

ADOPT THE MINDSET

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legal innovation by design



“Legal design is one of those things which makes so much sense it’s incredible to think it’s a relatively new kid on the LawTech block.”

Legal Design, like, WTF dude?, Legal Geek.

<https://www.legalgeek.co/learn/legal-design-wtf/>

Beyond the hype, what is legal design and could it be of any use for law practitioners?

Etymologically, «diseno» means both purpose and drawing.

From the
Bauhaus
functional
aesthetics

To Steve Jobs, for
whom “design is
not how it looks,
it’s how it works”

Design has always
been a problem-
solving innovation
method.

Form follows function.

The purpose of an object should be the starting point for its design.

APPLYING THE USER-CENTRIC MINDSET TO LAW

Who will apply the contract, what for and how?

Identify users, purpose and usage:

USERS

Users need to be able to understand the legal document not just lawyers and judges.

PURPOSE

The legal document needs to be actionable.

USAGE

Usage means caring about user experience (UX). What's the user journey and how satisfying (or frustrating) is it?

Legal design is a user-centric, multidisciplinary innovation method that combines legal expertise with design to create intelligible, actionable and engaging legal documents.

Generating a satisfying legal UX. At last.