Partners

- The Supreme Court of Ohio
- the Ohio Judicial Conference
- the Ohio Clerks of Courts Association
- the Ohio State Bar Association (OSBA)
- Ohio’s Legal Aids
- the Ohio Library Council
- Consortium of Ohio County Law Libraries
- Ohio Domestic Violence Network
Research and Planning
Voice of the Consumer Survey

- 800 Respondents
- At least 50% making $30k/year or less
- Cost and confusion about the legal system were by far the biggest access hurdles
- Target strategies to support Ohio Legal Help success/adoPTION:
  - Directness and Simplicity – eliminating “the use of legal mumbo jumbo.”
  - Cost-savings – giving users valuable, contextualized information
  - Security protection – respondents desired to see a reputable, trustworthy website
Mental Model

• Summarizes information from 300+ qualitative interviews from five academic studies
• Provides a picture of how laypeople think about and navigate through legal issues without a lawyer
• Informs process
• Builds perspective
• Develops linkages across concepts and ideas
User Testing

• 23 user tests of individuals in 5 Ohio counties: Cuyahoga, Montgomery, Ross, Jackson, and Columbiana
• Testing four similar state websites: Illinois Legal Aid Online, Pine Tree Legal Assistance (Maine), Michigan Legal Help, and NY Law Help
• Estimated that all of test subjects were at 300% of poverty or below
• Primarily testing to evaluate the navigation and high-level design
• Key take aways:
  ▪ Importance of Google search
  ▪ Importance of simple navigation
  ▪ Too many choices can leave the user feeling overwhelmed
Upcoming Content Research

• The team will conduct a randomized controlled trial (RCT) to determine the best way to present the self-help information on the website, including:
  ▪ Narrative summary
  ▪ Step by step instructions
  ▪ Frequently asked questions
• Between 40 – 50% of participants will make under $30k/year
• The study will measure the participants’ comprehension of the self-help information and the likelihood that the information would prompt them to take action to resolve their legal issue
The Design Process
User Journey
Homepage

What do you need help with?

Scroll down

Health & Public Benefits
Learn about programs like Medicaid, Medicare, SSI, TANF, SNAP/Food Stamps, General Assistance & more.

Housing
Learn about your rights as a tenant or property owner in Ohio. Find information about foreclosure, eviction, unsafe housing, utilities & more.

Divorce, Custody & Family
Learn about family law in Ohio, including divorce, parental rights, child support.
Curated Experience

*What type of help would you like?*
Curated Experience

Let’s narrow down your issue…
Curated Experience

Let’s narrow down your issue and confirm that we’re correct.
Curated Experience

What resources are best for you?
Understanding the Basics

Provides overview information and suggests related articles.
Letters and Forms

Forms can be emailed, downloaded, and completed on the website.

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Dear Mr. Landlord,

I was your tenant at 1399 E. Main Street, Columbus, OH 43232, and paid a security deposit of $600.00.

Please mail the deposit, or a written itemization of how the deposit was applied, to the following address:

Tony Tenant
123 Main Street, Apt. 56C
Columbus, OH 43214

Thank you for your kind attention to these matters.

Sincerely,

Tony Tenant

- I kept a photocopy of this letter for my records
- I sent this letter with a certificate of mailing
Legal Help and Lawyers

Resources will be based on type of legal issue, location, income, and other demographic information.
Questions?
Law Library Staff
Training & Feedback
Training

- Ohio Legal Help will provide a continuum of services that will be able to efficiently address individual issues through tailored information and resources.
- We will offer in-person onsite and regional trainings, as well as re-watchable webinars to demonstrate the site’s functionality.
- Training will be available starting in spring 2019.
Feedback

- You and your staff are the experts!
- The training sessions will provide another opportunity to obtain feedback on what will work best for Ohio Legal Help’s target audience and Ohio’s courts.
- Ohio Legal Help will undergo continuous improvement leading up to and following launch – your feedback will continue to be integral to the site’s success throughout its lifecycle.
Timeline

- Website / code build
- User Testing
- Training for Ambassadors

Full Launch!
Questions?