**Research Proposal Memo**

**To:** Taproot Law

**From:** Matthew H, Hannia G, Victoria T, Christopher E, Kyle, B.

**Date:** February 7th, 2024

**Subject:** Requesting clarification on brand image and quantitative data regarding user demographics.

**Purpose**

We propose to notify the Taproot Law Firm team about our development of mobile app prototypes aimed at improving digital accessibility and ease of access for Taproot’s clients. Focusing on user experience, we intend to use both quantitative and qualitative data to gain a deeper understanding of the target audience for our prototypes.

**Inquiries Regarding Taproot’s Website Design Decisions**

1. **Brand Image & Website Design Clarification**
   1. What is the symbolism or meaning behind your logo?
   2. The website’s earthy design suggests an environmental focus. Could you elaborate on the decision to adopt this theme?
   3. Is there a specific reason for featuring a tree image in the background? Would you consider an alternative image that more directly reflects the ‘*legal tech*’ theme?
2. **‘Make It Legal’** Category and Its Subcategories
   1. What inspired the creation of the ‘Make It Legal’ category, along with its subcategories such as Estate Planning, Disputes & Litigation, etc?
3. **Careers Section**
   1. Have you considered adding a ‘Careers’ section to the website to attract qualified individuals interested in joining your team?
4. **Client Demographic Data** (quantitative ranges preferred, statistical representations preferred) - we are requesting client demographic information, specifically:
   1. Age
   2. Occupation(s)
   3. Income
   4. Rural/Urban Locations
   5. Most requested legal services.