

# The Problem

## Understanding

In an increasingly difficult housing market feeling secure renting can be elusive. Renters need a quick way to get affordable legal help so that they feel safe and secure in the home they're living in.

# Initial Assumptions

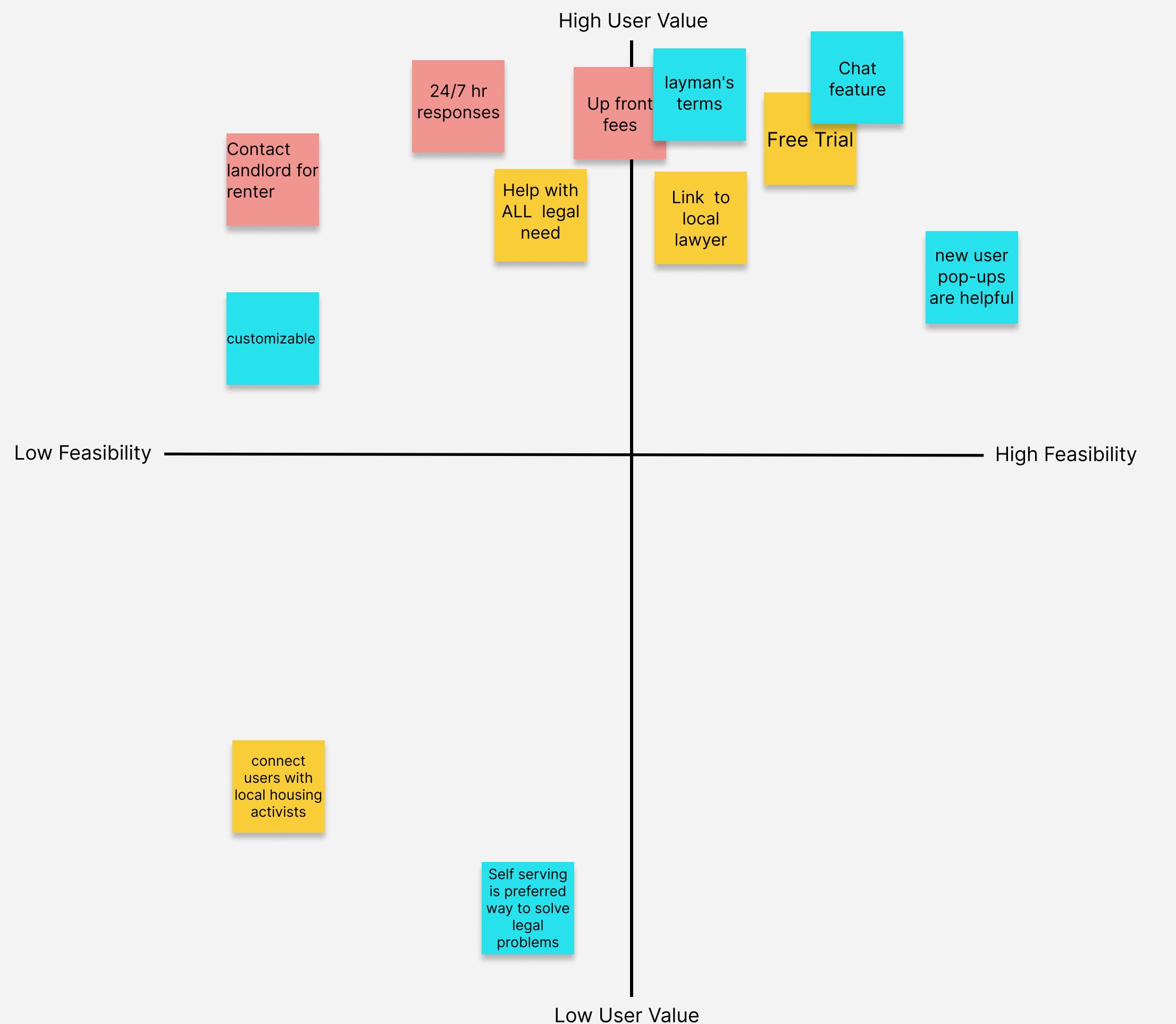
## Documenting my assumptions:

- People will want receive legal advice online through **chat/messaging**
- People will pay for online legal fee if they know what the **fees are upfront**
- People will be enticed to try a new legal service with a **free trial**

These will help as a starting point for writing my interview questions.

## Proposed solution

Based on my assumptions, I set out to create a **responsive web app** for renters to access **expert advice** and **legal wisdom** from lawyers on-demand.



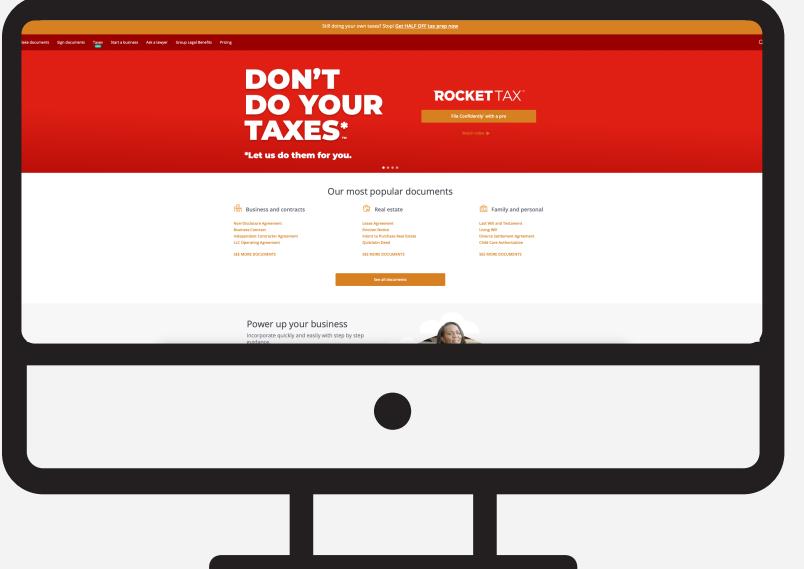
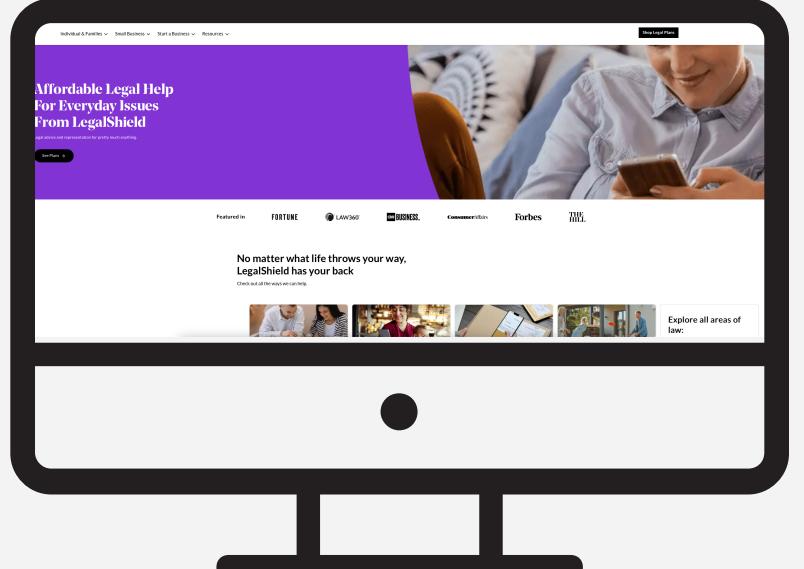
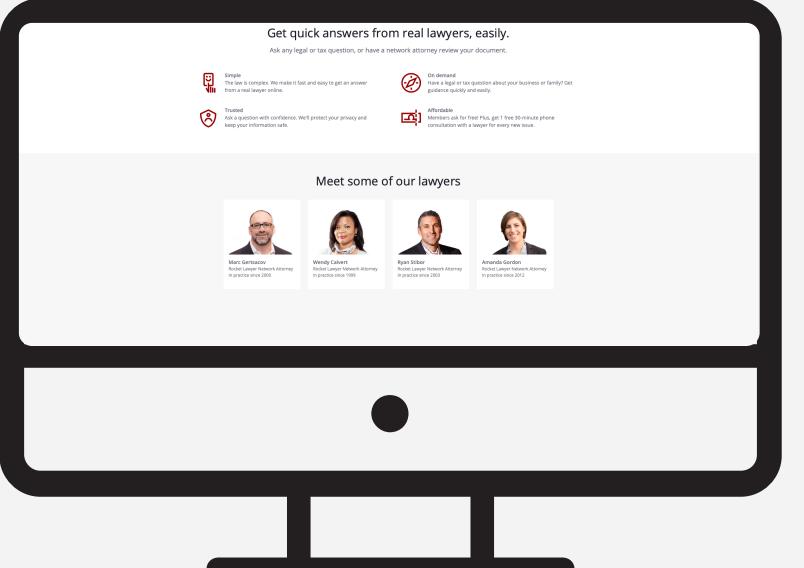
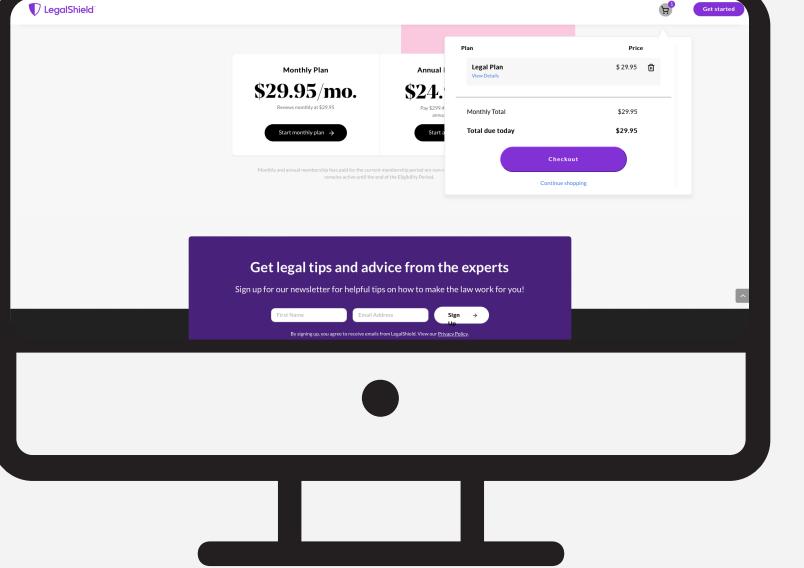
# Competitive Analysis

## What I found...

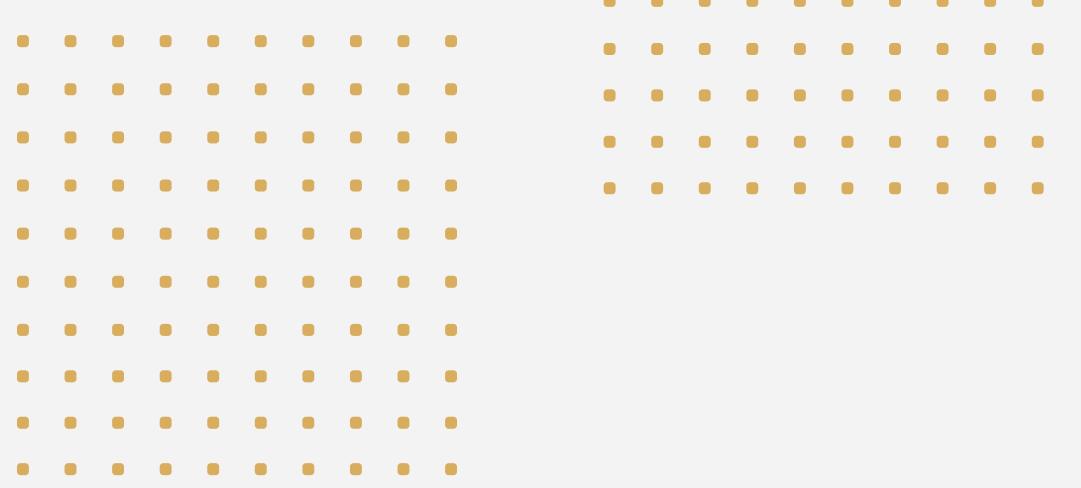
There are several industry leading real time legal advice sites. Sites like *Legal Zoom* suffer from having all their help behind a paywall albeit an affordable one - its hard to tell the quality of help without first getting to see an example of it plus it seems to be marketed to an over-generalized audience. Whereas apps like *Rocket Lawyer* are too expensive to draw most renters and also seem to be geared more towards business owners and landlords.

## Therefore...

reSide will be tailored specifically to renters. To keep the price tag low, users will be able to use many self-serve functions for free and sign up for multi-tier plans that fit their budget and assistance needs.

		 LegalShield	
Audience		People needing help creating trusts and wills	Small business owners needing help incorporating their business or writing up binding contracts.
S	<ul style="list-style-type: none"><li>• 7-day free trial</li><li>• Free legal forms</li><li>• Legal article library for self-serve</li></ul>	<ul style="list-style-type: none"><li>• More subscription options making it more affordable</li><li>• Discounts if using a suggested attorney</li><li>• Effective marketing</li></ul>	
W	<ul style="list-style-type: none"><li>• Expensive annual membership</li><li>Personal legal advice for <b>real estate and wills</b></li></ul>	<ul style="list-style-type: none"><li>• No free trial</li><li>• Can't always tell if the legal advice/service you need will totally be covered or if there will be add on fees until you sign up</li></ul>	
O	<ul style="list-style-type: none"><li>• Seems to focus mostly on small businesses</li><li>• Can be hard to tell if they help with other legal issues from their home page</li><li>• Definitely missing the social media market for advertising</li></ul>	<ul style="list-style-type: none"><li>• Could allow some things like forms to be free to help get potential conversions to subscriptions</li></ul>	
T	<ul style="list-style-type: none"><li>• local lawyers</li><li>• Other online subscription/membership based legal services</li></ul>	<ul style="list-style-type: none"><li>• local lawyers</li><li>• Other online subscription/membership based legal services</li><li>• Rocket Lawyer's free trial</li></ul>	
UI Examples			
			

# User Interviews



## The process

I interviewed 5 people ages (30-62) who are currently renting or have been a renter in the recent past and used a legal website for any reason (it does not need to be related to renting). I drafted open ended questions to elicit answers to help guide my research and either validate or contradict my assumptions.

## Example questions:

- What is the hardest part about getting legal help?
- What features would you want to see on a legal site?
- Describe your feelings about [legal site used]

## What I found

- All users found sites by just googling.
- Free trial would incentivize use so long as fees and what's included are upfront
- Users would much rather self-serve (research) than contact a lawyer
- Chat feature does seem accessible and easy to use if one were to want to contact a lawyer-less intimidating
- Getting legal help feels intimidating
- Money is also a barrier in getting legal help
- While most people will research especially for something like legal help effective advertising can help in creating trust even before a person uses a product.

### Navigation

I like when you get those pop ups that tell you how to use a site	Clear categories = ease of navigation	will just figure out how smthng works & deal with the confines	user friendly
found most by googling	liked how user friendly legal zoom is	fine with industry standard	if it looks nice I like using it
found by googling	easier layout/ navigation makes me choose one app over another	used google when starting my search	pop-up directions to help you navigate & appreciate design a little

### Goals

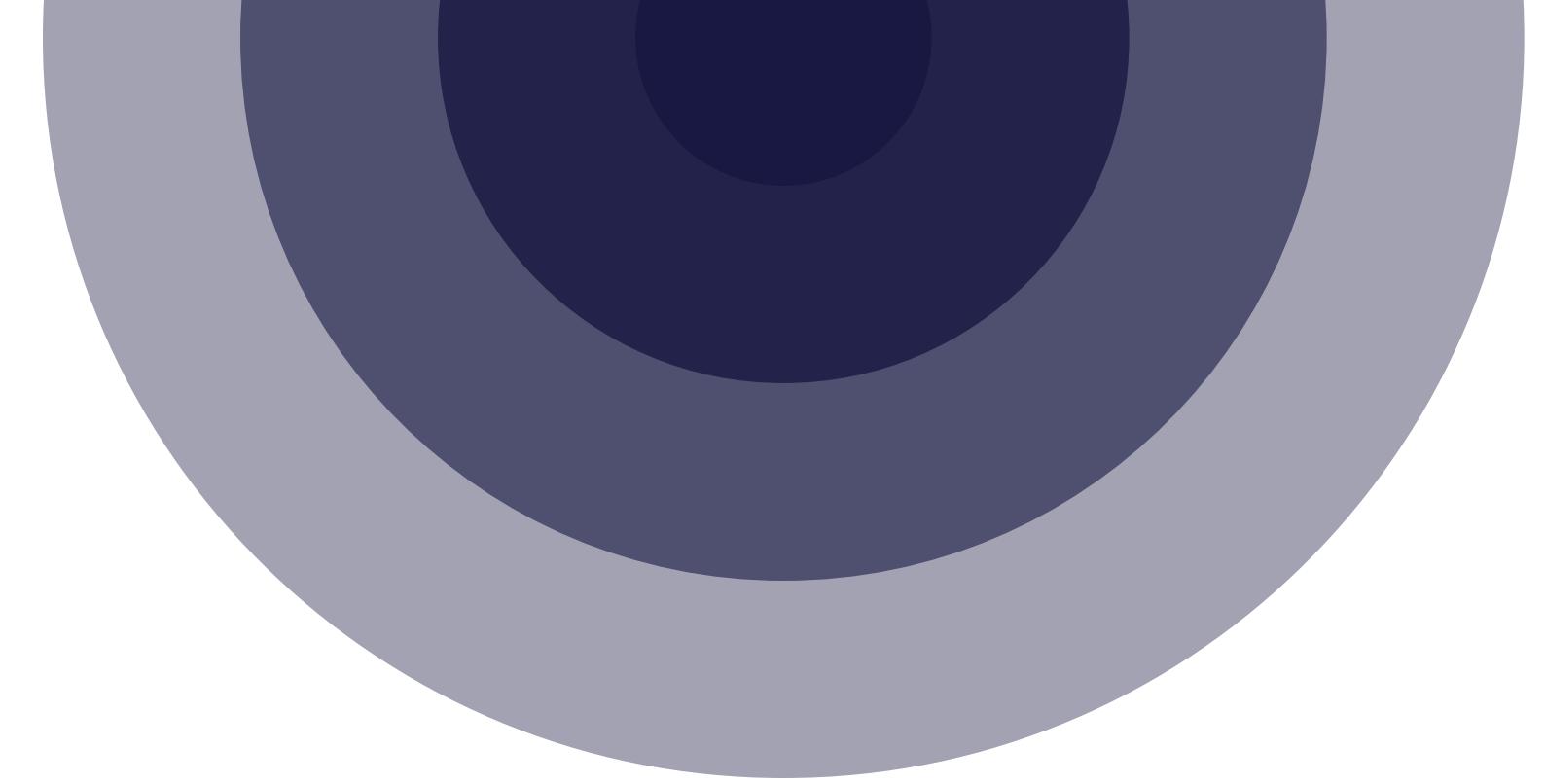
I like when you get those pop ups that tell you how to use a site	live chat function	great for legal paperwork	innovative
I use the internet to collect information	easily accessible	useful for daily activities	laymans terms
get basic information	customizable	Ink me to local lawyer	free trial
easy	fees upfront	More they offer the better	free trial
ease of app integration	factual and true for my specific circumstance		

Color Key
Interviewee #1
Interviewee #2
Interviewee #3

### Features

intimidating to get legal help	survey pop-ups are annoying	false help	knowing which type of legal advice I need
fees not upfront	cost prohibitive	cost/price point	hard to have updates all the time that change how things work
may not be specific enough	useful to look up info to be prepared	chooses products that allow him to organize efficiently	utilitarian
utilitarian	utilitarian	I like stuff to look pretty	chat

# what I found



## **So ... I was slightly off**

I thought that people would jump at the opportunity to connect with an attorney for a reasonable fee ...

## **instead...**

I found was that most people would rather research as much as possible and then if they still feel unsure what the law is saying then they will want to double check with a legal expert. Due to business requirements we will still launch with a focus on the chat with a lawyer feature but will include more self-serve information and documents, working to improve these resources incrementally.