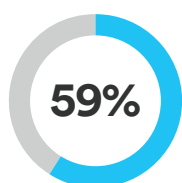


The New Legal Consumer is...

Informed

They have access to legal information online



Are online at some point to resolve their legal issue

What are they doing online?

Researching their issue 42%
Completing a form 17%
Visiting a forum 16%

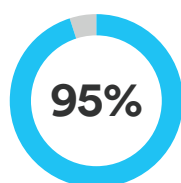
Statutes and Case Law

#1

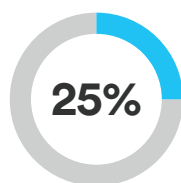
Most valued online resource

Connected

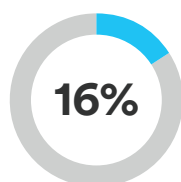
They have access to other legal consumers online



Say client reviews matter



Are getting advice from non-lawyer friends or family



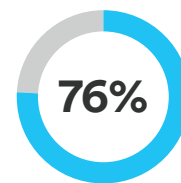
Are reading experiences of other legal consumers online

Picky

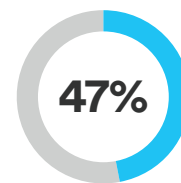
They have access to diverse legal solutions online

They're finding other solutions

Do-it-yourself forms
Legal help lines/hotlines
On-demand services
Unbundled services



Say hiring a lawyer for a fixed-fee is appealing



Say getting a document review by a lawyer is appealing

Find them where they are

Online/mobile assistance via chat

On-demand service that answers legal questions

Connect and engage

Offer client reviews and use review sites

Participate in online forums or community chats

Offer innovative solutions

Strategy sessions

Unbundled/fixed-fee services

Document reviews