



LEGAL DESIGN: EFFICIENCY WITHOUT CONCESSIONS

Lawyer's fees are a regular topic of conversation, especially lately in the Netherlands. The legal profession is often seen as traditional and expensive.

In the context of my Legal Design work, my day-to-day activities involve investigating whether and how *human-centred design* can contribute to the legal profession without detracting from the complexity of the issues at hand.

Human-centred design is the practice of building things that are not only useful but also inviting to use. It is based on the belief that products and services should be conceived and created on the basis of the needs, preferences and behaviour of users. That way you can ensure that users really want to use the solutions that you provide.

To achieve this, users have to be central to the process, there has to be space for experimentation and you need to employ an agile working policy.

We're always looking for ways to communicate more efficiently with clients. The fast pace of society, constant access to technology, and an excess of stimulation are changing how we (in our different roles as consumer and professional) use the information that is offered to us.

This also impacts how we communicate with clients. Combining design, technology and behavioural psychology

within the legal industry increases our ability to create client-based products and services. For instance by using visualisations in lawyer-client communication at specific points in the process, we are able to create and facilitate a more efficient way of communicating, certainly in a time when we are all systematically plagued by an information overload. Imagery is becoming increasingly important in this world. It has the power to communicate complex messages rapidly, concisely and memorably. It is an excellent means of enhancing a conversation, providing immediate direction and depth.

Thus, it enables lawyers and clients to achieve efficiency without making concessions on quality and complexity. The costs aspect is another advantage. By streamlining the communication between lawyer and client, communications becomes more effective. Making Legal Design an interesting strategic tool for lawyers and clients.

Legal Design | *Designed to deliver*

— Author: S. van Hecke