

# What is legal design, and why should you care?

The Law Society of Ireland

**Dublin**

April 2024



**Glen Byrne**  
**Legal Designer**  
Simmons & Simmons Wavelength

# What is design?

# What is design?



**Function**

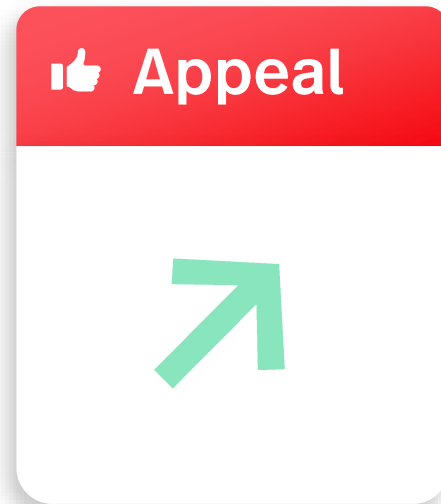
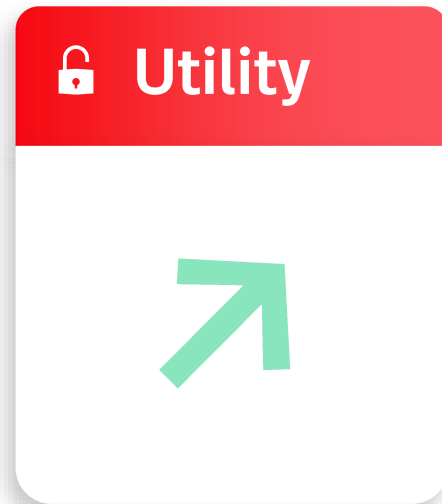


**Utility**

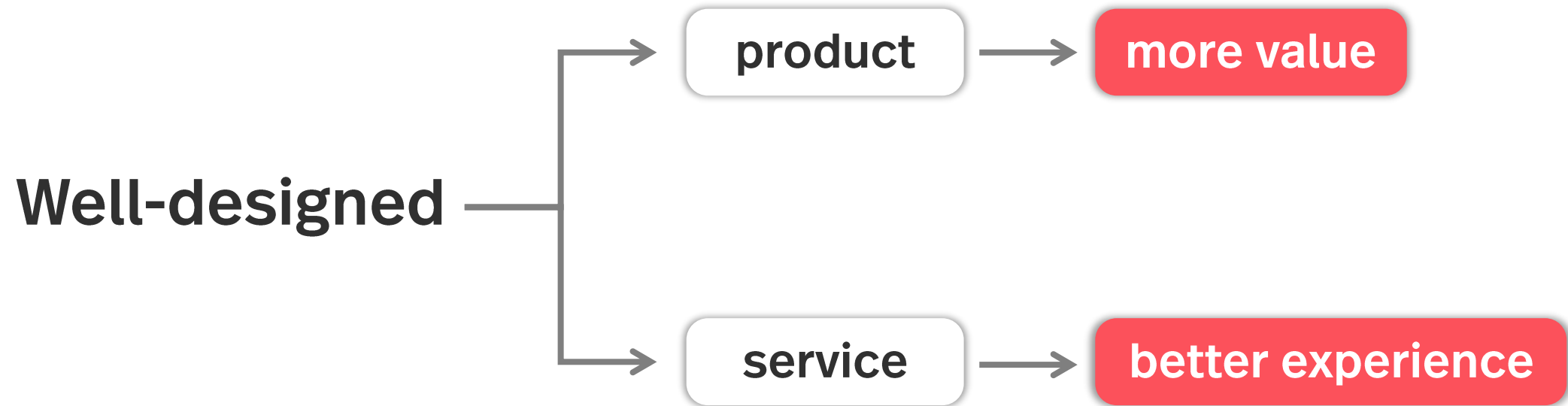


**Appeal**

# What is design?

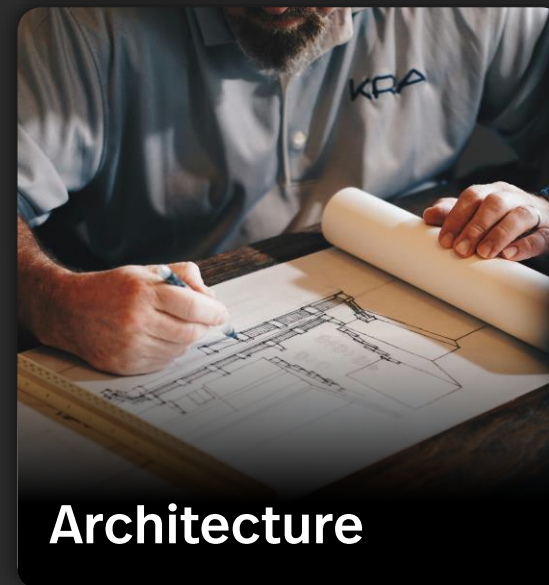


= Well-designed



# Who is using design?

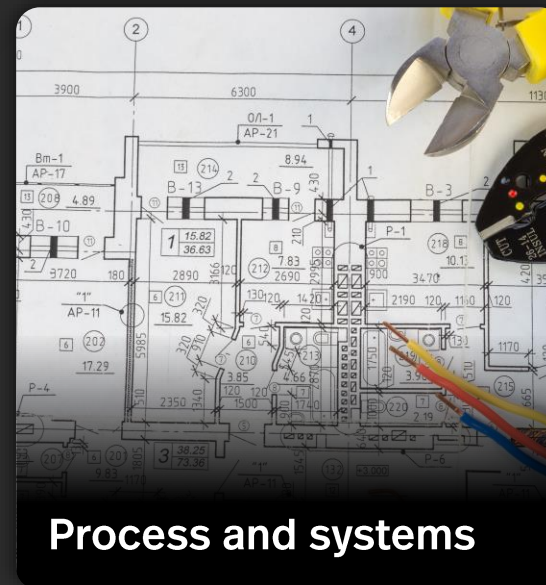
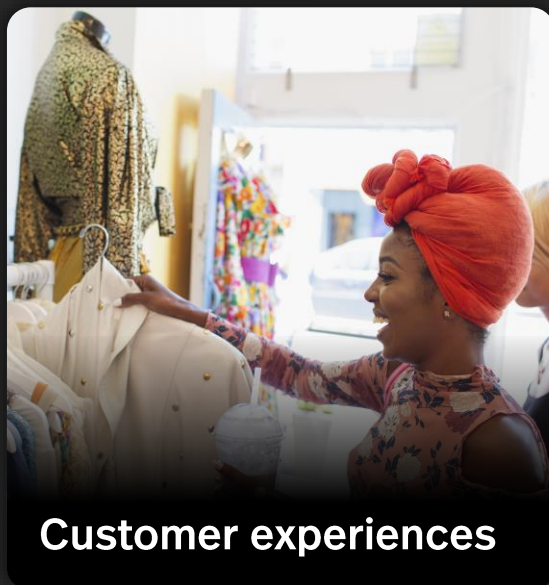
## Examples of 'design industries'



The emphasis is on 'appeal', but it is also required to have function and utility

# Who is using design?

Every industry and professional service



Choosing not to consider something's design is still a design decision



# Can good design be applied to law?

The legal sector is created by legal professionals to be understood and interacted with by other legal professionals.

When non-legal professionals must interact with the legal sector – often when they're the ones most affected – it can be confusing, intimidating, complex, costly, time-consuming.

It might function, but it's not easy to use, nor is it appealing to interact with.



**Function**



Utility



Appeal

# How does legal design solve this problem?

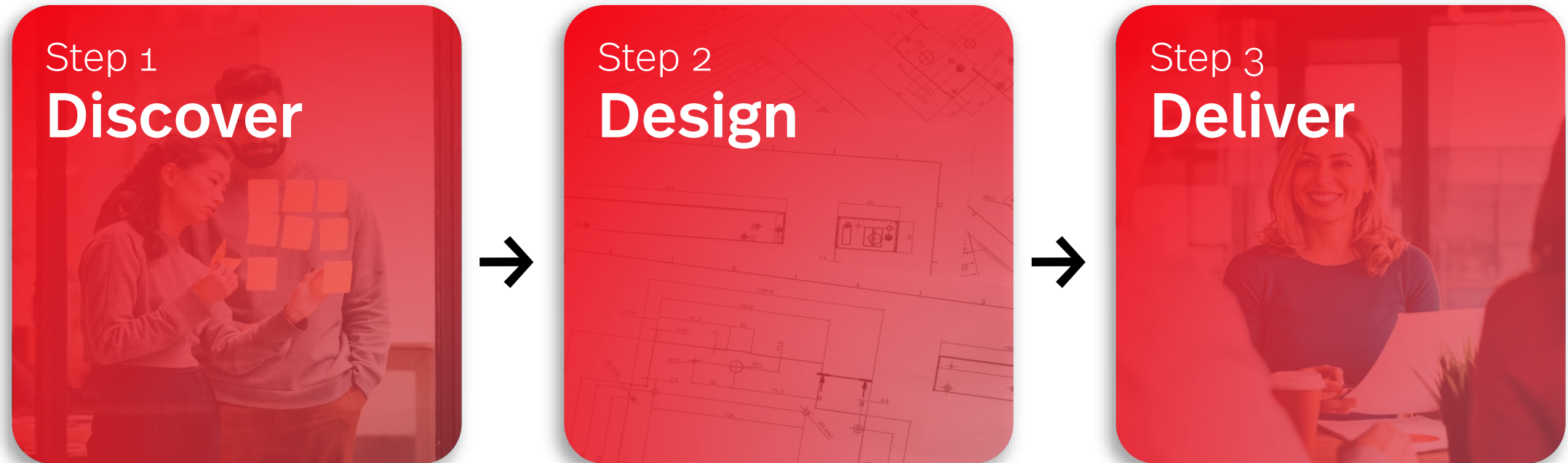
We look at:

- the legal information,
- the legal process and operations,
- the training lawyers have in creativity and empathic practices,

and more.

# How does legal design solve this problem?

Each project follows a similar process.



# How does legal design solve this problem?

We focus on uplifting legal information in four broad areas.

## Content

Is the information understandable and engaging?

## Visual design & typography

Is the information presented in an effective way?

## Useability

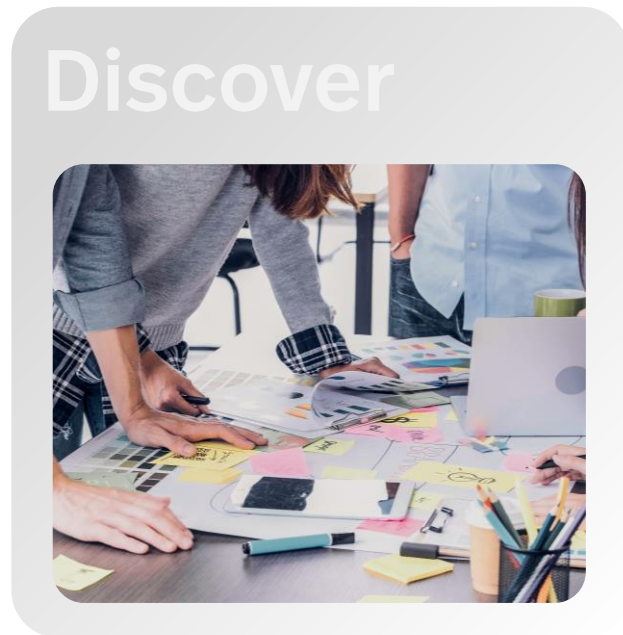
Can the end-user use the legal information for its intended purpose(s)?

## Accessibility

Are all the people who need to access this information able to do so?

# How does legal design solve this problem?

Standard Chartered Bank Code of Conduct and Ethics



⚙️ Function

🔒 Utility

👍 Appeal

# Why should you care?

If you don't care by now, here is why you should.

# Why should you care?

If you don't care by now, here is why you should.

- **Well-designed legal experience → improved client experience → better relationship**



# Why should you care?

If you don't care by now, here is why you should.

- Well-designed legal experience → improved client experience → better relationship
- **Better client/customer understanding can lead to a greater level of trust**





# Why should you care?

If you don't care by now, here is why you should.

- Well-designed legal experience → improved client experience → better relationship
- Better client/customer understanding can lead to a greater level of trust
- **Regulatory trends**

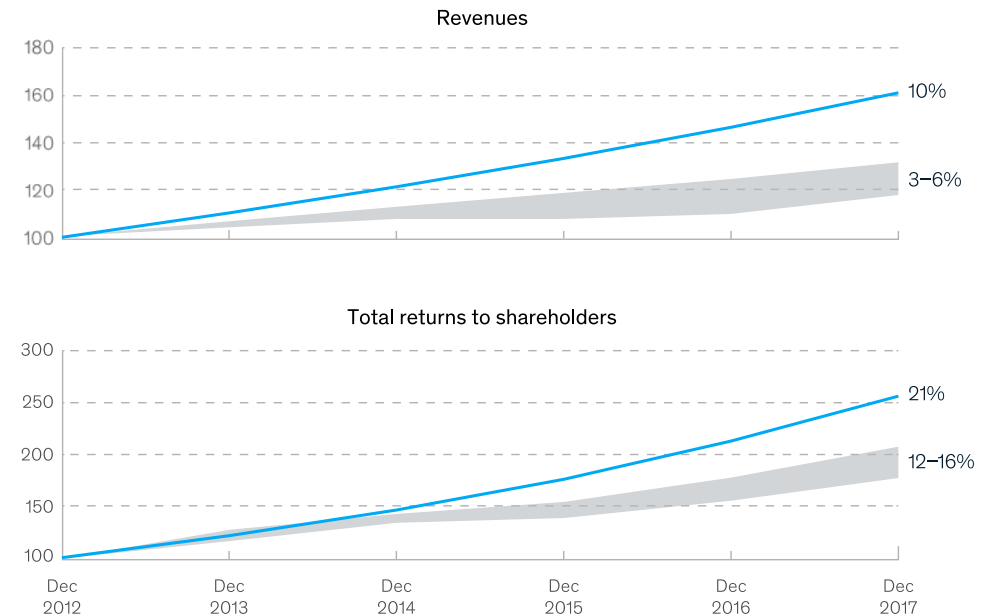


# Why should you care?

If you don't care by now, here is why you should.

- Well-designed legal experience → improved client experience → better relationship
- Better client/customer understanding can lead to a greater level of trust
- Regulatory trends
- **Return on investment in design**

## Design Index (McKinsey & Company)



# Why should you care?

If you don't care by now, here is why you should.

- Well-designed legal experience → improved client experience → better relationship
- Better client/customer understanding can lead to a greater level of trust
- Regulatory trends
- Return on investment in design
- **Design thinking → identifying new opportunities**



# Why should you care?




If you don't care by now, here is why you should.

- Well-designed legal experience → improved client experience → better relationship
- Better client/customer understanding can lead to a greater level of trust
- Regulatory trends
- Return on investment in design
- Design thinking → identifying new opportunities
- **Risk reduction and proactive customer problem solving**



# What should you leave with?

In any legal service:

-  Does it function well?
-  Is it as useful as possible?
-  Will it appeal to the user?

## Simmons & Simmons Wavelength Legal Design team



**Erika Pagano**  
Head of Legal Innovation & Design



**Callum Brown**



**Glen Byrne**



**Deniz Calhan**



[glen.byrne@simmons-simmons.com](mailto:glen.byrne@simmons-simmons.com)



[linkedin.com/in/glen-byrne](https://www.linkedin.com/in/glen-byrne)

A large, abstract graphic on the right side of the page, composed of a dense field of small white dots that form a stylized, upward-pointing arrow or a similar shape, set against a dark red background.

[simmons-simmons.com](https://simmons-simmons.com)

**Strictly Private and Confidential**

© Simmons & Simmons LLP and its licensors. All rights asserted and reserved. This document is for general guidance only. It does not contain definitive advice. Simmons & Simmons LLP is a limited liability partnership registered with the Registrar of Companies for England & Wales with number OC352713 and with its registered office at Citypoint, 1 Ropemaker Street, London EC2Y 9SS, United Kingdom, as well as registered with the trade register kept with the Chamber of Commerce in Amsterdam, the Netherlands, with number 51088282 with registered office at the above address. It is authorised and regulated by the Solicitors Regulation Authority and its SRA ID number is 533587. The word "partner" refers to a member of Simmons & Simmons LLP or an employee or consultant with equivalent standing and qualifications. A list of members and other partners and their professional qualifications is available for inspection at all our offices. Our terms of business, which contain a limitation of our liability, apply to all our services.