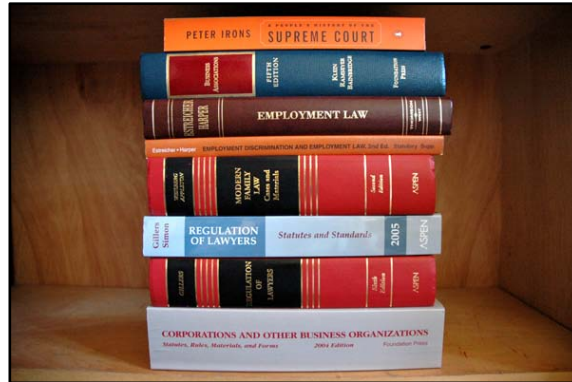




**FindLaw**  
Consumer Strategy Document v1  
11.13.2007



## Contents

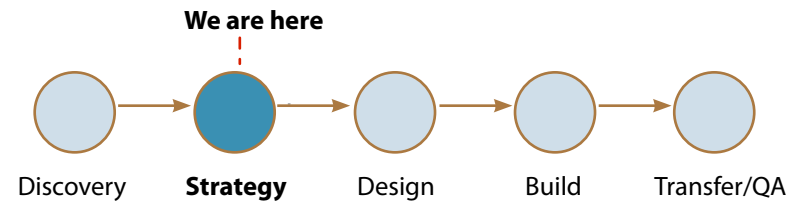
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# What we've done to date



## So far we have...

- Completed a discovery document and addendum that summarized research and audits of the site and competitors.
- Conducted a persona workshop for the consumer and professional audiences.
- Conducted a visual design workshop.
- Designed an initial set of schematics for the consumer site.
- Developed personas for the consumer site.



# Who will be using the site: Bob

## Bob is a fighter.

Bob is 55. He's a developer who owns his own business doing loft conversions. He was recently in an auto accident (where he was rear-ended). He hurt his back.

He deals with lots of contracts through work, but he doesn't know much about personal injury law. After the accident, his lawyer told him to look on FindLaw.

He understands the value of someone with expertise, but he's impatient. Before he makes a decision, he might contact 3 lawyers.

## Bob's Questions:

- "How much can I get out of him?"
- "How much is this going to cost me?"
- "How long will it take?"
- "How do I know if the lawyer's any good? What kind of experience does he have?"
- "Is this guy licensed/credible?"
- "How aggressive will he be?"
- "Do I need a firm, or an individual?"

## Content/Tools Bob Needs

- Videos (personality, credibility)
- Chart of legal specialties
- An explanation of firms vs. individual lawyers
- Cost
- Education/experience (licensed? disciplinary history?)
- Comparison tool(s) once he's narrowed his results



*This is Bob.*

## Fighters (18%)

- 100% contacted a legal professional/org about issue
- Most important legal issues are:
  - Family, Personal Injury and Criminal
- High level of urgency toward dealing with issue, usually dealt with within a week
- High level of willing to fight for rights and high number of existing relationships with lawyers
- Lowest usage of Internet to find and contact attorney
- Older, high wealth, moderate level of education

# Who will be using the site: Cristina



## **Cristina is a deliberator.**

Cristina is 29. She works as a manager at a high-tech company. She's been married for the past eight years, and is contemplating getting a divorce. She's been thinking about this for the past year, but has felt unsure about it. She would be initiating the divorce and is sure that her husband, Andy, would not be very happy about it.

They don't own a home together, but she loaned Andy money two years ago to pay off his student loans. They never made a contractual agreement—he just gave her his word that he would pay her the money back. She knows that she'll need to find a lawyer to initiate the divorce, but she wants to talk with someone about the loan. She wants to know her rights before angering her husband.

## **Cristina's Questions:**

- "What are my rights in relationship to the loan?"
- "How long will this take?"
- "Will we need to get separated before the divorce?"
- "What is the best way to do this without angering Andy?"
- "Will this lawyer understand my needs?"

## **Content/Tools Cristina Needs**

- Videos (personality, credibility)
- Content about divorce and personal loans
- An explanation of firms vs. individual lawyers
- Cost
- Education/experience (licensed? disciplinary history?)
- Comparison tool(s) once she's narrowed her results



*This is Cristina.*

## **Deliberators (21%)**

- Handle the legal issue in a variety of ways, highest for those who researched legal information and products
- Most important legal issues are:
  - Family, Real Estate, Government Assistance
- High sense of urgency towards the issue with almost half handling the issue within a day
- Highest use of Internet generally and specifically to find and contact lawyer by a wide margin
- Highest education level—moderately high income

# Who will be using the site: Barbara

## Barbara is a lone ranger.

Barbara is 37. She's an associate professor in upstate New York and a single mother. Her father passed away two years ago, and after taking care of the last details with his estate this summer, she was reminded that she doesn't have a will. It's been on her mind, and over the upcoming holiday break she wants to take care of it.

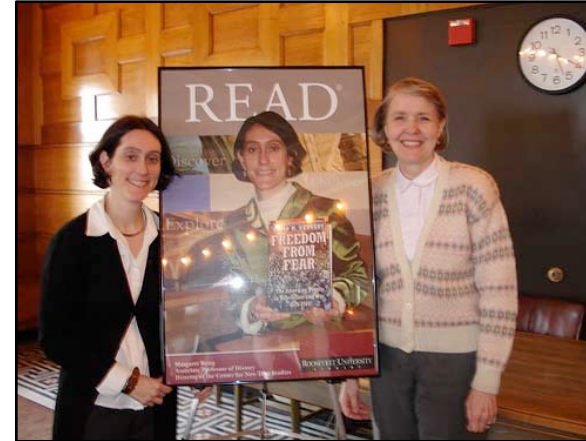
Even though she's a homeowner, she doesn't have a lot of money to spend on legal services. She would prefer to do it herself, but she wants to make sure it's legit.

## Barbara's Questions:

- "Can I do this myself and ensure it's legal?"
- "How much is this going to cost me?"
- "How much would it cost for an attorney to do this?"
- "What kind of will should I draft?"
- "What issues are involved with a young child?"

## Content/Tools Barbara Needs

- Content to explain the types of wills
- Cost of DIY tools versus hiring an attorney
- Something that will work with her Macintosh computer



*This is Barbara.*

## Lone Rangers (27%)

- 100% handled legal issue on own
- Most important legal issues are:
  - Education, Traffic Offenses, Identity Theft, Health Care
- Some urgency around dealing with issue, and majority deal with within a week
- High wealth, high education, and older
- Very confident in ability to resolve issue on their own and very willing to fight for rights



## **Standards-compliant design**

Technical considerations play an integral role in designing for web standards. We can all attest to the beauty of well-designed Photoshop© comps, but the difficulty of enabling layout precision for interactive media is proportional to the inflating standards compliance gap between new and legacy browsers.

After reviewing the technical options with the Findlaw team, we recommend this list of existing standards supported by Hot Studio.

Supporting these standards in their most recent versions will result in the lowest cost for development efforts. Depending on the level of Hot Studio's involvement in the build effort, any level of support for previous standards would incur additional cost, based on the resultant level of effort required to satisfy business requirements. It should be known that if we are testing for cross-browser compatibility, all browsers support these standards to varying degrees.

## **Screen Resolution**

- 1024 x768, 32-bit color depth will be the target screen resolution
- We will try to maximize the content that would appear within the browser if a user visits the site using an 800 x 600 monitor; however, these users will be expected to scroll horizontally as well as vertically

## **The following browsers and their respective platforms will be supported:**

Windows - IE 6+, Firefox 1.x+

Macintosh - Safari 2 (Should we support Mac Firefox)

(Code will not be optimized or tested on Netscape browsers)

- CSS 2.1
- HTML 4.01
- XML 1.0
- ECMA-262, edition 3; applicable to JavaScript 1.6 and ActionScript 2; JS enabled

# Proposed scope for consumer site



Stated Strategy	Project Goals	Project Tactics	Schematic
1. Make FindLaw a flagship destination for consumers.	1.a. Develop a consistent UI to apply across the FL properties.	1.a.1. Provide a UI spec that addresses current site and provides a platform from which to build on.	<b>All</b>
		1.a.2. Develop a unified brand system.	<i>Addressed in Design Phase</i>
	1.b. Better, more responsive design.	1.b.1. Improve editorial features on the homepage (could argue that this could go deeper).	<b>Page 9</b>
		1.b.2. Unified search—some way of better showing the services that are available.	<b>Page 11</b>
		1.b.3. Small business may be inappropriately treated as a flavor of consumer.	<b>Page 9</b>
		1.b.4. Better organization of content—flatten leaves in the tree, better overviews.	<b>Page 18, 20</b>
		1.b.5. Better differentiate content—video vs. DIY research vs. DIY tools.	<b>Page 9, 18, 20</b>
2. Help FindLaw integrate new services focused on solving consumers' legal problems. They want users to tell other users that this is the place where they should go to find a lawyer.	2.a. Help with the integration of video and interactive tools into the UI.	2.a.1. Develop revised lawyer directory (search / browse / result lists, profile pages, integration of video).	<b>Page 9, 13, 16</b>
		2.a.2. Develop ways to surface legal diagnostic tools and DIY tools in the site. (These both won't launch until '08, but we should take their presence into account.)	<b>Page 13, 16, 20</b>
		2.a.3. Integration of video at points within the experience.	<b>Page 9, 16, 20</b>
3. Help FindLaw be a better second-page destination since 60% of site traffic comes from Google.	3.a. Provide contextual content and tools to users that visit FindLaw directly from Google	3.a.1. Develop content modules that provide an overview of the area they've arrived.	<b>Page 20</b>
		3.a.2. Develop orbital modules (top viewed in this category, related categories, diy tools) that allow users to navigate to related content.	<b>Page 20</b>

Out of scope
Community (Q&A, forums) tool design
Diagnostic tool design
DIY tools design
Substantive design for lawyer ratings and reviews



For the Public | For Legal Professionals

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### Find a Lawyer

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Legal Issue: (e.g., Bankruptcy)

Location: (e.g., Palo Alto, CA or 94306)

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Submit your legal issue and an attorney will contact you.

Step 1: Choose Your Legal Issue

Step 2: Tell us about your case

Step 3: Choose the attorney that's right for you

**Submit Your Legal Issue**

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<b>Criminal Law</b> Crimes A to Z, Your Rights, More...	<b>Estate Planning</b> Wills, Trusts, Living Wills, Probate, More...	<b>Don't see what you're looking for?</b> <a href="#">More Topics...</a>

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- \$4.85 Billion Vioxx Settlement
- "Aqua Dots" Toy Sets Recalled
- Fisher-Price Kitchen Toys Recalled
- Trasylol Sales Suspended Worldwide
- Frozen Pizzas Recalled Over E. Coli
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**Today in Legal History**

- Nov. 12, 1975 - Supreme Court Justice Douglas Retires

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Attorney or law firm name

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 Lawyers explain their legal approach and issues that matter most to them in a ca

**Now playing:**  
 Janice Aristeed and Tom Dolan of the Dolan Law Firm discuss their approach to personal injury cases.

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 Legal topic: Real estate, Bankruptcy

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## Category: Homepage

### Recommendations:

- 1 Surface the key areas that FindLaw provides that will meet user needs—researching a legal issue, finding a lawyer, and do-it-yourself tools.
- 2 Integrate guidance into search.
- 3 Integrate new content contextually into the page.
- 4 Surface community elements.

### Research legal issues

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e.g., accide

**CLOSE MATCHES**  
**Accidents & Injuries**  
 Includes injuries from defective products and car accidents

---

**Car Accident**  
 For people that have been involved in a car accidents.

---

**Motorcycle Accident**  
 For people that have been involved in motorcycle accidents.

---

**Truck Accident**  
 For people that have been involved in truck accidents.

---

I am being sued for causing an **accident** or injury  
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... me to avoid **accidents**? A: Every pedestrian ... about the conditions surrounding **auto accidents** ...  
<http://injury.findlaw.com/personal-injury/personal-injury-a-z/articles/1979.html>

[Estate Planning: Tax Considerations - Accidents and Injuries](#)  
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<http://injury.findlaw.com/articles/2167.html>

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... Information Institute Includes information on **auto** safety, **auto** insurance, teen drivers and ... and  
articles about automobile **accidents** ...  
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Community and blogs  DIY Forms and contracts

**1** auto accidents

**2** **Auto accidents fall under** Personal Injury law.

**3** **DEFINITION OF PERSONAL INJURY**  
Personal Injury law compensates an individual who has been injured by another, either physically or emotionally. In addition to being injured, the plaintiff in a personal injury case must prove that the defendant caused the injury by actions taken or sometimes by actions not taken. In either situation, the action or lack of action must be the proximate cause of the... more

**4** **DO RESEARCH**  
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**TAKE ACTION**  
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**4** [Car and Motor Vehicle Accident Lawyer, Attorney, Law - FindLaw for ...](#)  
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injury.findlaw.com/car-accident/ - 37k

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injury.findlaw.com/ - 56k

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50 Coolest Websites 2005

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## Category: Search

### Recommendations:

- 1** For recognized keywords, present high-level results from within the search box.
- 2** Provide people a way to filter results by type—legal information, news and video, community content, and DIY forms. Also present ways to search for lawyers.
- 3** Integrate overview content related to the keywords searched for.
- 4** Search results should be unified. Also, the quality of search results is affected by inclusion of global navigation as content.

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auto accidents

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Tom Dolan of the Dolan Law Firm discusses the basics of auto accidents.  
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**Sage S. Sepahi**  
**Firm:** [Sage S. Sepahi](#)  
**Address:** 580 California Street, 16th Floor  
San Francisco, CA 94104  
**Phone:** 415.439.4839  
**Fax:** 888.460.2510  
**E-mail:** [Contact Us](#)  
**Web site:** <http://www.sepahi-law.com>

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### Sage S. Sepahi, Attorney at Law

(Updated: 11/1/2007)

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Sage Sepahi explains his approach to personal injury and how to fight for you and seek full and just compensation for your rights, injuries and benefits.  
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**SUMMARY**

- He is a lawyer at the [Sage S. Sepahi Law Firm](#).
- He was first licensed to practice law in California in 2002, and is currently licensed to practice law in California.
- He offers **free consultations**.

**CONTACT INFORMATION**

**415-439-4839 (Phone)**  
<http://www.sepahi-law.com>  
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### Accident and Injury Center

This section contains information and resources to help you if you've been in an accident or are suffering from an injury. This section contains 8 main topics:

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- [Car & Vehicle Accidents - Car Accidents, Truck Accidents, more...](#)
- [Defective and Dangerous Products - Celebrex, Vioxx, more...](#)
- [Medical Malpractice](#)
- [Mesothelioma & Asbestos](#)
- [Nursing Home Abuse](#)
- [Toxic Mold / Black Mold](#)
- [Workers' Compensation](#)

*A list of all accidents & injuries in our 8 main topics follows below:*

<h4>Accidents &amp; Injuries A - Z</h4> <ul style="list-style-type: none"><li>• <a href="#">Accutane</a></li><li>• <a href="#">Acetaminophen</a></li><li>• <a href="#">Ambien</a></li><li>• <a href="#">Animal &amp; Dog Bites</a></li><li>• <a href="#">Aredia</a></li><li>• <a href="#">Asbestos</a></li><li>• <a href="#">Assault</a></li><li>• <a href="#">Avandia</a></li><li>• <a href="#">Aviation Accidents</a></li><li>• <a href="#">Battery</a></li><li>• <a href="#">Baycol</a></li><li>• <a href="#">Benzene</a></li><li>• <a href="#">Beryllium</a></li><li>• <a href="#">Bextra</a></li><li>• <a href="#">Birth Injury</a></li><li>• <a href="#">Brain Injury</a></li><li>• <a href="#">Car Accidents</a></li></ul>	<h4>Listed by Topic</h4> <ul style="list-style-type: none"><li>• <b>PERSONAL INJURY</b><ul style="list-style-type: none"><li>- <a href="#">Animal &amp; Dog Bites</a></li><li>- <a href="#">Assault and Battery</a></li><li>- <a href="#">Aviation Accidents</a></li><li>- <a href="#">Brain Injury</a></li><li>- <a href="#">Defamation, Libel and Slander</a></li><li>- <a href="#">Food Poisoning</a></li><li>- <a href="#">Pedestrian Accidents</a></li><li>- <a href="#">Premises Liability</a></li><li>- <a href="#">Slip and Fall Accidents</a></li><li>- <a href="#">Wrongful Death</a></li></ul></li><li>• <b>FOOD POISONING</b><ul style="list-style-type: none"><li>- <a href="#">Menu Foods, Inc.</a></li><li>- <a href="#">Oscar Mayer Chicken Breast Strips</a></li><li>- <a href="#">Earth's Best Baby Foods</a></li><li>- <a href="#">Doritos, Doritos, Green Valley, Doritos, Doritos</a></li></ul></li></ul>
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## After a Motor Vehicle Accident: First Steps

Would you know what to do if you were driving and hit another vehicle? A pedestrian? When a car accident happens, injuries may be severe and emotions may be high. However, there are important things that must be taken care of both at the scene of any accident and soon afterward. Following is a list of things that should be done, if at all possible, when any automobile accident occurs.

### Stay at the Scene

The cardinal rule for all car accidents is that you should never leave the scene until it is appropriate to do so. If you leave the scene of an accident, particularly where someone has sustained injuries or was killed, you can face serious criminal penalties for being a "hit-and-run" driver.

**Exception:** *If you are hit by another car in a deserted area, use caution in stopping and getting out of your vehicle. Unfortunately, there have been reported incidents where a person exited their vehicle in a deserted or unsafe area after being bumped by another car only to be robbed or killed. Instead of getting out of the car if you find yourself in that situation, drive to the nearest police station to report the accident. If it turns out that you were being over-cautious and the other driver had no ill intentions, you may be embarrassed, but you will also be safe.*

### Check on All Drivers and Passengers

Before assessing property damage, check to make sure that everyone else involved in the accident is okay. Get medical attention for anyone who may need it. If a person is unconscious or complains of neck or back pain, it is best not to move them until qualified medical personnel arrive. In some situations, for example if an injured person is lying in a pool of gas that you fear may ignite at any time, you may have no choice but to move them. If you are in that type of situation, try to move them as steadily and slowly as possible while supporting their neck and back. The less movement, the better.

### Call the Police

Especially if the accident involves significant property damage, physical injury, or death, you may need to call the police. Ask that a police report be filed in situations where law enforcement officers do arrive at the scene, and obtain the name and badge numbers of any responding officers.

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## Car Accidents: First Steps After an Accident

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2 Would you know what to do if you were driving and hit another vehicle? A pedestrian? When a car accident happens, injuries may be severe and emotions may be high. However, there are important things that must be taken care of both at the scene of any accident and soon afterward. Following is a list of things that should be done, if at all possible, when any automobile accident occurs.

**Stay at the Scene**  
The cardinal rule for all car accidents is that you should never leave the scene until it is appropriate to do so. If you leave the scene of an accident, particularly where someone has sustained injuries or was killed, you can face serious criminal penalties for being a "hit-and-run" driver.

**Exception:** If you are hit by another car in a deserted area, use caution in stopping and getting out of your vehicle. Unfortunately, there have been reported incidents where a person exited their vehicle in a deserted or unsafe area after being bumped by another car only to be robbed or killed. Instead of getting out of the car if you find yourself in that situation, drive to the nearest police station to report the accident. If it turns out that you were being over-cautious and the other driver had no ill intentions, you may be embarrassed, but you will also be safe.

**Check on All Drivers and Passengers**  
Before assessing property damage, check to make sure that everyone else involved in the accident is okay. Get medical attention for anyone who may need it. If a person is unconscious or complains of neck or back pain, it is best not to move them until qualified medical personnel arrive. In some situations, for example if an injured person is lying in a pool of gas that you fear may ignite at any time, you may have no choice but to move them. If you are in that type of situation, try to move them as steadily and slowly as possible while supporting their neck and back. The less movement, the better.

**Call the Police**  
Especially if the accident involves significant property damage, physical injury, or death, you may need to call the police. Ask that a police report be filed in situations where law enforcement officers do arrive at the scene, and obtain the name and badge numbers of any responding officers.

**Exchange Information**  
Talk to the drivers of any other vehicles involved in the accident. Get their names, phone numbers, addresses, drivers' license numbers, license plate numbers, and basic insurance information. If there are passengers in any of the vehicles, obtain their names, telephone numbers, and addresses as well. In talking to drivers of other vehicles, you should try to be cordial and cooperative in determining that everyone is okay and in exchanging basic information.

[Next: Who is at fault? »](#) 5

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**Tips on motor vehicle accidents...**

**1. Understand the typical fees and costs**

High	\$420
Median	\$193
Low	\$98

Over 80% of Americans use a lawyer. Costs are affected by:

- Complexity of case
- Quality and experience of attorney
- Additional fees for service

[Find out what your case could be worth »](#)

**2. Understand more about lawyers**

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- [Hiring an Accident & Injury Lawyer](#)
- [Researching an Attorney Discipline](#)

**3. Research your case ("auto accidents")**

Practical and Legal Issues

- [First Steps after an accident](#)
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## Category: Lawyer results

### Recommendations:

- 1 Provide a way for people to see related content categories.
- 2 Structure content into a series of categories: first steps, who is at fault, getting help, and accident resources.
- 3 Provide clear next steps—on a research page, this might be finding a lawyer or using a diagnostic tool.
- 4 Surface diagnostic content and related content.
- 5 Provide a link to the next article in the series at the end of content.
- 6 Package together related content into pathways at the end of the article.

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# Next steps



- We will be building out a set of schematics for usability testing on 11/27.
- We'll revise these schematics based on testing and deliver them on 12/6. That set of schematics will begin to address the professional site and integrate our learnings from the professional workshop.