Legal Advice On-Demand
Rapid Product Development

Executive Summary

For too many Americans, the process of obtaining legal advice is complex, time-consuming, and expensive. LegalQ provides clearly-priced, on-demand legal advice via an easy-to-use mobile application. Clients create profiles, submit legal questions, and connect to an attorney in real-time via text, voice, or video chat. Attorneys get paid to answer questions and grow their practice. Founded by a team of lawyers and technologists, LegalQ addresses a critical gap in the legal services market.

Market Need

The legal "supply chain" is broken. 60% of American households deal with a legal problem at any one time, but seeking legal advice is fraught with mistrust, complexity, and lack of clarity.

Meanwhile, only a small percentage of graduates from prestigious law schools working for large law firms earn $150,000+. Most graduates who work for smaller law firms, government, and non-profit organizations earn between $40,000 to $60,000. LegalQ estimates that 60% of licensed and active attorneys work solo or in small firms (1-9 attorneys), most of whom earn less than attorneys at larger firms.
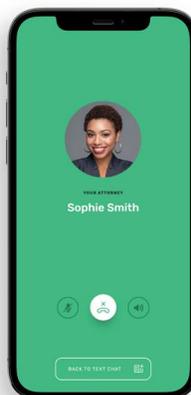
The Solution

The LegalQ app enables consumers with legal needs to prepay for 15 or 30-minute consultations with a licensed attorney in their state. Users input a legal question and select voice, video, or text. As a result, users make a plan to move forward with confidence, and attorneys get paid.

LegalQ is a digital platform that connects motivated legal consumers with a licensed attorney in their state. Customers obtain legal advice at affordable, fixed rates, while attorneys earn competitive pay and grow their client base.

B2C: Customer Mobile Application
- Connect immediately with an Attorney via Text, Voice, or Video
- Schedule a consultation for a future date/time
- Consultation support includes many areas of law such as criminal defense, personal injury, landlord-tenant, etc.
- Customer provides feedback on experience and rates the attorney
- Create and manage user profile

About LegalQ

Legal issues can make you feel stuck.

LegalQ offers on-demand legal advice so you can know your next steps and move forward with confidence.

"Finding a lawyer is hard, especially if you're new to a city. As a student, it can seem financially out of reach, too. I was frustrated and felt powerless, but the LegalQ app really makes lawyers more accessible. This app makes finding a lawyer easy. I would recommend it to anyone who is looking for a lawyer."

Murad A. | Minneapolis, MN

B2B: Attorney Web Platform
- Receive real-time and scheduled customer consultation requests
- Facilitate consultation via text, voice, video all within a simple to use web platform
- Monitor payments and income via attorney dashboard
- Create and manage Attorney profile

Why Amazon Web Services

The decision for LegalQ to leverage Amazon Web Services was based on scale, speed, and security. Given the forecasted rapid adoption and growth, AWS provided LegalQ the ability scale both from a data and infrastructure perspective. Speed to market was also a critical priority for LegalQ to fulfill the growing need for accessing legal services. The team utilized the AWS Amplify set of tools and solutions to configure the backend and provide an efficient method for connecting to the React frontend. Considering the private and personally identifiable nature of the data that LegalQ is collecting and displaying to their users, data security is an absolute requirement. AWS encryption and monitoring ensures data security and by utilizing AWS Cognito to define roles and user groups, LegalQ can efficiently control and manage user access.

The combination of AWS offerings enabled LegalQ to quickly release with the confidence that their customers data was secure and that they could effectively grow with demand into the future.

Why Inspire11

LegalQ was seeking more than just engineering support. They wanted a strategic partner to help bring their product vision to life. Inspire11 was uniquely positioned to provide product advisory, architectural consultation, and full stack development. Collaboration and communication were key and helped ensure product features met the demands of customers and that the product was built for future scalability and growth. By leveraging a strong foundation and modern technology platforms, Inspire11 ensured that LegalQ could release quickly to the market and efficiently make future product iterations based on customer feedback.

Results

Inspire11 partnered with LegalQ and accelerated with AWS to launch the product to market quickly. The architecture decisions employed will allow LegalQ to scale with the app seamlessly with growth, and best in class CI/CD processes will allow updates and enhancements at the speed customers require.

About Inspire11
The 11 in our name is significant in that it represents going above and beyond expectations…in everything we do. Our focus is on the perfect alignment of our proven, talented consultants with your most strategic and innovative initiatives. We help our clients by altering the DNA of companies to break down barriers so that everything (and everyone) is integrated and works together beautifully.

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