries.

Research and Results

The majority of survey respondents were in the 18-24 age range (**see Figure 1**), particularly students at Michigan State University. Due to time constraints, location, and resources, this study was limited to the inclusion of older participants.

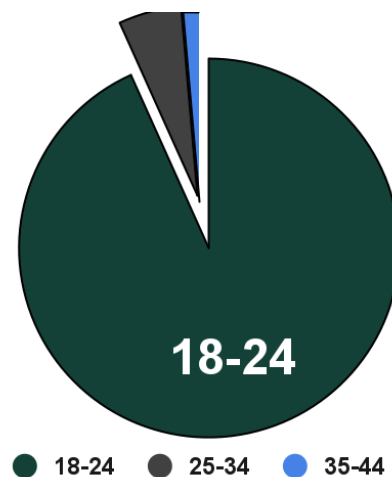


Fig 1: Age Range

A high majority of the participants reside in Michigan, aligning with our survey's geographical focus. The majority reside in Southeast and West Michigan, indicating a concentration of respondents in these regions.

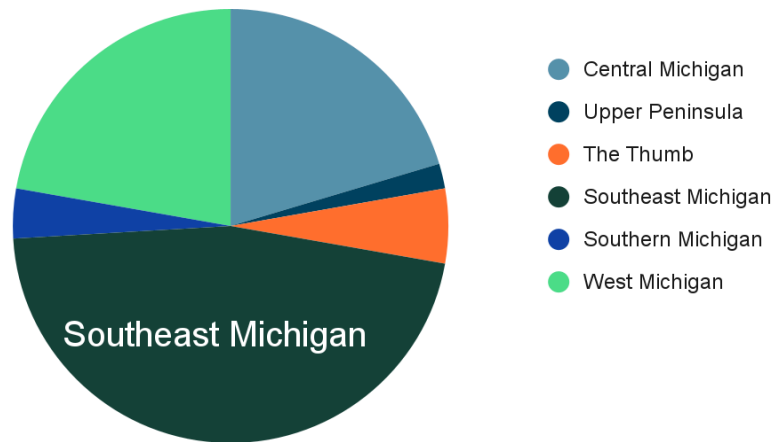


Fig 2: *Regional Distribution within Michigan*

Phase 2: User Demographics and Understanding

In Phase 2 of our research, we implemented a varied approach, leveraging Heuristic Analysis conducted via Qualtrics alongside data collection through flyers and website interactions. We sought two outcomes: to evaluate the usability and user experience of the law firms physical and digital footprints to identify opportunities for enhancing accessibility and efficiency in legal services.

This report outlines our Phase 2 methodology, finding, and recommendations from our careful look on how people utilize Taproot's services. Through our research, we endeavor to make legal assistance more inclusive and efficient.

Phase 2: Methodology

Primary Research:

- **User Interviews:** Conduct interviews with Taproot Law's current and potential clients, with a focus on elderly populations.

- **Usability Testing:** If our advertisement flier is considered feasible, conduct usability testing with participants to identify design and functionality issues with a high-fidelity prototype. For low-tech solutions, test the effectiveness of printed materials and workshops.
- **Surveys:** Utilize post-interaction surveys to collect quantitative and qualitative feedback on the proposed solutions, preferably through the Qualtrics Platform.

Data Collection:

- **Collection Dates:** Begin data collection on April 3rd, 2024, with preliminary findings from secondary research and initial user interviews.
- **Usability Testing Locations:** Minskoff Pavillion and the International Center, each building allocated 30 minutes per location.
- **Analysis Tools:** Use Qualtrics for survey data collection and analysis.

Ethical Consideration:

- **Informed Consent:** Maintained transparency throughout the research process by openly addressing any questions or concerns raised by participants.
- **Data Privacy:** Implemented secure measures to protect participants privacy and confidentiality throughout the data collection and analysis process.

Phase 2: Research and Results

After conducting usability testing on our flier, we identified several improvement areas which **could improve** Taproot's Consumer Outreach.

Participants found the typography misplaced and suggested largest, clearer font choices. The tree logo, appreciated for its symbolism, was recommended to be enlarged for better prominence. Opinions on the firm's name and logo **were mixed**, with some appreciating the visibility and others suggesting dimming the bright colors for balance. The placement of the contact was mostly favored for its visibility, though some suggested better contrast.

In terms of audience perception, responses varied: some viewed Taproot as serving a broad clientele, others saw it as locally focused on Northern Michigan, and some were unclear about the target audience. Participant ratings indicated moderate to high clarity with an average of **7.33/10**, and a slightly higher connection to Taproot's services at **7.4/10**. The average confusion rating was low at **3.25/10**, suggesting minimal present ambiguities. Overall, the flier effectively communicates Taproot's services but could benefit from visual and informational clarity enhancements.

Conclusion

This study highlights that young adults aged 18-24, primarily based in Michigan often engage with legal information online, with some not actively seeking legal advice. Key findings show that social media, particularly Reddit and Google, are important for legal advice, emphasizing the need for Taproot Law to enhance its online visibility. Website traffic is focused on learning about services and pricing, indicating the necessity for a clear and navigable website with easily accessible content.

Concerns about online security are significant, with a cautious approach to submitting confidential information, stressing the importance of robust digital security measures. While there is a preference for in-person interactions, **digital communications via email and phone are also prevalent.**

We recommend that Taproot Law optimize their digital presence through targeted social media strategies, flier-based library networking, and an SEO-optimized website. Simplifying legal jargon and ensuring strong online security are crucial. Despite the focus on digital improvements, maintaining

and enhancing in-person consultation opportunities remains important to meet client preferences effectively.