



- Do I have a legal problem?
- Do I need a lawyer?
- Who can I call?

1-866-845-3425

# **Technology Initiatives Grants Conference 2010**

**January 13 – 15, 2010**

## **The Web-based Client Application - Six Months Later**

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# Introduction

Purpose of Presentation: To share three things that we have learned in six months of online intake:

1. The Client's perspective – What is in it for me?
2. You can lead a horse to water, but you can't make it drink.
3. Sometimes you can't stop a client from wanting to talk.
  - 3a. Not all browsers are created equal.

# 1. The Client's perspective – What is in it for me?

What we anticipated:

1. That clients would access the WebApp at their convenience – i.e., evenings, weekends

NOT SO!



# 1. The Client's perspective – What is in it for me?

What we found:

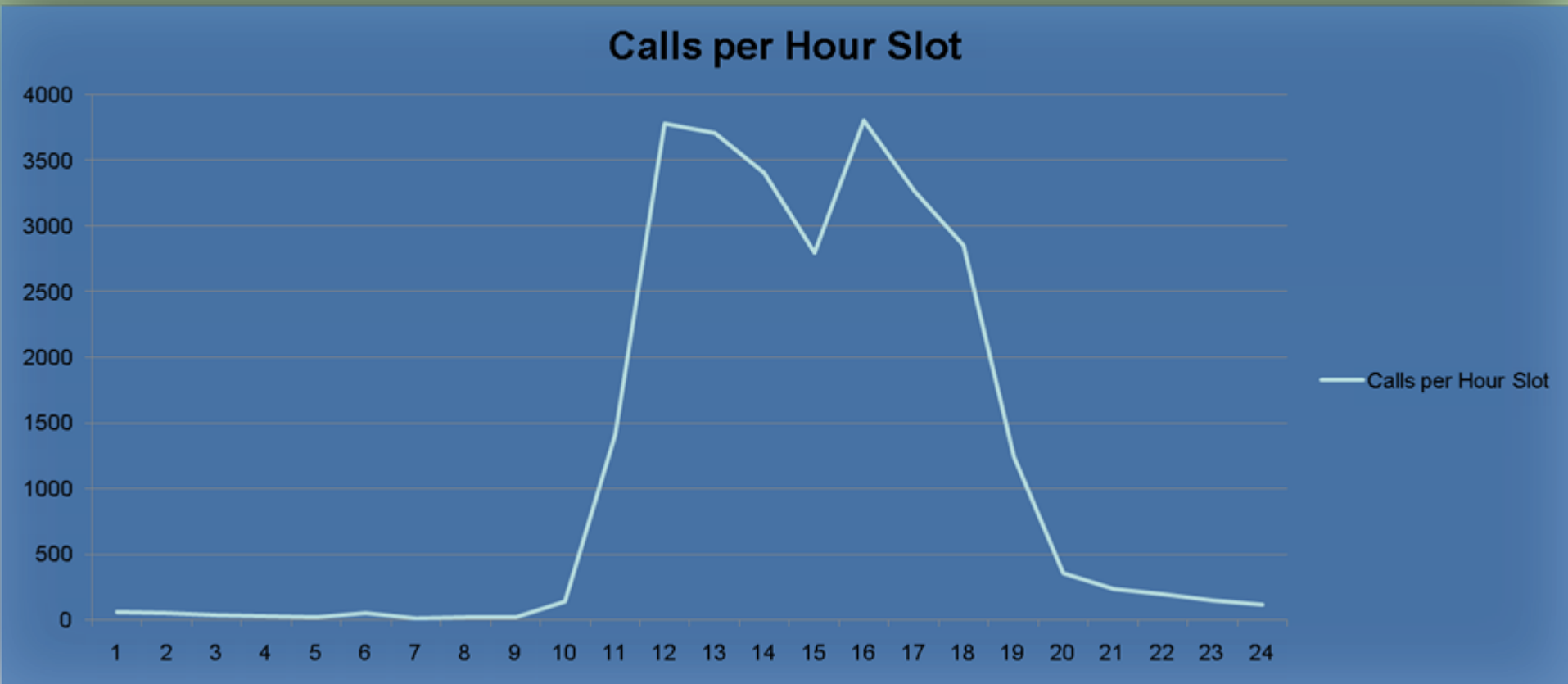
- Callers called us during the same hours as non-WebApp callers





# 1. What is in it for me?

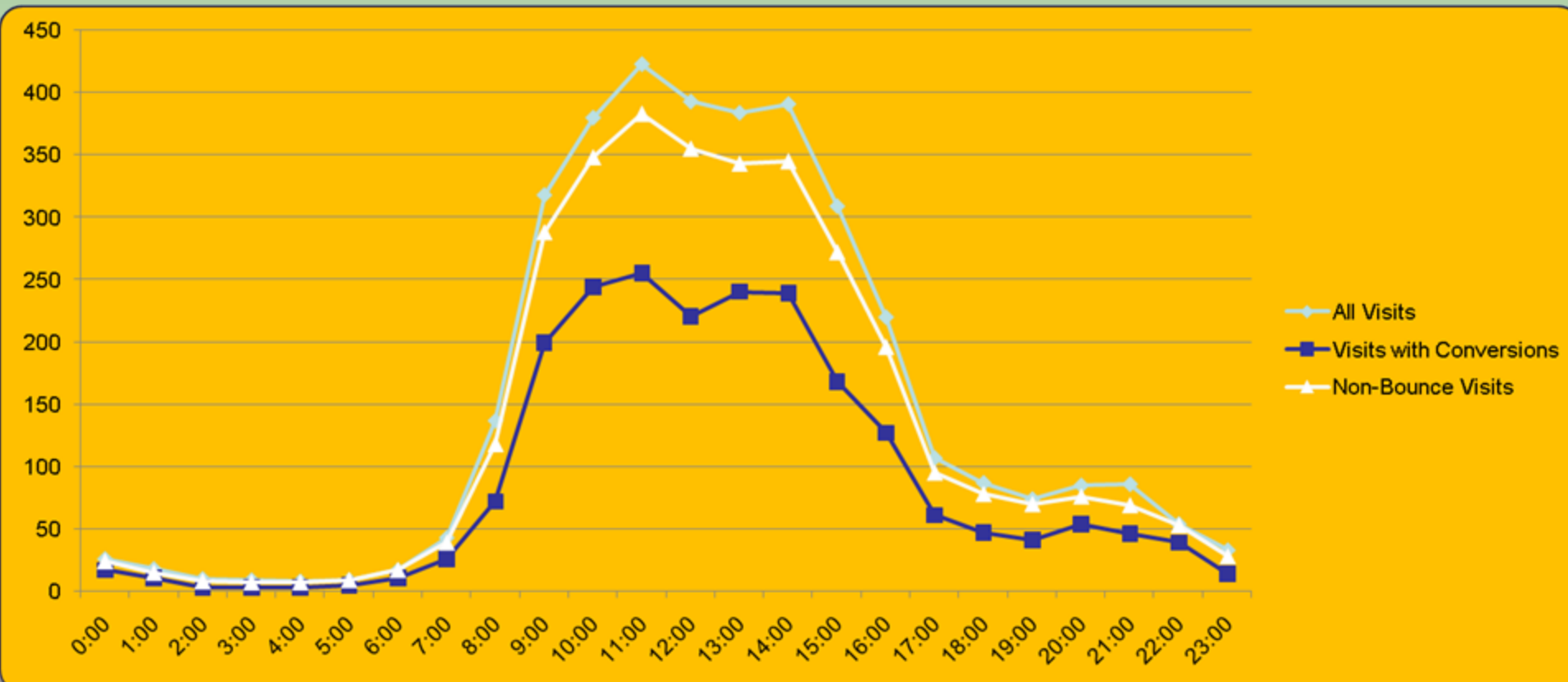
- Actual Demand looks like this:





# 1. What is in it for me?

- What about the forms themselves? When do clients fill them in?



	L	M	N	O	P	
101						
102		Visits with Conversions			Non- Bounce Visits	
103	TOTAL	3621	2145	3243		
104	PRE	7.65%	7.04%	7.52%		
105	WORK	77.82%	78.88%	78.01%		
106	POST	14.53%	14.08%	14.46%		
107						



# 1. What is in it for me?

## Conclusion

- Most WebApp visitors (78%) want to get immediate assistance from a person, and are prepared to go through the form because of the promise of queue priority
- It appears that the non-call hours visitors utilize the Form as do callers during hotline hours



## 2. You can lead a horse to water, but you can't make it drink

- The last two pages of LAA's WebApp is a self-referral database, which provides links to pre-selected web based resources.

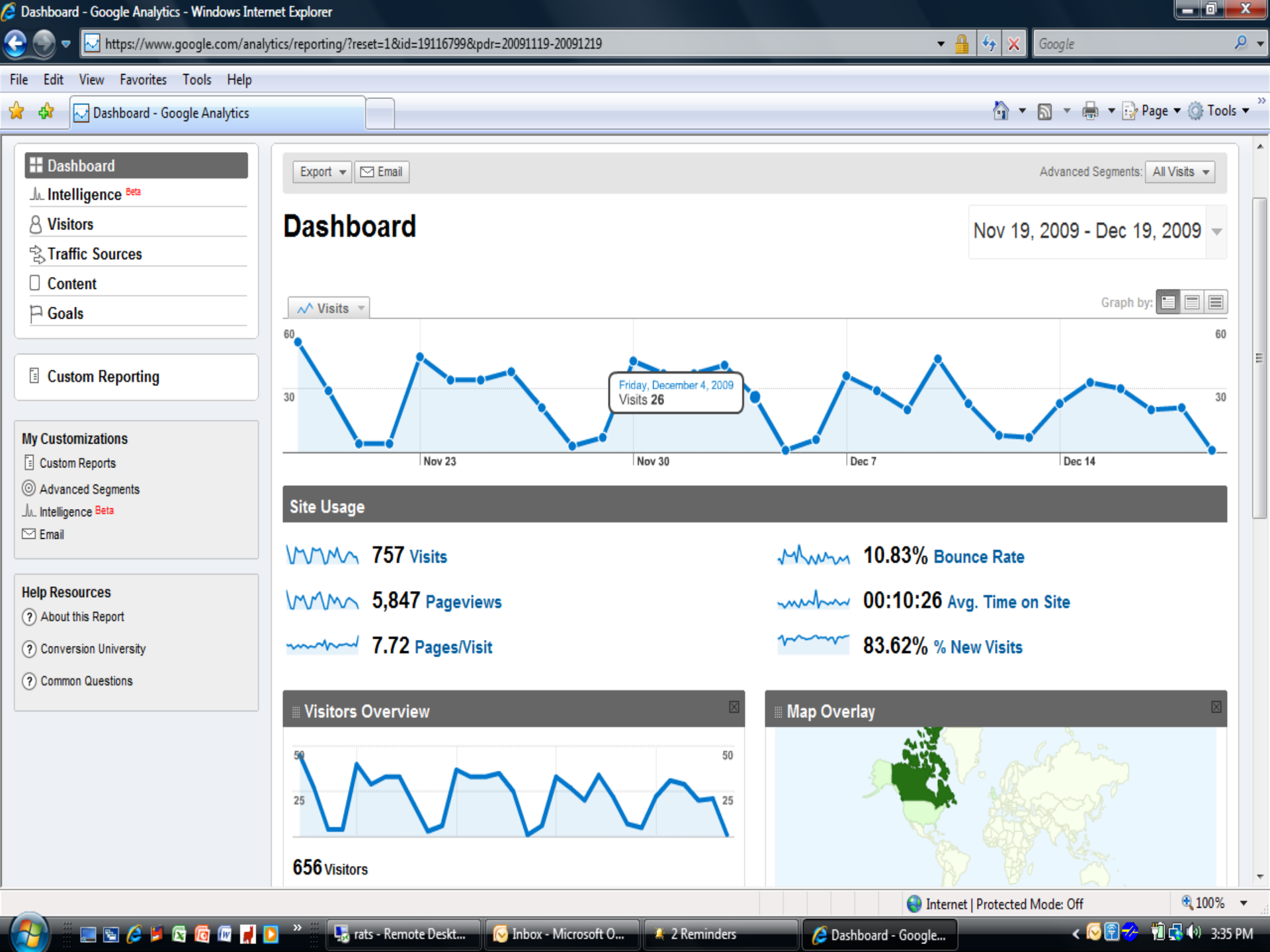
Q – You can build it, but will they come?

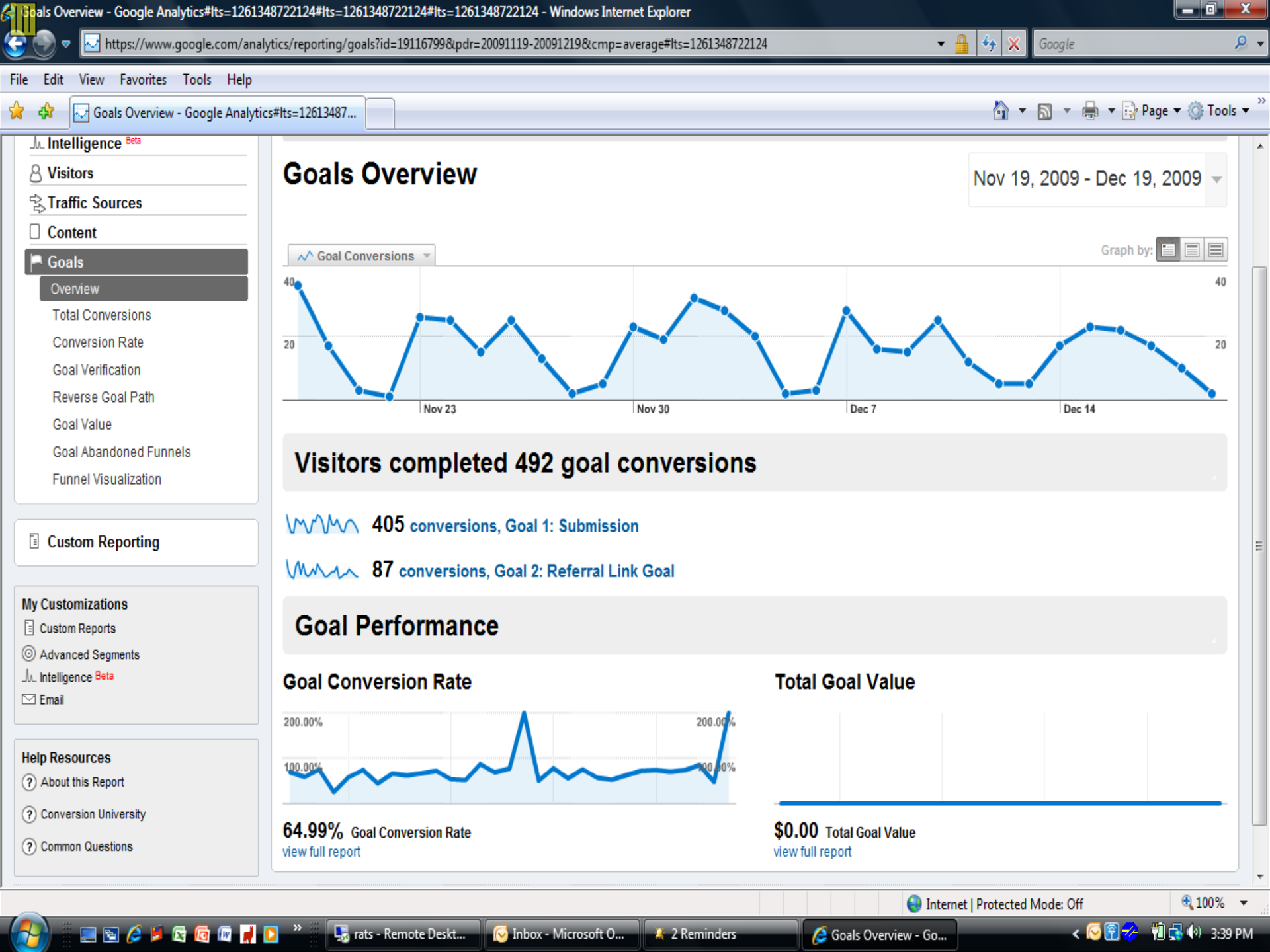
## 2. Horses

Google Analytics is a tool that provides client performance data.

We track:

- visits, unique visitors
- Conversion – completions to specific stages
- Time on site
- Pages/visit
- Bounce rate

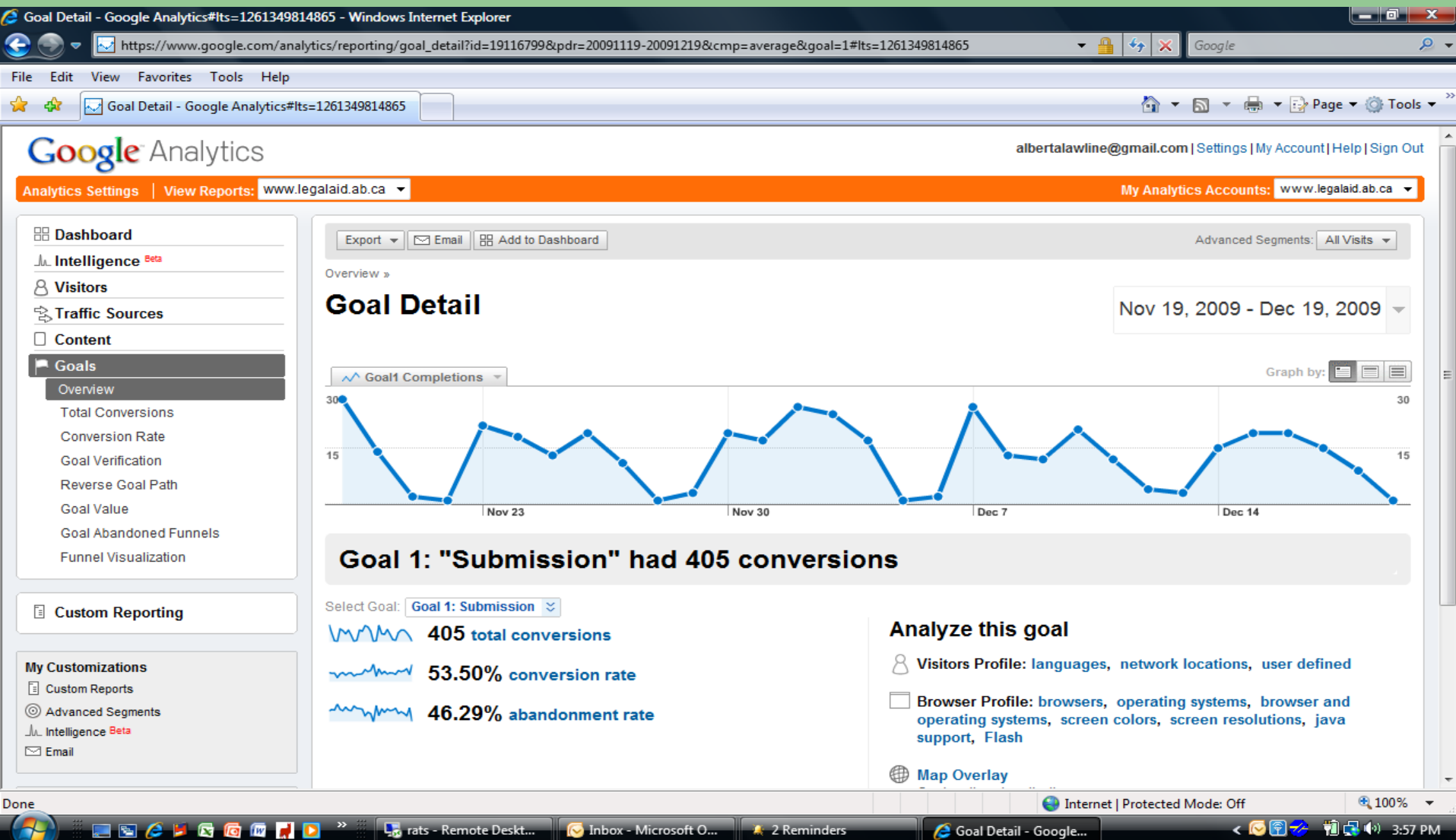




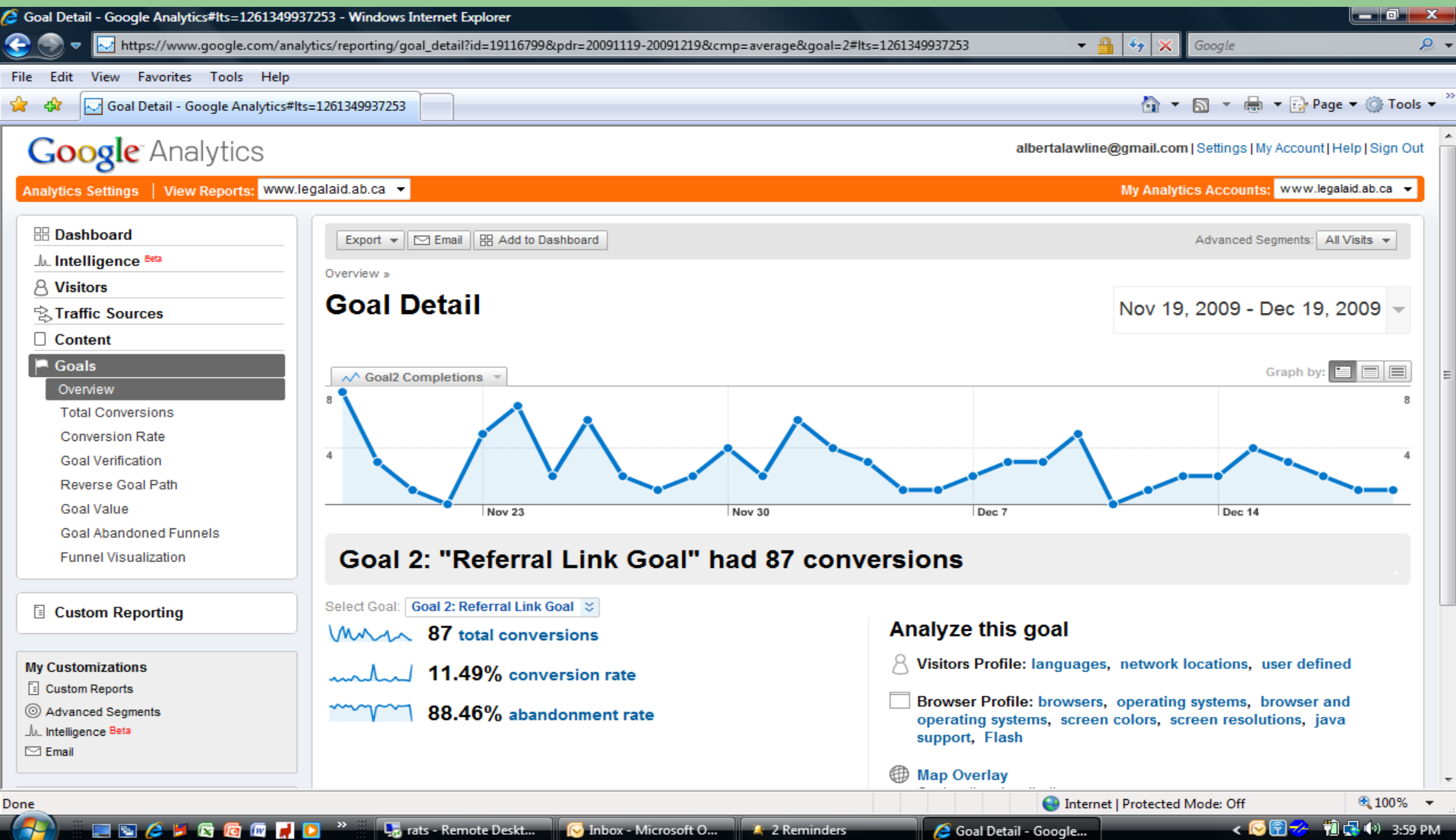
## 2. Horses

- One of the forecast benefits of the WebApp was the self-referral links on pages 8 and 9 of the WebApp
- Theory – clients would avail themselves of the opportunity to immediately obtain legal information
- Q – What did we find out?

# 2. Horses - Submission



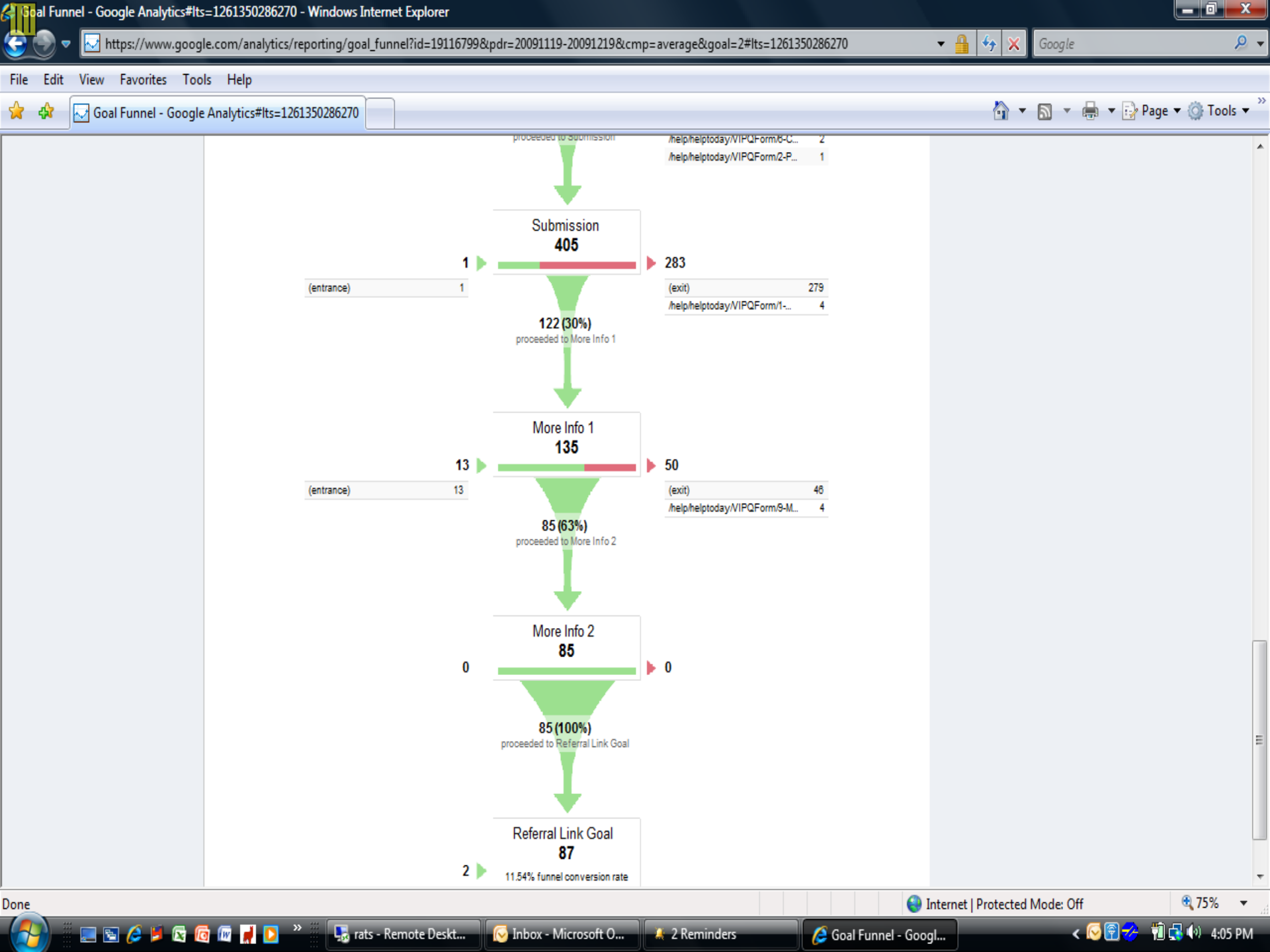
# 2. Horses – Referral Links



## 2. Horses – Possible Conclusions

1. WebApp visitors want queue priority, and nothing more, or want to speak with a person
2. We do not convey enough helpful information that visitors want to access the information
3. Clients want to tell their story, and not get more information at this point





## 2. Horses

1. In relation to the first group, we can not do a lot to give them value prior to the call
2. In relation to those who just did not get sufficient information to go further, we are looking to modify the form to drive more traffic to the Referrals
3. In relation to those who did not see value, we will have to experiment with design and content

### 3. Sometimes you can't stop a client from wanting to talk.

- Theory – The WebApp would save 5 minutes from each call, because the demographics, and adverse party identification process was taken offline
- Fact – WebApp calls are longer than non-WebApp calls.

HUH?

# 3. The Talking Client

Alberta Law Line - Windows Internet Explorer

http://www.legalaid.ab.ca/help/helptoday/Pages/AlbertaLawLine.aspx#content

File Edit View Favorites Tools Help

Alberta Law Line

Alberta Law Line Online Intake

**1 2 3 4 5 6 7 8 Personal Information**

**ALBERTA LAWLINE**

Please provide the following personal information. Alberta Law Line will use your personal information in accordance to the LAA privacy policy.

**\* Required Fields**

Name

First:\*  Middle:

Last:\*  Alias:

Email:

Phone No:\*  (xxx-xxx-xxxx) Ext  ☐ Don't contact me at this number

Fax:

Gender: ☒ Male ☐ Female ☐ Other

Date of Birth: (dd/mm/yyyy):\*  1 2009

**Address**

Address:\*

City:\*

Province:\*

Postal Code:\*  -

Previous Next

Alberta Law Line

NTAKE FORM

OT an online

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only.

asy-to-use form

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es information)

our client ID

completed

ta Law Line at

3425

entification number

he front of the

online intake

ine services now

ers: It has been

ention that those using

Mac's Safari web browser are having

WebForm.aspx?moreInfoUrl=http%3a%2f%2fwww.legalaid.ab.ca%2fhelp%2fhelptoday%2fPages%2fIntakeFormMoreInfo.aspx&rwndrmd=0.19703

Local intranet | Protected Mode: Off

100%

4:23 PM

## Alberta Law Line Online Intake



Please provide the following personal information. Alberta Law Line will use your personal information in accordance to the LAA privacy policy.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

### Personal Information

[Why are we requesting this information?](#)

Marital Status:\*

\* Required Fields

Size of Family:\*

Income\* Monthly:

-OR-

Yearly:

Are you currently employed?

☒ Yes ☐ No

Reason for not being employed:

Disabled

Employer:

Occupation:

**Business (Work) Address** (will not be contacted)

Address:



City:

Province:

Alberta


Postal Code:

 - 

XXX-XXX-XXXX

Phone No:

Ext



It is important that we identify all parties (both people and/or organizations) involved in your situation in order to assist you.

The items on this page are optional.

1

2

3

4

5

6

7

8

Related Parties (Optional)

Person

- OR - Organization or Institution

First Name:

Last Name:

Alias:

DOB:

1

2009

(dd/mm/yyyy)

Name:

Relationship: (Present Or Former)Partner/Spouse

Role: Adverse

Click to add the Person, Organization or Institution

Add

Name	Relationship	Role
No Related Parties!		

Previous

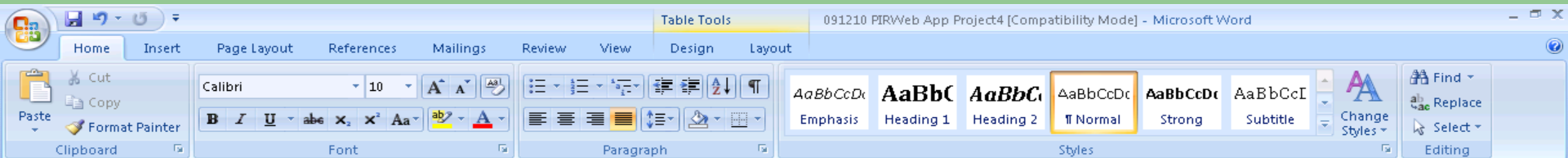
Next

# 3. The Talking Client

- Trade-off – more mandatory fields v. lower completion rate for the form
- Clients often incorrectly identify adverse parties

CHOICE – Lower threshold means more work for our intake workers

# 3. The Talking Client



## Call Time Benefit

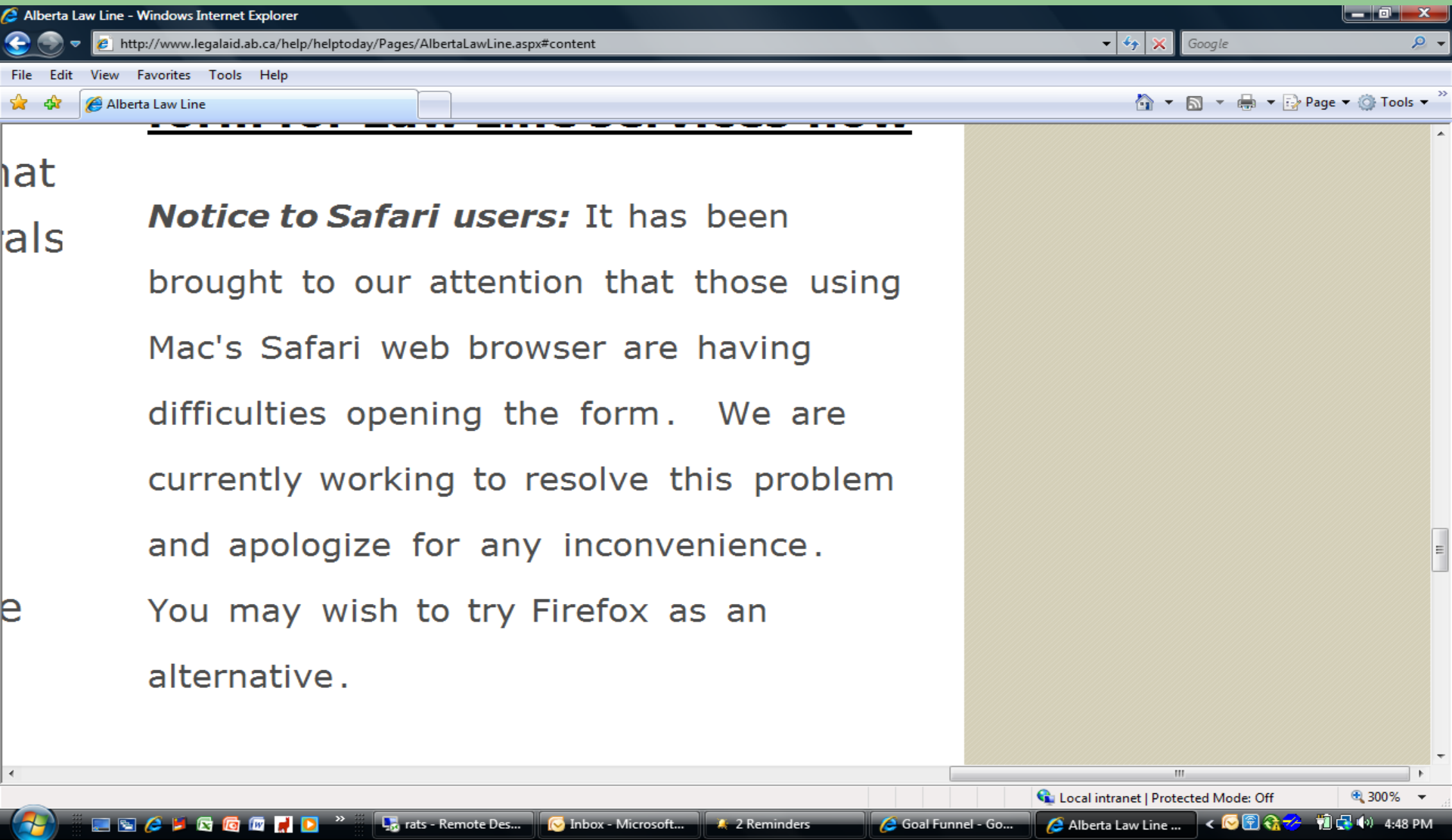
MONTH	WEBAPP CALL DURATION	LAW LINE CALL DURATION	DURATION DIFFERENCE
July	15.76	15.54	0.22
August	16.36	16.22	0.14
September	18.08	17.4	0.68
October	15.93	15.31	0.62
November			



# 3. The Talking Client

- Not all of the theoretical benefits translate into reality
- Clients do love to/need to talk. Clients need rapport with us
- The process of providing legal information and advice is still a human process

# 3a. Browser Wars



Browser Compatibility Investigation - Microsoft Excel

Table Tools

Home Insert Page Layout Formulas Data Review View Design

Cut Copy Paste Format Painter Clipboard

Calibri 11 A A B I U Font

Wrap Text Alignment Merge & Center

General \$ % .00 .00 Number

Conditional Formatting as Table Cell Styles Styles

Insert Delete Format Cells

AutoSum Fill Clear Sort & Filter Find & Select Editing

Table1 Loading bar appears in the middle											
	A	B	C	D	E	F	G	H	I	J	K
1	Platform tested from	Browser	Version	Layout Engine	Code	Notes					
2	Linux - Kubuntu	Firefox	3	Gecko 1.9	103-2814	Past Step 1 Window moves downward and each subsequent window More info 2 Success					
3	Linux - Kubuntu	Firefox	3.5	Gecko 1.9.1	103-2815	Same layout issue as Firefox 3 More info 2 success					
4	Linux - Kubuntu	Konquerer	4.22	KHTML	103-2811	Loading bar appears in the middle Step 6 load bar appears in the lower left Can't navigate past More Info 1 page					
5	Linux - Kubuntu	Opera	10.01	Presto	103-2817	Same layout issue as Firefox 3 More Info 2 success					
6	Linux - Kubuntu	Epiphany	2.26.1	Gecko 1.9	103-2818	Same layout issue as Firefox 3 but will stay in place once moved back More info 2 success					
7	Windows Vista	Internet Explorer	7	Trident		No known issues					
8	Windows Vista	Internet Explorer	8	Trident		No known issues					
9	Windows Vista	Google Chrome	3.0.195.27	Webkit		Load bar appears in the middle right in front of the DOB field making it almost impossible to fill this field Can't get past Step 2					
10	Mac OS X	Safari	4	Webkit		Loading bar appears in the middle Can't get past Step 2					
11	Mac OS X	Camino	1.6.10	Gecko	104-2048	No known issues					
12	Mac OS X	iCab	4.7	iCab		Loading bar appears in the middle Can't get past Step 2					

## 3a. Browser Wars

- **CONCLUSION** – You might build with IE in mind, but you better test in multiple environments.
- Weird things happen

# Web App Update

- Questions?

- The End