

CUSTOMER EXPERIENCE AND LEGALTECH: A NECESSARY MARRIAGE?

#HACKTHEJUSTICE
#ESLEGALDESIGN
#INNOTECH

LEGAL TECH: A FAST GROWING SECTOR



Professional directories; machine-learning based solutions; tools for judicial results' prediction; tools that review documents for due diligence purposes; etc.

There are all tools of great interest, undoubtedly, but the question is: does this technological supply really respond to the main, real needs of demand?

NO, or at least
not always

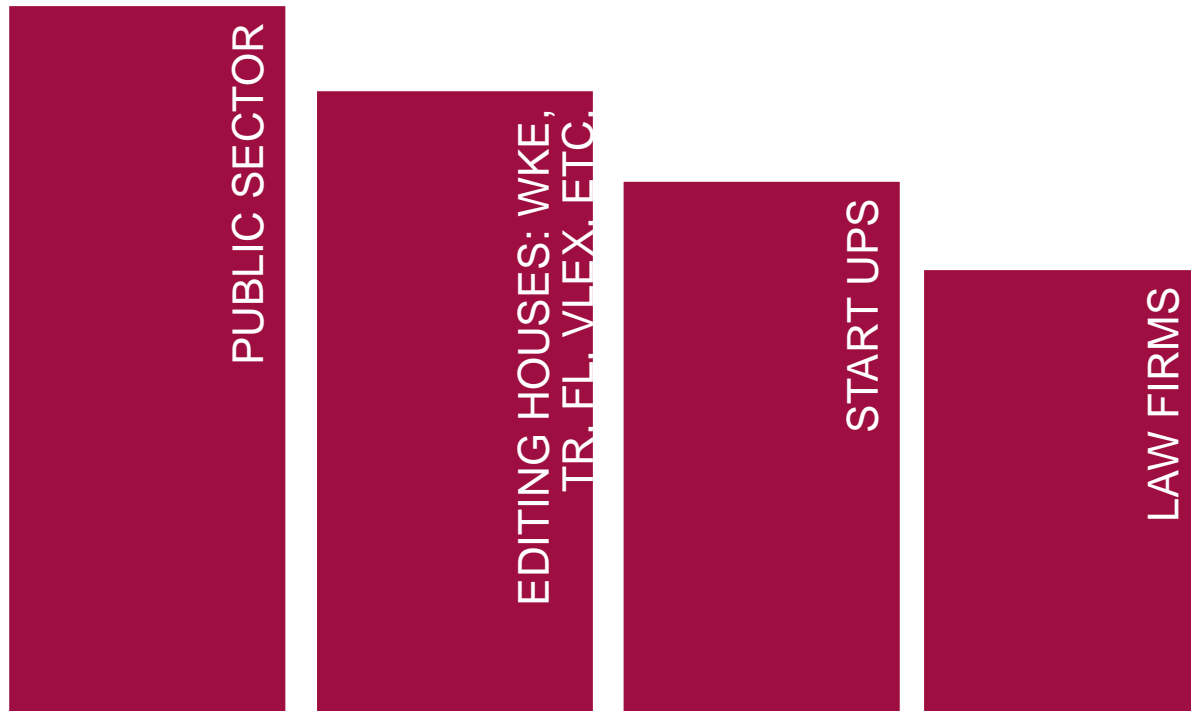
Lack of an in-depth analysis of the needs
of Legal Tech's demand.

OUR DEFINITION FOR LEGALTECH

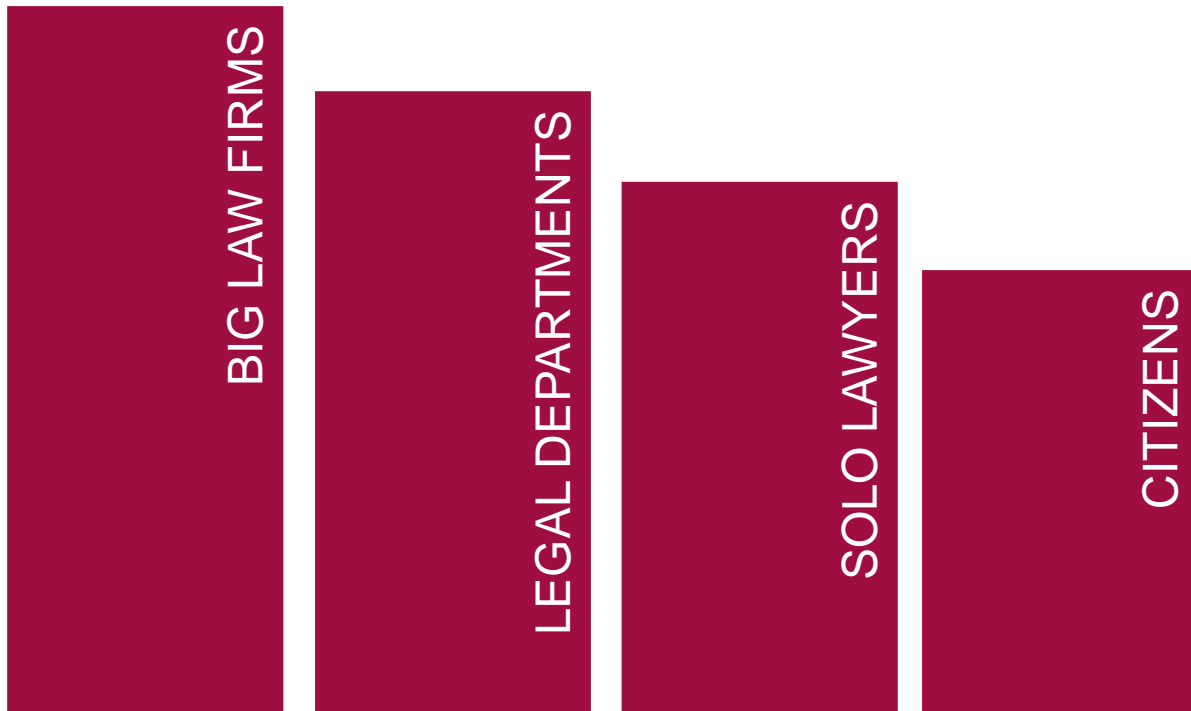
Technology where the legal component is the most relevant and the one that justifies the USP or unique value proposal of the software.

Legal component = client/nature of the service offered.

BY WHOM IS LEGALTECH BEING MADE TODAY



MAIN CATEGORIES OF LEGALTECH CLIENTS



TWO CATEGORIES OF CUSTOMERS FOR LEGALTECH

Legal
professionals

Non legal
professionals

NETFLIX DID NOT KILL BLOCKBUSTER.
RIDICULOUS LATE FEES DID.

UBER DID NOT KILL THE TAXI BUSINESS.
LIMITED ACCESS AND FARE CONTROL DID.

APPLE DID NOT KILL THE MUSIC INDUSTRY.
BEING FORCED TO BUY FULL-LENGTH ALBUMS DID.

AMAZON DID NOT KILL OTHER RETAILERS.
POOR CUSTOMER SERVICE AND EXPERIENCE DID.

AIRBNB ISN'T KILLING THE HOTEL INDUSTRY.
LIMITED AVAILABILITY AND PRICING OPTIONS ARE.

TECHNOLOGY BY ITSELF IS NOT THE DISRUPTOR. NOT BEING
CUSTOMER-CENTRIC IS THE BIGGEST THREAT TO ANY BUSINESS.

ARE CITIZENS' NEEDS SATISFIED BY LEGALTECH?

1. Innovation strategies in Justice lack in general a holistic and ambitious approach, that establishes investment priorities in the bottlenecks and try to solve the most relevant citizens' problems.
2. Inventories of Legal Tech tools are missing and there are duplications in developments.
3. UX test for Public Legal Tech do in general not exist.

ARE LAWYERS' NEEDS SATISFIED BY LEGAL TECH?

1. The real needs of the solo lawyers (those who make the majority) are unattended.
2. Unstable tools are being sold, without properly informing clients of this status (Beta versions).
3. UX tests are also missing in this Legal Tech developments.



Two new roles for legal professionals:

1. When building legaltech for their clients: they have to invest in order to understand their needs/insights.
2. They ought to inform Legal Tech suppliers of their own requirements and tastes, so that they get products that are really adapted to their professional needs.



LEGAL
CX:
WHAT
IS IT?



BE ABLE TO FIND THE
RIGHT GLASSES TO SEE
AND SATISFY
CONSUMERS/CLIENTS
EXPECTATIONS, NEEDS
AND WISHES

FACTORS THAT DETERMINE CLIENTS PROFILES

Age

Sex










Level of
Education

Level of
Experience

Motivation

Cognitive
style

MEASURING EXPERIENCE

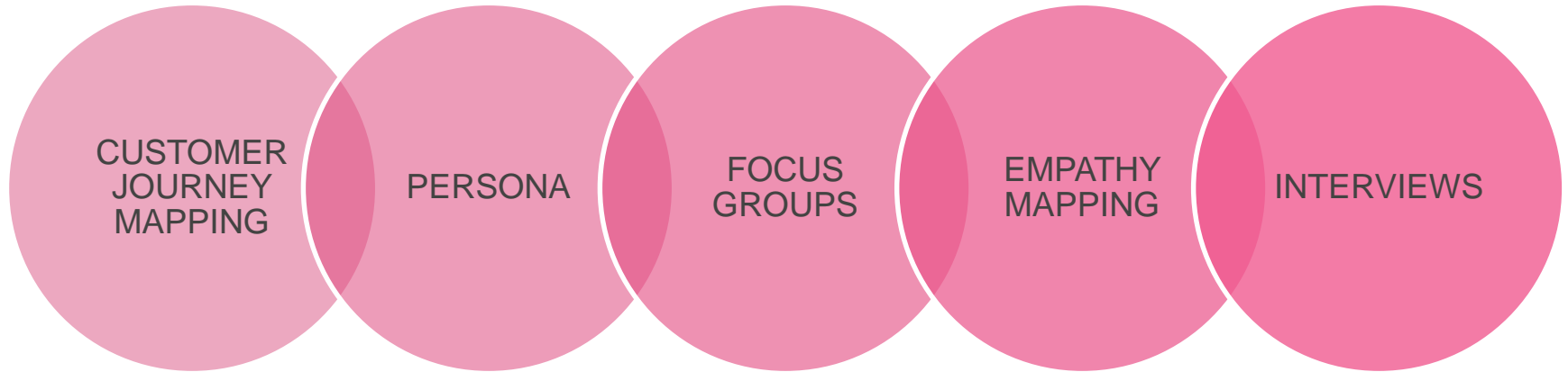
INTELLECTUAL EXPERIENCE	EMOTIONAL EXPERIENCE	ESTHETIC EXPERIENCE
		
		
		

I ♥
LEGAL
DESIGN
THINKING

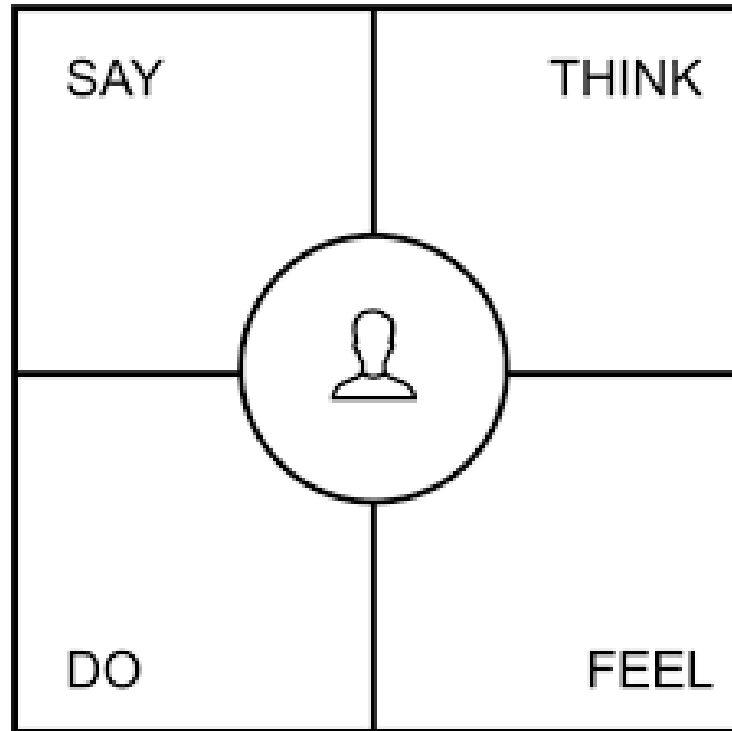
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CONSULTORÍA & FORMACIÓN

HOW DO WE DO IT? TOOLS/TECHNIQUES



EMPATHY MAPPING



CUSTOMER JOURNEY

Rail Europe Experience Map

Guiding Principles

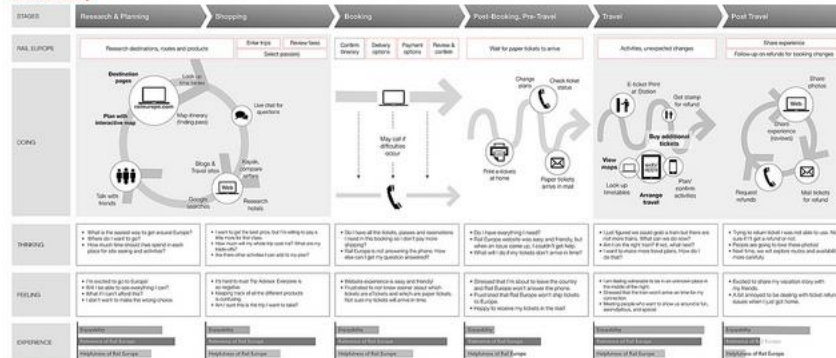
People choose rail travel because it is convenient, easy, and flexible.

Rail booking is only one part of people's larger travel process.

People build their travel plans over time.

People value service that is respectful, effective and personable.

Customer Journey



Opportunities



adaptive path

Intervention sources

Customer Experience Survey
Existing Rail Europe Documentation

Intervention sources

Customer Experience Survey
Existing Rail Europe Documentation

Experience Map for Rail Europe 1 August 2017



FOCUS GROUPS



Instituto
Innovación
Legal

INTERVIEWS



IIL

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Legal



PERSONA

Hugo

+ 34 años
+ estudios conduidos en medicina
+ empleado

+ vive en Buenos Aires
+ amigable / positivo / adaptable
y proactivo

DISPOSITIVOS QUE USA



ATRACCIÓN POR LA TECNOLOGÍA



BACKGROUND

Hace 5 años que forma parte del staff de la Clínica "Sagrada Familia", está consciente de la importancia de la era de la digitalización de las historias clínicas de los pacientes. Para ello es importante la practicidad del sistema.

Considera que el sistema electrónico es una **herramienta de trabajo** que le ayuda a mejorar su flujo laboral, rendimiento, y optimización del tiempo.

Le agrada mucho cuando algunos pacientes llegan a su consultorio con regalos espontáneos lo traduce como buena reputación.

LE GUSTARÍA Y LE DESAGRADA

Le gustaría

- + Una plataforma más intuitiva y fácil de usar.
- + Simplificar la brecha médico - paciente.
- + Conducir el día laboral más eficientemente.
- + Que los procesos se asemejen lo máximo posible a los de la vida real como por ejemplo la elaboración de la receta médica.
- + Tener toda la información del paciente en la plataforma.
- + Acceder a la información de los pacientes en cualquier momento y ubicación.
- + Poder acceder a la información del paciente de forma rápida y ágil.
- + Construir relaciones duraderas con los pacientes.
- + Fortalecer la atención a través de una excelente atención a los pacientes.
- + Incrementar la cantidad de pacientes que atienden por día.

Le desagrada

- + Los pacientes lo molestan horas pasadas o durante vacaciones
- + Invierte mucho tiempo aprendiendo a usar el sistema actual.
- + La agenda diaria es muy explosiva
- + La carga de información del paciente es muy engorrosa y exhaustiva.

"Estoy abierto a los cambios que generen mejoras"

CARACTERÍSTICAS DESEADAS

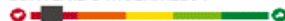
INTERFAZ AMIGABLE



FÁCIL DE LEER CONTENIDO



CONTENIDO MULTIMEDIA



MOBILE



TAREAS NAVEGABLES



ESTÉTICA DEL PRODUCTO



"Me agrada mucho la idea de gestionar la información de mis pacientes en una plataforma amigable y confiable"

SITOS DE INTERÉS

SALUD



REDES SOCIALES



BUSCADORES



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FINAL CONCLUSIONS

The Legal Tech sector is growing very fast.

We account every month several new legal tech development projects.

The challenge is: whether they respond to real demand for technology and if they do, if their functionalities and usability match customer requirements.

We believe that often Legal Tech is not sufficiently customer centric.

Legal Tech clients and users: Citizens and legal professionals are not being sufficiently listened to by the industry.

Legal Tech developers need to invest in customer experience in order to succeed.

Legal Design Thinking is the discipline that could help to tackle this situation.

THANK YOU

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