REED LEEPER

ATTORNEYS AT LAW

Law Firm Overhaul

User Experience Research Plan

Contents

Executive Summary

Introduction: Embarking on the "Law Firm Overhaul," our Emerging Media Capstone Project aims to redefine and refresh the online identity of Reed Leeper, P.C., an established law firm based in Marietta, Georgia. Our primary goal is to deliver a website with unique features, ensuring inclusivity to cater to our client's diverse audience. Given that a significant portion of our client's audience is non-English speakers, our focus is on providing accessible content through a Spanish translation option and an uncluttered design. To facilitate client engagement, our streamlined contact form expedites inquiries for legal representation.

Utilizing WordPress and GoDaddy, we empower our client to take the reins post-capstone. Guided by our client's tagline "Real Lawyers, Real Litigators, Real Life," our project, initiated in the summer of 2023, progresses through ideation, Alpha and Beta development phases, incorporating UX strategy and user testing. Collaborating closely with Reed Leeper, P.C., we aim to unveil a simple yet highly effective website that mirrors their refreshed brand identity and resonates with a diverse audience seeking legal representation.

Executive Summary

Research Goal: Optimize Reed Leeper P.C.'s website by conducting UX testing to gain insights into user behavior and preferences, validate hypotheses related to value proposition, business model, language accessibility, readability, and form usability, prompting strategic improvements that elevate the overall user experience for individuals who are seeking legal counsel.

Hypotheses:
- An individual seeking legal counsel finds Reed Leeper P.C. through an online search and utilizes the website to retain representation.
- A clean and inviting website appeals to clients as they search for and decide on legal representation.
- A client's first language being Spanish, they would utilize the Spanish translation button to better understand the content of the website.
- The potential client will find the pages of the website easy-to-read, uncluttered, and simplistic, allowing for a productive and positive user experience.
- Clients will find the information asked in the contact form will help better convey their needs as they seek legal counsel.

Methodology

Roles

Primary Observer

Gavin Hall

- Records tasks
- Observes issues or hurdles participants encounter
- Assists in note-taking

Primary Notetaker

Molly Linder

- Records detailed notes of participant's testing session
- Collects all participant's answers to task questions
- Screen records every testing session

Primary Interviewer

Olivia Shapiro

- Corresponds with participants
- Walks participants through user testing sessions
- Assists in answering questions throughout the testing process

Population & Sampling

Population: Individuals who have sought or are potentially seeking legal representation, preferably in the areas of construction, personal injury, real estate or wills and estate law practice - Ages 18+

Additionally, given the emphasis on making the website accessible for non-English speakers, we hope to include native Spanish speakers, as this demographic represents a portion of the law firm's audience. By targeting this diverse group of potential clients, the survey can provide valuable insights into the user experience and effectiveness of the website for the intended audience.

Sampling Frame and Method: We will utilize LinkedIn, Nextdoor, Facebook, and other media outlets to send out a Google Form questionnaire with identifying questions. From those answers, we will use methods from our toolkit strategy to rank responses from individuals on how well they fit in our representative sample and criteria. We will find 8-12 participants for our study.

Abbey Page
Elementary Paraprofessional

Age: 23 years old	Location: Atlanta, Georgia
Sex: Female	Education: Bachelor's in-progress
Marital Status: Married	Occupation: Elementary school paraprofessional

BIOGRAPHY

Abbey, a 23-year-old resident of Atlanta, GA, is a dedicated paraprofessional employed at a local elementary school. Her daily routine involves a 40-minute round-trip commute, emphasizing the significance of her time behind the wheel for work and social visits. Fuel efficiency is a priority for Abbey, reflected in her choice of a Chevrolet Malibu. Despite residing in Atlanta and frequenting interstates, she opts for public roads over a Peach Pass.

PAIN POINTS

- Requires legal representation after a minor accident.
- Faces congested public roads during her daily 40-minute commute.
- Seeks financial compensation for accident-related expenses.

GOALS

- Find adept legal representation after a minor accident.
- Seek financial compensation for accident-related expenses, including vehicle repairs and medical bills.
- Evaluate personal injury attorneys, specifically considering reputable firms like Nick Schnyder Law Firm, LLC, and Reed Leeper, P.C.

TECHNOLOGY USAGE

- Active on social media platforms: Instagram, TikTok, and Facebook.
- Leverages Facebook Marketplace for favorable deals.
- Relies on Google for comprehensive research on personal injury attorneys.
- Diligently checks Google reviews for additional insights during decision-making processes.

PERSONALITY

Creative   Methodical

Sentimental   Thoughtful

Extrovert   Introvert
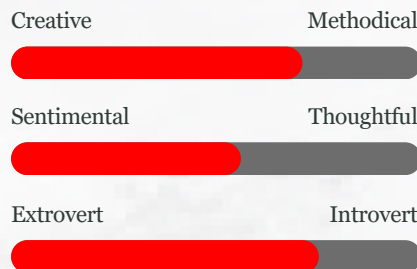
Richard Lee
Construction Worker

Age: 40 years old	Location: Marietta, Georgia
Sex: Male	Education: Unknown
Marital Status: Unknown	Occupation: Drywall Company Professional

BIOGRAPHY

Richard, a 40-year-old professional at a commercial drywall company in Marietta, Georgia, is dedicated to his work and family. Preferring early morning hours, he strikes a balance between his professional commitments and quality time with his loved ones. Richard views his job as more than just work; it is a fulfilling endeavor that involves maintaining strong relationships with both his employer and colleagues.

PAIN POINTS

- Non-receipt of a client's payment for labor and material costs.
- Unhappiness expressed by the client regarding a project.
- Need for legal representation to resolve payment disputes.

GOALS

- Ensure high-quality work at the job site.
- Maintain a positive relationship with his employer and colleagues.
- Pursue legal action against a client who refused payment.
- Secure reliable legal representation for his case.

TECHNOLOGY USAGE

- Primarily uses Facebook for online interactions.
- Relies on online platforms, such as Google, to research and vet potential legal representation.
- Engages with online content related to positive experiences with legal firms, like Reed Leeper, P.C., as seen on Facebook.

PERSONALITY

Pragmatic   Idealistic

Collaborative   Independent

Resilient   Sensitive
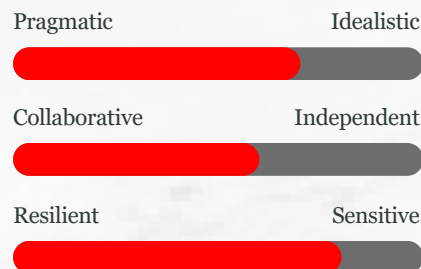
UX Research Consent Form

Purpose

The researchers (Gavin Hall, Molly Linder, and Olivia Shapiro) are conducting a usability study to evaluate the design of the Reed Leeper, P.C. website. The results will be used to help improve the site design. This test is being performed as part of a sequence of capstone classes in the Master of Arts in Journalism & Mass Communication, Emerging Media program. The study will take approximately 30 - 45 minutes.

Procedures

As a subject you will be asked to:

1. Fill out a pre-test survey.
2. Complete a series of tasks on the site while being observed and recorded.
3. Complete a post-test survey.

Confidentiality and Voluntary Participation

Participation in this usability study is voluntary. The descriptions and findings will be used to compile a report about the site's effectiveness. However, at no time will your full name be used. With your permission, I would like to take photos, videos, and notes to share with faculty members at the University of Georgia's New Media Institute.

You are free to withdraw your consent to the experiment and discontinue participation at any time. If you have any questions please contact us at lawfirmgmo@gmail.com. You can also reach out to my instructor, Leah Moss, at leahmoss@uga.edu.

By signing below, you are indicating you understand the information on this form:

_____

Participant Signature   **Date**

_____

Methodology

Testing & Testing Instruments

We will be completing our UX testing through usability testing with users who have previously needed legal representation, are currently looking for representation or hope to establish a relationship with an attorney's office. To find participants, they will answer short survey questions and using their answers, we will narrow down a pool of 8-12 qualified people. This will be conducted via Zoom where we will screen record each session and allow participants to walk through a series of tasks while they voice their feelings and opinions. Participants will be sent a consent form prior to their testing session.

Script

Hi _____. My name is Olivia Shapiro, and I'm going to be walking you through this session today.
Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using the new Reed Leeper, P.C. website that we're working on so we can see whether it works as intended. The session should take about an hour.

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

Methodology
Script

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

You may have noticed the "recording video" alert. We're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project and our instructors. And it helps me, because I don't have to take as many notes.

Do you have any questions so far?

Methodology
Script

OK. Before we look at the site, I'd like to ask you just a few quick questions.

First, what's your occupation? What do you do all day?

Now, roughly how many hours a week altogether—just a ballpark estimate— would you say you spend using the Internet, including browsing and email, at work and at home?

And what's the split between email and browsing—a rough percentage?

What kinds of sites are you looking at when you browse the Web? Do you have any favorite Web sites?

OK, great.

I am going to now send you a pre-test survey and have you fill that out.

Send pre-test survey

Methodology
Script

Now, I am going to have you take a look at the website.

! ***Send link to website***

I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud.

I'm also going to ask you to do these tasks without using Search. We'll learn a lot more about how well the site works that way. And again, as much as possible, it will help us if you can try to think out loud as you go along!

Are you ready to get started?

Task Table

Task	Notes	Task Comp. %
Task 1: You are on the home page, please scroll to through and skim the page. **Q:** What were your first impressions upon entering the site?		
Task 2: You are looking for legal representation relation to construction. Please go ahead and navigate there. **Q:** Did you easily find this page? How effective was the navigation process?		
Task 3: You are interested in finding out more information on the attorney's you would be working with. Please find an attorney that catches your interest. **Q:** Were you able to quickly identify where to locate attorney information?		

Task Table

Task	Notes	Task Comp. %
Task 4: You or your friend understand better in Spanish, can you translate the page you are on to Spanish? **Q:** Were you able to locate the button quickly? Do you believe this is a helpful tool?		
Task 5: You are potentially facing legal issues in another state but you reside in GA. Can you find in what states the attorney's practice? **Q:** Did you easily find this information?		
Task 6: You are interested in reading some blog posts about personal injury law. Could you navigate to those? **Q:** Were you able to easily find how to narrow down the blog posts to personal injury? How do you feel about the overall layout of the blog posts?		

Task Table

Task	Notes	Task Comp. %
Task 7: You would like to contact the firm. How would you do that? **Q:** What form of contact would you chose?		
Task 8: Please utilize the contact form. **Q:** Did you feel that you were able to provide an appropriate amount of information?		
Task 9: Check out the "Why Hire" page. **Q:** Would you take into account the testimonials and reviews on this page?		
Task 10: Please review any parts of the site that you please. **Q:** How would you describe the visual appeal of the site? Did the design contribute to a positive perception of the firm? Were there any elements that stood out (good/bad)?		

Methodology
Script

Thank you so much, that was very helpful!

Do you have any questions for me now that we are finished?

⚠️ ***Send post-test survey & Product Score Cards***

So our final step here is to have you fill out this post-test survey. I am going to send you that now and if you could fill it out, while you are on here with us that would be great. Feel free to ask us any questions or mute yourself if you would like. I am going to mute myself for now and I will unmute to answer any questions you may have!

Pre-Survey

1. How frequently do you seek legal representation online?
   - Very Frequently
   - Occasionally
   - Rarely
   - Never

2. On a scale of 1 to 5, how comfortable are you with navigating websites?
   - Extremely Uncomfortable
   - Uncomfortable
   - Neutral
   - Comfortable
   - Extremely Comfortable

3. What features are essential to you when searching for legal representation online? (Select all that apply)
   - Clear and Concise Information
   - User-Friendly Navigation
   - Multilingual Support
   - Accessible Contact Forms
   - Visual Appeal and Professionalism

4. How likely are you to use a Spanish translation option on a legal services website?
   - Very Unlikely
   - Unlikely
   - Neutral
   - Likely
   - Very Likely

5. What aspects of a law firm's website are most important to you when making a decision to hire legal representation?
   - Testimonials and client reviews
   - Clarity of information on the homepage
   - Accessibility and inclusivity features
   - Easy-to-use contact forms
   - Overall website design aesthetics

Pre-Survey

6. How often do you share information about legal services on social media?
- Never
- Rarely
- Occasionally
- Frequently
- Very frequently

7. Which devices do you primarily use for browsing websites? (Select all that apply)

- Desktop computer
- Laptop
- Tablet
- Smartphone

8. What factors influence your perception of a law firm's online credibility?

9. How do you typically initiate contact with a law firm after finding their website? (Select all that apply)
- Visit In Person
- Use the Online Contact Form
- Email Them
- Call Them

10. Are you open to participating in follow-up interviews or surveys to provide more detailed feedback?
- Definitely not
- Unlikely
- Neutral
- Likely
- Definitely

SURVEY

Post-Survey

1. How would you rate the overall usability of the Reed Leeper P.C. website after completing the tasks?
   - Very difficult to use
   - Difficult to use
   - Neither easy nor difficult
   - Easy to use
   - Very easy to use

2. Did you find the Spanish translation option effective in improving your understanding of the website's content?
   - Not effective at all
   - Somewhat ineffective
   - Neutral
   - Somewhat effective
   - Very effective

3. If you have a family member or friend who is seeking legal services, how likely are you to recommend Reed Leeper P.C. based on your experience with their website?
   - Not likely at all
   - Unlikely
   - Neutral
   - Likely
   - Very likely

4. Which specific feature or aspect of the website impressed you the most during the testing session?

5. Were there any tasks during the testing that you found particularly challenging or frustrating? If so, please specify.

Post-Survey

6. Did the website meet your expectations for a law firm's online presence?
   - Fell below expectations
   - Below expectations
   - Neutral
   - Met expectations
   - Exceeded expectations

7. How likely are you to use the Reed Leeper P.C. website for seeking legal representation in the future if you were in need of it?
   - Not likely at all
   - Unlikely
   - Neutral
   - Likely
   - Very likely

8. What improvements, if any, would you suggest for enhancing the website's user experience?

9. Were you able to easily find and understand information related to the legal services offered by Reed Leeper P.C.?
   - Not easily at all
   - Somewhat not easily
   - Neutral
   - Somewhat easily
   - Very easily

10. Overall, how satisfied are you with your experience conducting tasks on the Reed Leeper, P.C. website?
    - Very dissatisfied
    - Dissatisfied
    - Neutral
    - Satisfied
    - Very satisfied

SURVEY

Product Reaction Cards

Descriptions

Accessible	Cutting edge	Incomprehensible
Advanced	Desirable	Inconsistent
Annoying	Difficult	Ineffective
Appealing	Distracting	Innovative
Approachable	Dull	Integrated
Boring	Easy to use	Intimidating
Business-like	Effective	Inviting
Busy	Efficient	Irrelevant
Clean	Empowering	Not Secure
Clear	Engaging	Not Valuable
Comfortable	Enthusiastic	Optimistic
Compelling	Exceptional	Overwhelming
Comprehensive	Exciting	Patronizing
Confident	Frustrating	Poor quality
Confusing	Hard to Use	Powerful
Consistent	Helpful	Predictable
Convenient	Impersonal	

Analysis

Analysis

Analyzing Tasks

Task Success

- Participant achieves an 80% or better success rate per task

Task Observations

- Using notes from each session, we will assess which tasks, if any, participants most frequently needed assistance with, as well as any common spoken observations or thoughts participants may have voiced during their testing sessions.

Analyzing Surveys

Pre-Test Survey

- This survey will be completed using this Google Form.

Post-Test Survey

- This survey will be completed using this Google Form.

Both surveys are comprised of open ended and Likert Scale questions.

- Utilizing the Likert scale will help assess participants' true feelings about our website, and open-ended questions will allow them to elaborate on features they especially liked or disliked, along with providing suggestions.

Analysis

Analyzing Product Reaction Cards

During the interviews, participants will select 10 descriptive words from the list on the right that they believe best characterize the product. From these choices, we'll calculate percentages. For instance, if a user selects six positive and four negative descriptors, they'll lean towards a positive perception, reflecting 60% positive and 40% negative based on their choices.

Categorizing Major & Minor Issues

Issues will be characterized numerically. Major issues will be clear when the task completion rate is under 80%.

0% - 40% - major amount of help was needed to complete the task
41% - 79% - some help was needed to complete the task
80% - 100% - little to no help was needed to complete the task

Score cards that are 70% or more positive leaning, will be considered as minor issues. Less than 70% positive leaning, will be considered major issues.

Communicating Test Results

We will create a 1-2 page PDF/graphic that will display the most common words selected in our product reaction cards, overall task success rates, and pre-test survey and post-test survey answers. This presentation aims to effectively showcase our targeted research pool and their experience testing our site.

Conclusion

In summary, this User Experience Research Plan aims to enhance Reed Leeper, P.C.'s online identity for improved user engagement. Prioritizing a Spanish translation option, an uncluttered design, and a streamlined contact form, the plan addresses user needs, particularly those seeking legal representation.

The research plan utilizes hypotheses related to user behavior, language accessibility, readability, and form usability, with a focus on individuals actively seeking legal representation. Examples of diverse personas, like Gen Z Female (Abbey) and Gen X Male (Richard), are provided to better understand user expectations.

The user testing tasks, guided by a comprehensive script, will cover crucial aspects of the website, providing insights into navigation, design aesthetics, and multilingual support. The pre and post-test survey instruments will allow us to measure our user's experience and preferences while visiting the website, offering valuable quantitative data.

As our Law Firm Overhaul Capstone Project progresses through future development phases, this User Experience Research Plan serves as a practical blueprint to help us design a better website for our client. Its findings are expected to reveal key insights, guiding the website's enhancement and aligning it with Reed Leeper, P.C.'s refreshed brand identity, ultimately fostering positive engagement and effective online representation.