Scales and Tales:
Legal Aid Trails Unveiled

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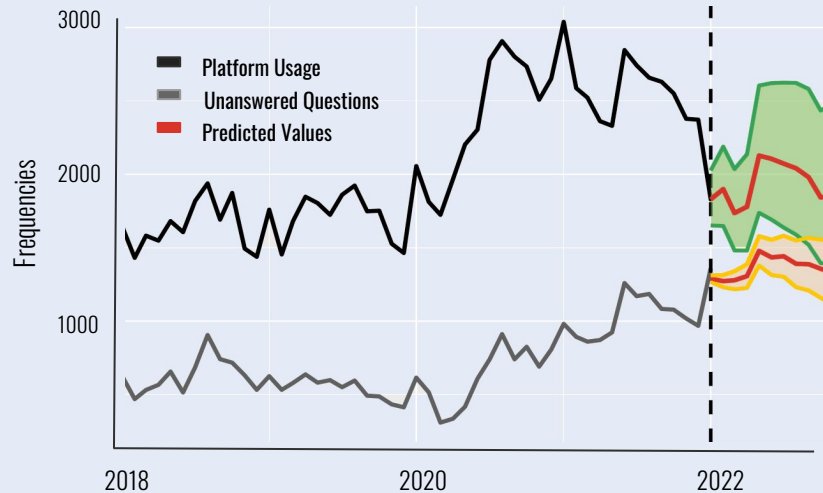
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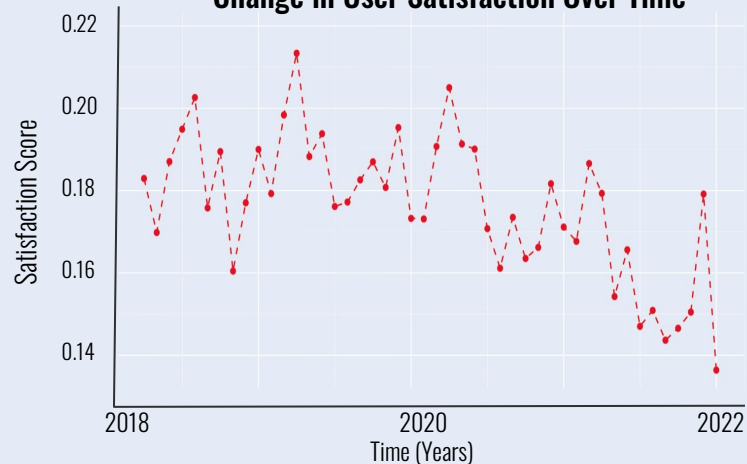
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Team Big Brothers, Coaches, and Shmeefers

Forecasting for 2022

Legend:
- Platform Usage
- Unanswered Questions
- Predicted Values

**Change in User Satisfaction Over Time**

Observations and Insights:

- If the trend continues, we can forecast that there will be an **increase** in the unanswered questions rate which can lead to an overall **decrease** in platform usage

- Locations with **high demands** tend to have **high unanswered** rates indicating a great shortage in the amount of attorneys

- Clients become **dissatisfied** as unanswered questions increase

- There is a **26.83%** decrease in overall satisfaction from 1st half to 2nd half of 2021

- **11** states (CO, DE, KY, MN, MT, NV, ND, OH, OR, RI, WA) have **no clients/attorney** observations

1st half 2021

2nd Half 2021 + Jan 2022
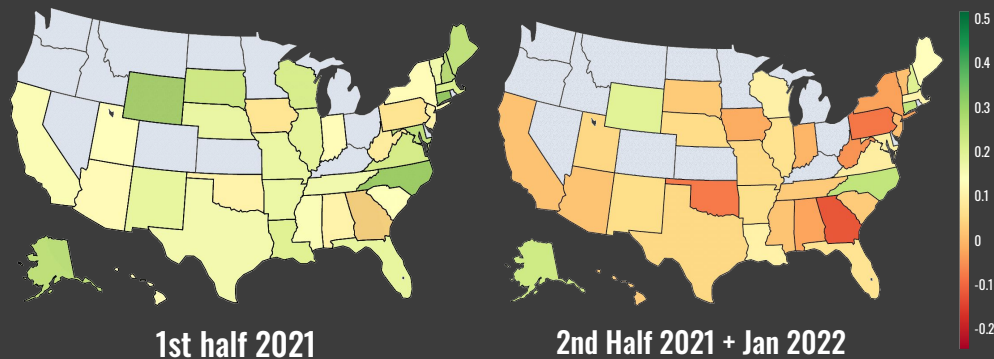
Seasonal Trend in Questions Being Asked Over Time
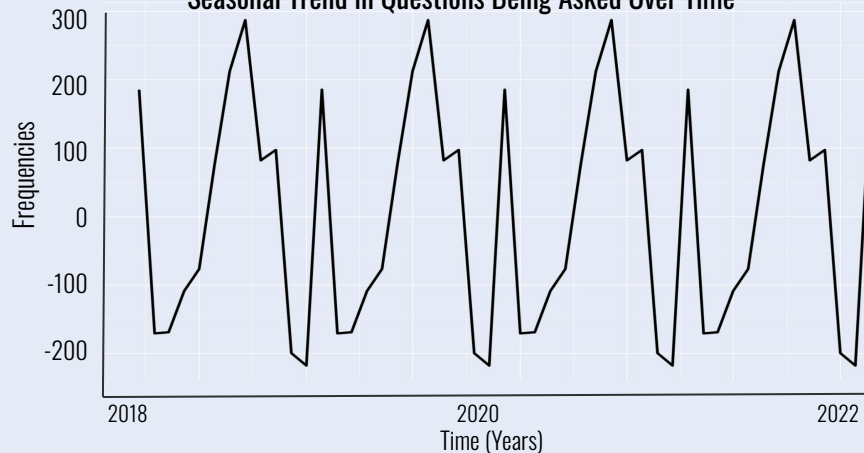
Next Steps and Limitations:

1. Continue observing the trend of overall usage of the platform to see if trend is short or long term
2. Add Features that allow clients and attorneys to provide feedback
   - Rating system to observe efficacy and user satisfaction
3. Potential subjectivity in text analysis
   - Used an unsupervised classification method for text, so we should try to add data for true labels of sentiment

Recommendations:

1. Improving Outreach for Potential User Population
   - Community/Government outreach and social media campaigns
   - Target underrepresented locations and times/seasons based on cold spots and critical seasons
2. Improving Outreach and Performance for Volunteer Attorneys
   - Partner with firms as there is are law schools and legal firms in every state (American Bar Association)
   - Improve attorney curriculum and trainings in highly unsatisfied client case subcategories

Subcategories: Top 10 Best and Worst Sentiment Ratings