**Introduction**

* Group members
  + Matthew Hernandez
  + Chris Emerson
  + Victoria Travier
  + Hannia Gonzalez
  + Kyle Bretzius
* Context/Problem(Research Objectives)
  + Add problem statement here, then transition below:
  + To explore and validate innovative solutions that align with Taproot Law’s mission to provide accessible and affordable legal services, with a particular focus on elderly populations and individuals with limited internet access. These solutions may include a mobile app, digital products, and low-tech or no-tech alternatives.
* Methodologies/Technology use
  + Canva to construct a flier for taproot law as a type of ad, talked about taproots specific services, contacts and a QR code to schedule a virtual appointment.
  + Qualtrics was used to gather specific research from students around campus. We created two taproot digital surveys, both phase 1 and 2. Phase 1 addressed demographics and basic questions (How old are you, What region of Michigan do you reside, How is your internet speed, etc…) While phase 2 addressed specific questions about the flier
  + Try to incorporate timeline here…. briefly go over it and mention any delays we may have hit.

**Timeline**

* The project, starting around February 7th and ending April 17th, involved developing a research plan with Taproot, creating an app, and conducting usability testing. Some key phases were designing wireframes and Canva flyers and carrying out usability testing across different locations on campus. After spring break, we finalized the flier, revised presentation materials, and spent time analyzing data from our qualtrics research

**Context for Data**

User Demographics, etc…

* In our research we gathered that people taking the survey are aged 18-35. The majority of these people all live in the state of Michigan, from Central Michigan to Southern Michigan. The majority of people seem to have reliable internet connections and either search for legal advice 1-2 times on the internet primarily using google for legal advice questions.The primary goal we gathered from people visiting a law firms website was to learn about legal services offered, showing us that is something that should be front and center of the design. Majority of people like to meet in person with a law firm, but a solid amount prefer emails or phone calls.
* The most popular problem that our participants found challenging when searching for legal information online was “understanding legal jargon” which tells us we need to be able to make the communication more accessible.
* The most popular feature that customers want when looking around a legal app is “Legal service options with estimated prices”. A pretty straightforward indicator on what should be front and center
* To accommodate for the lack of outreach to older age groups, we reached out to Dr. Casey McArdle (Director of Experience Architecture), inquired about sending this survey out to faculty members who resembled the age-range, assuming this age group was more than likely to inquire about the services that Taproot has.

**Data Collection/Analysis**

* Our project focuses on gathering demographic data and legal preferences from users via surveys in order to better tailor legal services. By examining variables such as age, gender, and legal needs, we hope to make our legal resources more accessible and relevant to our clientele. This phase ensures that our services are carefully adjusted to fit our users' individual needs and preferences, thereby improving their entire experience.
* We use heuristic analysis using Qualtrics to evaluate the usability of our legal information media, such as flyers based on user feedback. This method helps in identifying and correcting usability issues, ensuring that our contents are not only informative but also simple to navigate and understand. The goal is to improve accessibility and usability, making legal knowledge more approachable to our target audience.
* Comparative analysis enables us to compare our communication strategies and service delivery to those of other companies, focusing on clarity and accessibility. We aim to improve how we provide legal information by finding best practices and areas for innovation, as well as lowering jargon and boosting understanding. This strategy aims to provide better service while distinguishing the firm in the legal industry.

**Expected Impacts**

* Findings and recommendations

**Stakeholder Engagement**

* (How did we keep taproot law informed and involved throughout the research process, including regular updates, meetings, and feedback sessions)
* We met with taproot law a couple of times during the semester while working on this project, in the meetings we were given more insight into the thought process behind the website and how they try to target certain users

**Accessibility**

* (How we ensure solutions are accessible to all users)
* The flier was made to ensure that people of any age can gather information from it which is why it is somewhat simple and highlights the main features of taproot

**Conclusion and Next Steps**

* Our project aims to make taproot laws legal services accessible to more people, while focusing on elderly populations and places with limited internet access. Research that our team conducted revealed demographic trends and stressed clear communication.

### **1. Title Slide**

* Project title
* Date
* Presenter’s name and role

### **2. Introduction**

* Brief introduction to the project
* Overview of the product/service being evaluated
* Purpose of the UX research

### **3. Research Objectives**

* Specific goals of the research
* Key questions you aimed to answer

### **4. Methodology**

* Description of research methods used (e.g., surveys, interviews, usability testing)
* Reasoning for choosing these methods
* Information about participants (demographic, number of participants)

### **5. Key Findings**

* Summary of major insights from the research
* Include important data points, quotes from participants, and relevant images or videos
* Break down findings into key themes or issues identified

### **6. User Personas (if applicable)**

* Presentation of user personas developed from research data
* Key characteristics and needs of each persona

### **7. Journey Maps (if applicable)**

* User journey maps that illustrate the user experience
* Highlight pain points and opportunities for improvement

### **8. Recommendations**

* Actionable suggestions based on research findings
* Prioritize recommendations based on impact and feasibility

### **9. Conclusion**

* Recap of the research objectives and how the findings address them
* Final thoughts or next steps

### **10. Q&A**

* Allow time for questions and answers to engage with your audience

### **11. Appendices**

* Additional data or detailed findings that are too extensive for earlier sections
* Can include raw data, full user interviews, detailed methodology, etc.

### **12. References**

* Cite any external sources, tools, or materials used during research