

# Represent Yourself - Product Specification

## Executive Summary

**Represent Yourself** is an AI-powered legal assistant designed specifically for self-represented litigants (pro se / litigants in person). It combines document generation, case analysis, and procedural guidance into a native desktop application that helps ordinary people navigate complex legal proceedings without expensive legal representation.

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## Problem Statement

### The Access to Justice Gap

1. **Legal representation is unaffordable** - Average hourly rates for lawyers range from \$200-\$500+. A typical civil case costs \$10,000-\$50,000+ in legal fees.
  2. **Self-representation is overwhelming** - Court procedures, legal terminology, document formatting, and deadlines create massive barriers for non-lawyers.
  3. **Existing tools are inadequate** - Legal templates are generic. ChatGPT gives generic answers. Neither understands your specific case context.
  4. **Information asymmetry** - Opposing parties with lawyers have massive advantages in knowing procedures, deadlines, and effective arguments.
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## Solution

**Represent Yourself** provides:

- **Deep case understanding** - Upload all your documents once, AI builds comprehensive case profile
- **Document generation** - Court-ready documents with proper formatting and legal language
- **Procedural guidance** - Step-by-step guidance through court procedures
- **Strategic analysis** - Honest assessment of case strengths, weaknesses, and risks
- **Deadline management** - Never miss a filing deadline

- **Hearing preparation** - Mock hearings and cross-examination practice
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## Target Users

### Primary: Self-Represented Litigants

- **Civil litigation** defendants/plaintiffs
- **Family law** (divorce, custody, child support)
- **Employment disputes** (wrongful termination, discrimination)
- **Landlord-tenant** disputes
- **Small claims** escalated to higher courts
- **Consumer protection** cases

### User Personas

**1. Sarah - Divorce Litigant** - Going through contested divorce - Spouse has lawyer, she doesn't - Needs help with financial disclosures, custody arrangements - Budget: Can't afford \$300/hour lawyer

**2. Marcus - Employment Dispute** - Wrongfully terminated, filed complaint - Company responded with motion to dismiss - Needs to file opposition within 14 days - Has evidence but doesn't know how to present it

**3. Chen - Landlord Dispute** - Suing landlord for security deposit - Case escalated beyond small claims - Intimidated by formal court procedures - English is second language

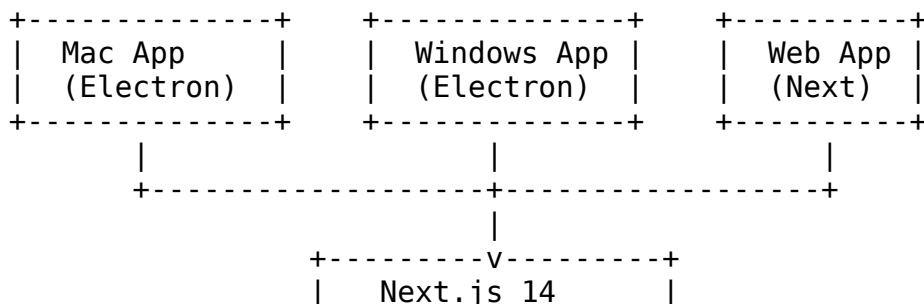
### Secondary: Legal Aid Organizations

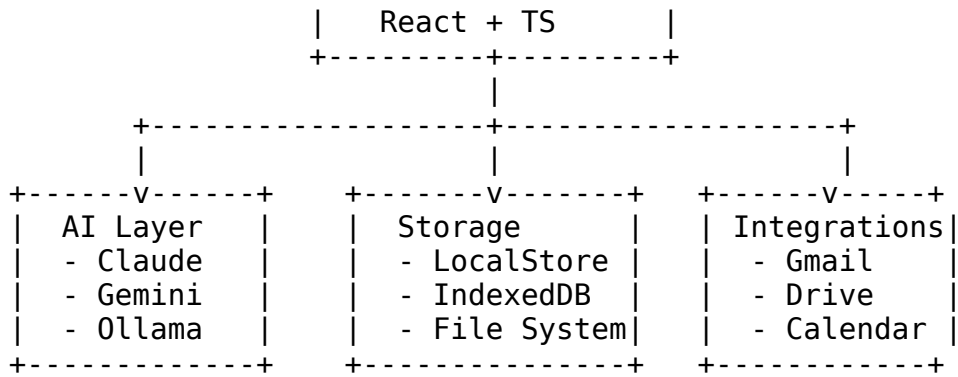
- Provide tool to clients they can't fully represent
  - Training resource for pro bono attorneys
  - Intake and case assessment assistance
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## Product Architecture

### Platform Strategy

REPRESENT YOURSELF





### Technical Stack

Layer	Technology	Purpose
<b>Frontend</b>	Next.js 14, React 18, TypeScript	App framework
<b>Styling</b>	Tailwind CSS, Radix UI	Design system
<b>Desktop</b>	Electron 28	Native Mac/Windows apps
<b>State</b>	Zustand + localStorage	Client-side persistence
<b>AI</b>	Claude API, Gemini API, Ollama	LLM providers
<b>Integrations</b>	Google APIs (Gmail, Drive, Calendar)	Productivity
<b>PDF</b>	pdf.js, pdf-lib	Document handling

### Data Architecture

User Data (100% Client-Side)

```

|
+-- Case Profile
|   +-- Parties (plaintiffs, defendants, lawyers)
|   +-- Court details (case number, judge, jurisdiction)
|   +-- Procedural history
|   +-- Related proceedings
|
+-- Documents
|   +-- Uploaded files (PDF, DOCX, images)
|   +-- AI analysis results
|   +-- Generated drafts
|   +-- Filed documents
|
+-- Exhibits
|   +-- Exhibit metadata
|   +-- Bundles
|   +-- Page references
|
+-- Timeline
  
```

- | +-- Events (filings, hearings, deadlines)
- | +-- AI-extracted dates
- | +-- User-added events
- |
- +-- Configuration
  - +-- AI provider settings
  - +-- Google OAuth tokens
  - +-- UI preferences

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## Feature Set

### Phase 1: Core (Current)

#### 1. Case Setup & Onboarding

- AI-powered setup wizard
- Upload documents, AI extracts case details
- Guided questions to fill gaps
- Auto-generates case profile

#### 2. Document Drafting

- **5 document types:**
  - Affidavit/Affirmation
  - Written Submissions
  - Skeleton Arguments
  - Letter to Court
  - Response/Reply
- Step-by-step wizard interface
- Court-specific formatting
- Export to DOCX/PDF

#### 3. Document Analysis

- Upload any legal document
- AI extracts:
  - Document type and purpose
  - Key facts and dates
  - Legal issues raised
  - Required responses
  - Deadlines triggered

#### 4. Evidence Management

- Exhibit cataloging with metadata
- Bundle creation for hearings
- Page numbering and indexing

- Status tracking (draft to filed to admitted)

#### *5. Timeline Builder*

- Chronological case visualization
- Event categorization (court/opposing/yours/victory)
- Deadline highlighting
- AI-assisted date extraction from documents

#### *6. AI Assistant Chat*

- Context-aware legal Q&A
- Knows your case details
- Explains procedures in plain English
- Suggests next steps

#### *7. Plain Language Translator*

- Paste legal jargon, get plain English
- Key term glossary
- “What this means for you” summary
- Action items extraction

### **Phase 2: Strategic Tools**

#### *8. Case Analyzer*

- Comprehensive strength/weakness assessment
- Risk scoring (0-100)
- Win probability estimation
- Strategic recommendations

#### *9. Procedure Guide*

- Court-specific procedure handbook
- Step-by-step filing instructions
- Form requirements
- Fee schedules

#### *10. Discovery Helper*

- Analyze discovery requests
- Identify responsive documents
- Draft objections
- Privilege log assistance

#### *11. Motion Response Wizard*

- Parse opposing motions
- Generate point-by-point responses
- Legal authority suggestions

- Filing checklist

#### *12. Deadline Calculator*

- Auto-calculate procedural deadlines
- Calendar integration
- Reminder notifications
- “Days remaining” tracking

### **Phase 3: Advanced Features**

#### *13. Hearing Simulator*

- Mock hearing practice
- AI plays opposing counsel
- Cross-examination prep
- Judge Q&A simulation

#### *14. Opponent Intelligence*

- Track opposing party patterns
- Analyze their filing history
- Predict likely arguments
- Identify weaknesses

#### *15. Settlement Calculator*

- Model settlement scenarios
- Risk-adjusted valuations
- Negotiation ranges
- Walk-away points

#### *16. Risk Scorecard*

- Multi-factor risk assessment
- Litigation cost projections
- Outcome probability matrix
- Decision support

#### *17. Legal GPS*

- Visual case navigation
- “You are here” indicator
- Next steps guidance
- Milestone tracking

#### *18. Bundle Generator*

- Auto-generate hearing bundles
- Court-compliant formatting
- Index generation

- Paginated PDF output

## Phase 4: Integrations

### 19. Gmail Integration

- Monitor case-related emails
- Auto-categorize by sender
- Extract deadlines from emails
- Draft responses

### 20. Google Drive Integration

- Sync documents to Drive
- Collaborative editing
- Version history
- Backup protection

### 21. Calendar Integration

- Sync deadlines and hearings
  - Reminder scheduling
  - Preparation timelines
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## User Experience

### Design Principles

1. **Calm, not overwhelming** - Legal matters are stressful. UI should feel supportive, not add anxiety.
2. **Guide, don't dump** - Never show 50 options at once. Progressive disclosure with clear next steps.
3. **Plain language first** - Explain everything in plain English. Legal terms always have definitions.
4. **Mobile-ready but desktop-focused** - Legal work needs big screens. Mobile for reference only.
5. **Offline-capable** - Documents and case data work offline. AI features need connection.

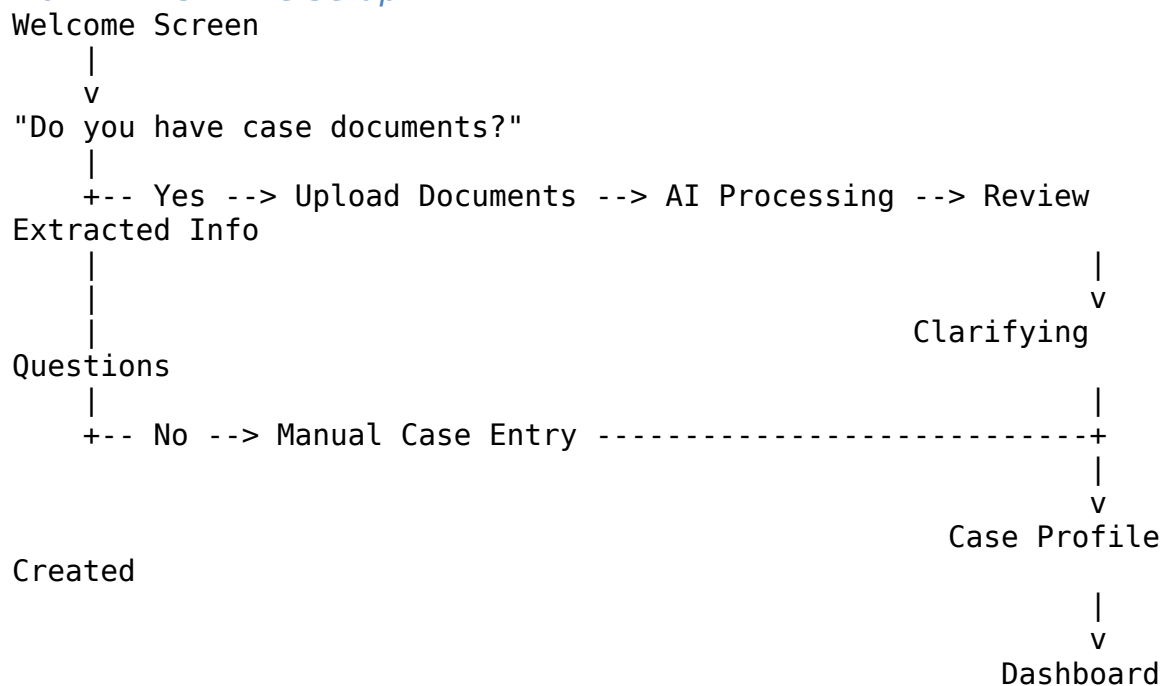
### Navigation Structure

+-----+-----+-----+-----+-----+-----+					
	[Logo]	Represent Yourself		[Cmd+K]	[gear]
+-----+-----+-----+-----+-----+-----+					
	OVERVIEW				
	o Dashboard				
	o My Case				
			MAIN CONTENT AREA		

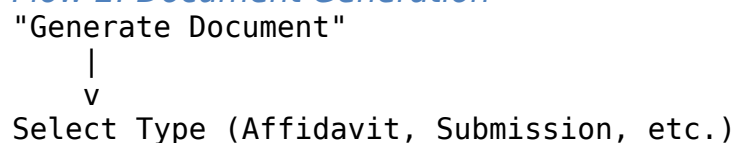
PREPARE <ul style="list-style-type: none"> <li>o Documents</li> <li>o Evidence</li> <li>o Timeline</li> </ul> ANALYZE <ul style="list-style-type: none"> <li>o Case</li> <li>o Arguments</li> <li>o Opponent</li> </ul> TOOLS <ul style="list-style-type: none"> <li>o AI Chat</li> <li>o Translate</li> <li>o Deadlines</li> <li>o Procedure</li> </ul> ----- <ul style="list-style-type: none"> <li>o Settings</li> </ul>	<ul style="list-style-type: none"> <li>- Views render here</li> <li>- Full width</li> <li>- Scrollable</li> </ul>
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## Key Flows

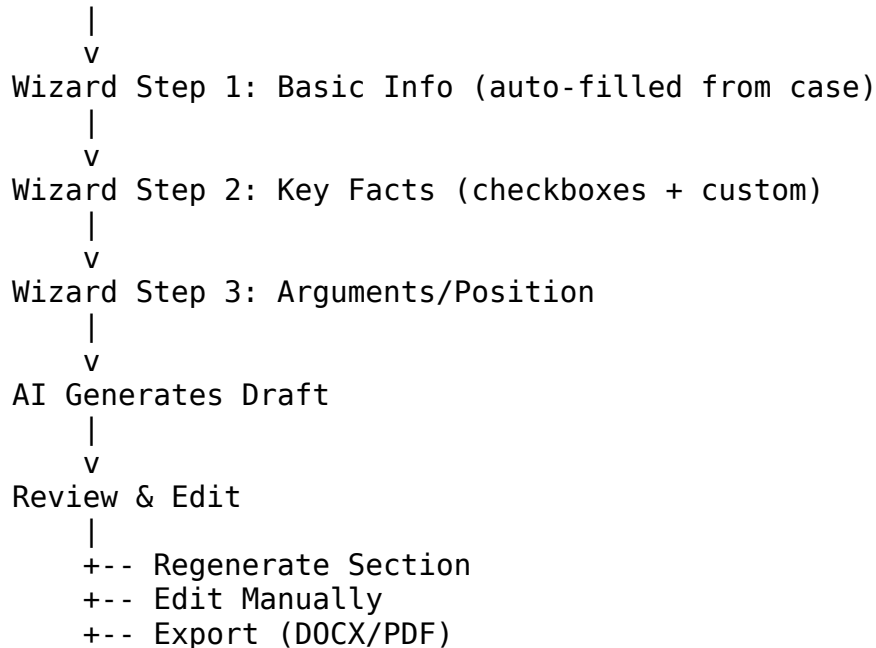
### Flow 1: First-Time Setup



### Flow 2: Document Generation







## AI Strategy

### Strategic Foundation

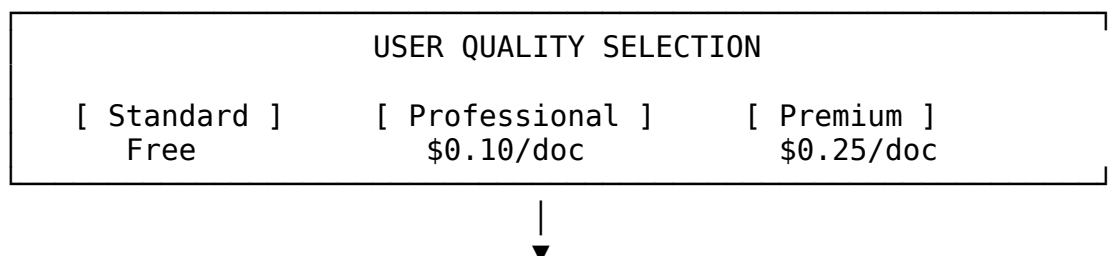
#### Core Decision: API-First, Not Open Source

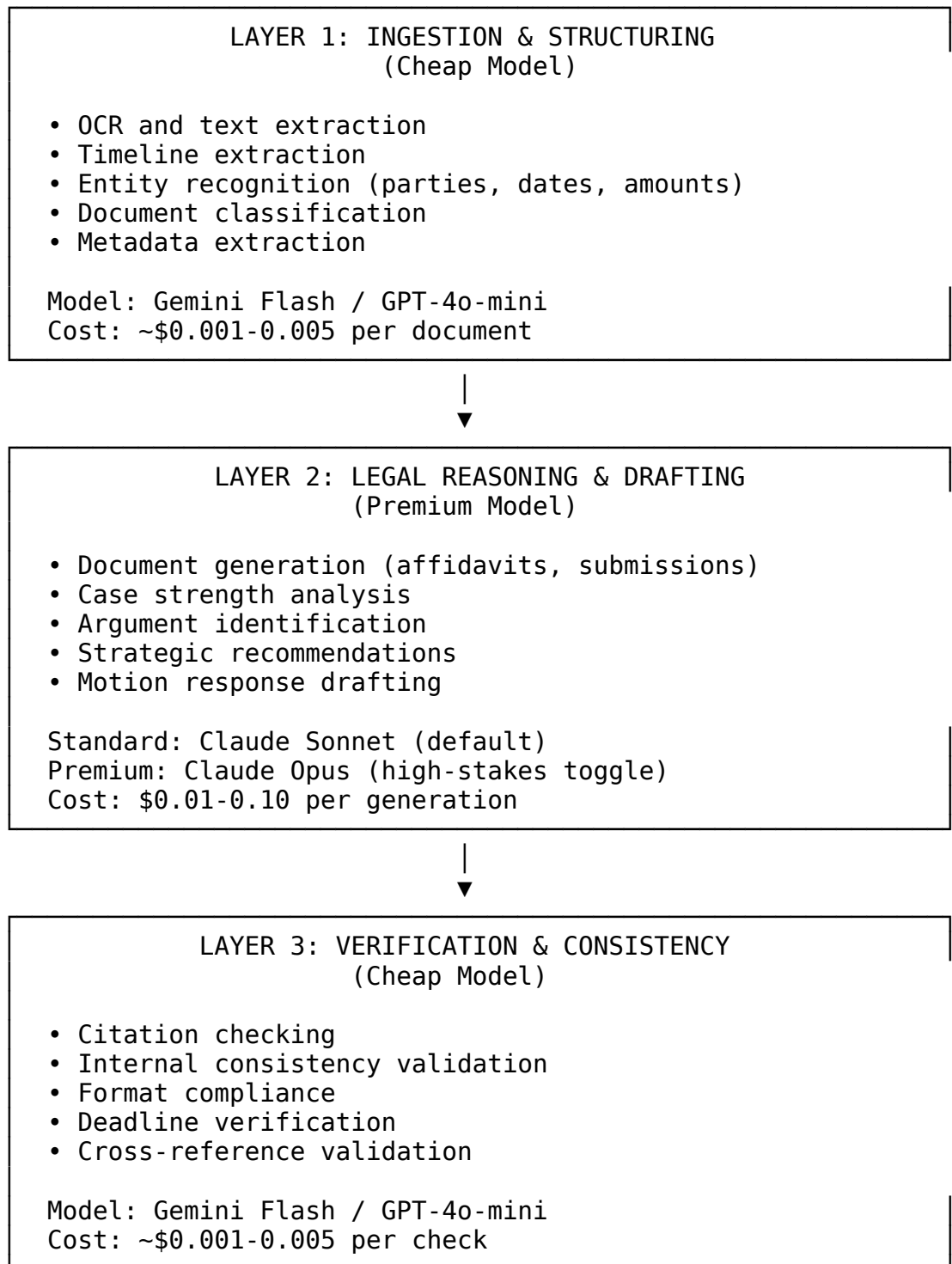
Open-source LLMs are a margin-expansion tool, not a foundation: - At low user counts, APIs are significantly cheaper - Fixed infrastructure costs for self-hosted: \$3,500-8,000+/month - API costs at early stage: \$400-900/month - Open-source only becomes economical at large, predictable scale

**Why Not Self-Hosted Open Source:** - High fixed infrastructure costs - DevOps + ML maintenance burden - Lower reasoning reliability for legal tasks - Silent failures are unacceptable in legal products - No frontier open model can run locally (Qwen3-235B needs 4-8x H100 GPUs)

### Three-Layer Model Architecture

Users choose **quality tier**, not models. The system routes intelligently.





## Context Window Strategy

### **Critical Insight: Large context ≠ legal reasoning quality**

No model (open or closed) should ingest an entire lawsuit at once. The correct approach:

STRUCTURED CASE MEMORY
<div>Case Profile (always in context)<ul style="list-style-type: none"><li>Parties &amp; roles</li><li>Key dates &amp; deadlines</li><li>Current procedural status</li><li>Core claims &amp; defenses</li><li>Strengths &amp; weaknesses summary</li></ul></div> <div>RAG Layer (retrieved on demand)<ul style="list-style-type: none"><li>Full document text (chunked, embedded)</li><li>Exhibit contents</li><li>Previous filings</li><li>Relevant case law</li></ul></div> <div>Multi-Pass Drafting<ul style="list-style-type: none"><li>Pass 1: Outline generation</li><li>Pass 2: Section-by-section drafting</li><li>Pass 3: Integration &amp; consistency</li><li>Pass 4: Final verification</li></ul></div>

Quality Tiers (User-Facing)

Tier	What User Sees	Backend Reality	Price
Standard	“Good for drafts”	Gemini + Sonnet	Free (limited)
Professional	“Recommended”	Gemini + Sonnet + verification	\$0.10/doc
Premium	“Best quality”	Gemini + Opus + verification	\$0.25/doc

Users never see model names. They see quality and use-case descriptions.

Provider Stack

**Layer 1 & 3 (Cheap Operations):** - Primary: Google Gemini 1.5 Flash - Fallback: OpenAI GPT-4o-mini - Cost: ~\$0.075/1M input, \$0.30/1M output

**Layer 2 (Legal Reasoning):** - Standard: Claude 3.5 Sonnet - Premium: Claude Opus 4 - Cost: Sonnet ~\$3/1M input, \$15/1M output - Cost: Opus ~\$15/1M input, \$75/1M output

Cost Model

**Per-User Economics (Moderate Usage):**

Component	Calls/Month	Cost/Call	Monthly
Ingestion (Gemini)	50	\$0.002	\$0.10
Reasoning (Sonnet)	30	\$0.05	\$1.50
Verification (Gemini)	30	\$0.002	\$0.06
<b>Total COGS/user</b>			<b>~\$1.70</b>

### Platform Economics:

Users	Monthly AI COGS	Infra	Total
100	\$170	\$50	\$220
1,000	\$1,700	\$100	\$1,800
10,000	\$17,000	\$500	\$17,500

**Compare to Self-Hosted:** - Minimum viable GPU setup: \$3,500/month - Breakeven vs API: ~2,000+ active users - And still inferior reasoning quality

### Important Distinctions

**Claude Max ≠ Claude API** - Claude Max = subscription for claude.ai web usage - Claude API = separate billing, requires \$5 minimum credit - They are completely separate products

**Ollama/Local = Privacy Option Only** - Not a cost savings - Not better quality - Useful for: users who cannot send data to cloud - We support it but don't recommend it

### Model Routing Logic

```
function selectModel(task, tier, sensitivity) {
  // Layer 1: Always cheap
  if (task in ['ocr', 'extract', 'classify']) {
    return 'gemini-flash';
  }

  // Layer 2: Based on tier
  if (task in ['draft', 'analyze', 'strategize']) {
    if (tier === 'premium') return 'claude-opus';
    return 'claude-sonnet';
  }

  // Layer 3: Always cheap
  if (task in ['verify', 'check', 'validate']) {
    return 'gemini-flash';
  }
}
```

```
}  
  
// Privacy override  
if (sensitivity === 'high' && user.hasOllama) {  
  return 'ollama-local';  
}  
}
```

## Future: When to Add Open Source

Open source becomes viable when: 1. **Volume**: 5,000+ active users 2. **Predictability**: Stable usage patterns 3. **Use case**: Bulk processing, not frontier reasoning 4. **Team**: Dedicated ML ops capability

Target open-source use cases: - Document OCR at scale - Embedding generation - Classification/routing - NOT legal reasoning or drafting

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## Jurisdictions

### Phase 1: Hong Kong

- High Court Civil Procedure Rules
- District Court Rules
- Lands Tribunal
- Labour Tribunal

### Phase 2: UK

- Civil Procedure Rules (CPR)
- Family Procedure Rules
- Employment Tribunals

### Phase 3: US

- Federal Rules of Civil Procedure
- State-specific rules (California, New York, Texas priority)

### Phase 4: Other Common Law

- Australia
  - Canada
  - Singapore
- 

## Privacy & Security

### Data Handling Principles

1. **Client-side first** - All case data stored locally in browser/app
2. **No server storage** - We never store your documents or case details

3. **Encrypted in transit** - All API calls over HTTPS
4. **Minimal AI sharing** - Only send what's needed for each request
5. **Optional local AI** - Ollama option for complete privacy

### What Gets Sent to AI Providers

Data Type	Sent to AI?	Purpose
Document text	Yes (when analyzing)	Analysis/generation
Case summary	Yes (for context)	Better responses
Personal details	Minimal	Only if in documents
API keys	Never	Stored locally only
Usage patterns	No	N/A

### Compliance Considerations

- **GDPR:** No EU data storage, user controls all data
- **Attorney-Client Privilege:** Tool is not a lawyer, no privilege created
- **Court Rules:** Users responsible for accuracy of filings

## Business Model

### Pricing Strategy: Document-Based Subscriptions

Pricing based on document generation, not seats or features. Clear value exchange.

### Subscription Tiers (USD)

*Starter — \$50/month*

**For:** Self-represented litigants, light matters, first-time users

Included	Overage
2 standard documents/month	\$35/document
Basic case profile	
AI chat (limited)	
Email support	

### Economics:

Revenue: \$50  
 COGS (2 × \$9): \$18  
 Gross Margin: 64%

*This tier converts skeptics and filters unserious users.*

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### *Pro — \$150/month*

**For:** Active litigants, ongoing cases, regular filings

Included	Overage
6 standard documents/month	\$30/document
Full case profile	
Unlimited AI chat	
Priority queue	
Evidence management	

**Economics:**

Revenue: \$150  
COGS (6 × \$9): \$54  
Gross Margin: 64%

*Core revenue tier. Most users land here.*

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### *Litigation — \$350/month*

**For:** Heavy users, multiple motions, complex cases

Included	Overage
15 standard documents/month	\$25/document
Extended context windows	
Deep document retrieval	
Long-form pleadings enabled	
Bundle generation	
Timeline automation	

**Economics:**

Revenue: \$350  
COGS (15 × \$9): \$135  
Gross Margin: 61%

*High volume, still healthy margins.*

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### *High-Stakes — \$750/month*

**For:** Serious litigation, committal, summary judgment, appeals

Included	Overage
10 standard documents/month	\$30/document
5 high-stakes documents (Opus)	\$120/document
Maximum reasoning depth	
Multi-pass verification	
Hearing simulator	
Opponent intelligence	
Direct support channel	

### Economics:

Revenue:	\$750
COGS:	
10 standard × \$9:	\$90
5 high-stakes × \$18:	\$90
Total COGS:	\$180
Gross Margin:	76%

*This tier prints money and signals seriousness.*

### Tier Comparison

Feature	Starter	Pro	Litigation	High-Stakes
<b>Price</b>	\$50	\$150	\$350	\$750
<b>Standard Docs</b>	2	6	15	10
<b>High-Stakes Docs</b>	-	-	-	5
<b>Overage (std)</b>	\$35	\$30	\$25	\$30
<b>Overage (premium)</b>	-	-	-	\$120
<b>AI Chat</b>	Limited	Unlimited	Unlimited	Unlimited
<b>Context Depth</b>	Basic	Standard	Extended	Maximum
<b>Verification</b>	-	-	Basic	Full
<b>Support</b>	Email	Email	Priority	Direct



Feature	Starter	Pro	Litigation	High-Stakes
<b>Gross Margin</b>	64%	64%	61%	76%

## Unit Economics

### Per-Document COGS Breakdown:

Component	Standard Doc	High-Stakes Doc
Ingestion (Gemini)	\$0.50	\$0.50
Reasoning (Sonnet)	\$6.00	-
Reasoning (Opus)	-	\$15.00
Verification	\$0.50	\$1.50
Infrastructure	\$2.00	\$1.00
<b>Total COGS</b>	<b>\$9.00</b>	<b>\$18.00</b>

## Revenue Projections

Scenario	Users	Mix	MRR	Annual
<b>Seed</b>	50	60% Starter, 30% Pro, 10% Lit	\$4,250	\$51K
<b>Early</b>	200	40% Starter, 40% Pro, 15% Lit, 5% High	\$22,750	\$273K
<b>Growth</b>	1,000	30% Starter, 40% Pro, 20% Lit, 10% High	\$152,500	\$1.83M

## Alternative: BYOK (Bring Your Own Key)

For price-sensitive users or those with existing API credits:

**BYOK Plan — \$25/month** - All features unlocked - User provides own API keys (Claude, Gemini) - We charge for platform only - No included documents - ~90% margin on subscription

*Good for developers, power users, privacy-conscious.*

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## Competitive Landscape

Product	Strengths	Weaknesses	Our Advantage
<b>LegalZoom</b>	Brand recognition	Generic templates, expensive	Case-specific AI
<b>Rocket Lawyer</b>	Lawyer network	Subscription model, not AI-native	Deep case understanding
<b>DoNotPay</b>	Automation	Limited scope, US only	Comprehensive toolkit
<b>ChatGPT</b>	General capability	No case context, generic	Persistent case profile
<b>Clio</b>	Full practice management	For lawyers, not litigants	User-focused UX

## Success Metrics

### User Success

- Documents filed without rejection
- Cases won/settled favorably
- Time saved vs manual drafting
- User confidence scores

### Product Metrics

- Daily active users
- Documents generated/user
- Feature adoption rates
- Session duration
- Retention (D1, D7, D30)

### Business Metrics

- MRR/ARR
  - Customer acquisition cost
  - Lifetime value
  - Churn rate
  - NPS score
-

## Roadmap

### Q1 2025: Foundation

- ☒ Core document generation
- ☒ Case profile management
- ☒ Evidence management
- ☒ Timeline builder
- ☒ AI chat assistant
- ☐ Gemini API integration
- ☐ Polish onboarding flow

### Q2 2025: Strategic Tools

- ☐ Enhanced case analyzer
- ☐ Motion response wizard
- ☐ Deadline automation
- ☐ Hearing simulator beta

### Q3 2025: Integrations

- ☐ Gmail deep integration
- ☐ Calendar sync
- ☐ Google Drive backup
- ☐ PDF annotation

### Q4 2025: Scale

- ☐ UK jurisdiction support
- ☐ Mobile companion app
- ☐ Legal aid partnerships
- ☐ Community features

### 2026: Expansion

- ☐ US state coverage
  - ☐ Video tutorials
  - ☐ Lawyer marketplace
  - ☐ API for integrations
- 

## Open Questions

1. **Pricing model** - Which model best serves access to justice mission while being sustainable?
2. **Jurisdiction priority** - Which markets after HK? UK has similar legal system, US has bigger market.
3. **AI provider default** - Gemini (free) vs Claude (quality)? Let user choose?

4. **Legal disclaimers** - How prominent? Every page or just onboarding?
  5. **Community features** - Should users share templates? Privacy concerns?
  6. **Lawyer involvement** - Review marketplace? Referral network?
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## Appendix: Document Types

### Affidavit/Affirmation

- Sworn statement of facts
- Used to submit evidence
- Requires proper jurat
- Numbered paragraphs

### Written Submissions

- Legal arguments
- Cites authorities
- Responds to issues
- Structured sections

### Skeleton Argument

- Brief argument outline
- For hearings
- Key points only
- 3-5 pages max

### Letter to Court

- Administrative requests
- Adjournments
- Directions
- Formal but concise

### Response/Reply

- Answers to motions
  - Point-by-point rebuttal
  - Counter-arguments
  - Prayer for relief
-