



Myrna Tulandi

Biography

Jonathan has been a family lawyer for over 15 years. After being a part of a mid-sized firm for most of his career, recent changes to the compensation structure led him to decide to open his own practice.

Tech & Legal Competency

Online legal services	●	●	●	○	○
MS Office and DMS	●	●	●	●	○
Alternative fee structures	●	●	●	●	●
Privacy and data management	●	●	●	●	○

“Tools for my business need to be easy to use so that I can focus on the practice of law.”

Wants & Needs

- Would like a straightforward professional website to supplement his LinkedIn footprint; expects a medium level of SEO work to be performed in relation to his website
- Wants his practice to be as paperless as possible
- Requires a proper document filing system in the cloud that is intuitive and user-friendly

Frustrations

- He does not have the expertise needed to set up and keep updated a professional website
- He knows that, for a sole practitioner, the “business of law” can take up a lot of time, which takes time away from the practice of law

40 years old

Etobicoke, Ontario, Canada

In a relationship, two kids

Four-bedroom house

Family law practitioner



Dr. Kyriaki Noussia

Biography

Armando studied law at King's College London and graduated with a First. He did a vacation scheme with a global law firm and landed a training contract. He speaks English, Italian, Spanish and Portuguese. He wants to specialise in corporate finance and move ultimately to one of the firm's offices in South America. His girlfriend works as an event organiser and is currently without a job as a result of Covid-19.

"I love law and corporate finance is my preferred seat in my training so far. I am afraid law firms will not offer associate positions anymore to all qualifying trainees."

 26 years old

 London, UK

 Girlfriend, No children

 Rents a flat in central London

 Trainee solicitor in a global law firm

Wants & Needs

- Get a contract as an associate once his traineeship is concluded
- Get on the property ladder and buy a flat in London.
- Start a family soon.

Tech & Legal Competency

Online legal services



MS Office and DMS



Alternative fee structures



Privacy and data management



Frustrations

- He is afraid that law firms will not offer what was previously secured, i.e. an associate's contract
- **He wants to be able to continue paying his student loan and with the shadow of unemployment on him 6 months ahead he is not sure how he will manage**
- He is unsure of how to get on with his plan to get financed and jointly form an events organising company with his girlfriend



Jasmine Landau

Biography

Adam runs an online legal services business, providing document review, e-litigation and contract due diligence services through his panel of contract lawyers.

Adam is big on tech and really keen to get more firms and legal professionals onboard with using digital legal discovery and document services. He strives to offer competitive, scaleable rates as compared to bigger e-doc review services.

Wants & Needs

- Reaching more legal clients with his e-discovery and document review products
- Providing affordable legal services for firms who can't afford in-house doc review
- Wants to provide extension to doc review and e-litigation tools to help arbitrators and mediators use online tools

Tech & Legal Competency

Online legal services



MS Office and DMS



Alternative fee structures



Privacy and data management



Frustrations

- Workflow consistency: sometimes big jobs come in with tight deadlines and sometimes there's not much happening
- Most bigger legal clients are averse to using outsourced legal services for perceived privacy risks or data storage costs
- Law firm clients need a lot of education about online doc review services, which takes up a lot of Adam's time

“I wish more firms would check out my legal doc review business! We're at the cutting edge of legal tech.”

 30 years old

 Ottawa, Ontario

 Married

 Owns a condo

 CEO/CIO at his own firm



Myrna Tulandi

Biography

Vanessa is a two-year post-call corporate/commercial lawyer in Toronto. She was recently restructured out of a large law firm, which cited COVID-related reasons as the reason for the layoffs. She is considering her options, which include looking for employment at a smaller law firm or hanging up her own shingle.

Tech & Legal Competency

Online legal services	●	●	●	○	○
MS Office and DMS	●	●	●	●	○
Alternative fee structures	●	●	●	●	○
Privacy and data management	●	●	○	○	○

“Getting laid off during COVID-19 is the push I needed to try a smaller law firm or go out on my own.”

Wants & Needs

- Would like a bit more control over her schedule and work-life balance
- Likes the idea of starting her own firm or going to a smaller firm, but needs assistance and guidance when it comes to business development
- She wants to finish paying off her student debt; she’s so close

Frustrations

- She is concerned with having to build up her own bank of precedents from scratch, having previously had the advantages of the bank at a large law firm
- Business development! She knows she has to push herself to network to develop a client base

 30 years old

 Toronto, Ontario, Canada

 In a relationship, no children

 Townhouse

 Corporate/commercial lawyer



Jasmine Landau

Biography

Joon is a solo immigration and estates practitioner with clients all over the world, but largely in the US, Canada and South Korea. He enjoys providing legal advice online because it's flexible, but he finds that clients often lose important documents or forget to update him about their applications. Joon wants to expand his immigration practice to include business immigration and migrant workers. During the pandemic, he's been providing a lot more travel-related advice.

Wants & Needs

- Immigration applications stored on something more secure and easier to use than Dropbox or Google Drive so that he can review clients' edits and make his own changes
- Basic estates documents for multiple jurisdictions updated in the same place
- Joon wants to expand to provide business immigration support to businesses but doesn't know where to start, especially when COVID-19 may restrict foreign hiring

Tech & Legal Competency

Online legal services



MS Office and DMS



Alternative fee structures



Privacy and data management



“I love to travel and meet new people, which is part of what drove me to do immigration law.”

 40 years old

 San Francisco, USA

 Divorced

 Owns condos in SF and outside of Seoul

 Sole practitioner

Frustrations

- Immigration law is a fast-changing field and Joon wastes a lot of time making sure all forms are up-to-date
- Clients have difficulty using Dropbox and sometimes delete old versions
- Joon sometimes worries about border crossings and hackers compromising his files, since he can't afford more than basic tech support



Myrna Tulandi

Biography

Sally is a commercial litigator with over 15 years of specializing in Internet law and defamation lawsuits. She also teaches Law for Business at one of the universities in the area.

She started a law firm with a classmate from law school 10 years post-call. Due to COVID, they decided to temporarily lay off their administrative assistant.

Wants & Needs

- She would like to re-employ her administrative assistant when her litigation files ramp up again.
- The firm cannot afford another associate, so she would like to be able to hire other lawyers to take on portions of her litigation files on a part-time basis.

Tech & Legal Competency

Online legal services



MS Office and DMS



Alternative fee structures



Privacy and data management



“I’m grateful that I have clients who need my services, but the volume has become so overwhelming.”

 43 years old

 Calgary, Alberta, Canada

 Married, two children

 Four-bedroom house

 Commercial litigator

Frustrations

- Her litigation files have become increasingly busy and she is lately regularly overwhelmed with balancing her work, her university work, and her family. Admittedly, recent events have given her a bit of a breather.
- The longer the COVID situation goes on, the more she worries potential constructive dismissal claims vis-à-vis her employee..



Myrna Tulandi

Biography

Jean-Pierre is in-house counsel for a national retailer for six years. He started out at a large law firm for six years before going to a transportation company for three years.

With COVID, his employer had to lay off the entire front-line staff. He and his team have also had to work with government organizations and banks to secure financing to weather the storm.

Wants & Needs

- There has been an explosion in the diversity and depth of law that he has to cover: employment, financing, landlord/tenant, corporate/commercial. He would like to outsource some of this work but needs to keep the costs constrained given his employer's current financial situation.

Tech & Legal Competency

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MS Office and DMS	●	●	●	●	●
Alternative fee structures	●	●	●	○	○
Privacy and data management	●	●	●	●	●

Frustrations

- He is struggling to balance outsourcing some of the legal work to trusted firms with keeping the costs low
- The COVID situation has meant much longer hours than usual, meaning he has not been able to assist his wife with her business as he normally would

“With COVID, this is the first time I have ever felt like my employer is in uncharted waters and financial trouble.”

 45 years old

 Montreal, Quebec, Canada

 Married, no children

 Four-bedroom house

 In-house counsel



Ali Humayun

Biography

Alice is a recent career-changer to law and is currently completing her GDL. She previously spent 5 years working as a research analyst at a consultancy firm and has a solid understanding of corporate and financing issues.

She is yet to receive a training contract, however, and is now concerned at financing the remainder of her studies, as well as the lack of opportunities available to aspiring lawyers because of COVID-19.

Wants & Needs

- She would like for more “virtual” opportunities to become available with prospective law firms.
- She hopes that an effective solution can be found for teaching in the legal industry, if the effects of COVID-19 will restrict face-to-face learning for the foreseeable future.

Tech & Legal Competency

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Frustrations

- She is worried about completing her exams effectively, and also how future learning will take place
- She is concerned about making successful training contract applications, because of the lack of law firm opportunities available and whether she will be able to finance the rest of her degree without sponsorship.

“I am concerned about how COVID will impact the remainder of my studies and ability to get into the legal sector.”

 27 years old

 London, United Kingdom

 Single

 Rents

 Trainee candidate



Ali Humayun

Biography

Elizabeth is an experienced solicitor who specialises in project finance. A large part of her job is to travel to other countries to meet clients face-to-face and build trust, particularly across the Middle East and North Africa. Since COVID, however, there have been many difficulties with businesses putting deals on hold, which is ultimately affecting her ability to build relationships with clients.

“I am worried that COVID-19 will impact client relationships since I prefer to build trust in person.”

 43 years old

 Paris, France

 Married, no kids

 Rents in Paris and Dubai

 Senior Associate in mid-sized global firm

Wants & Needs

- She hopes that there can be more effective formats of communication and ability to provide online legal services, particularly for developing countries.
- She needs reliable document management and security that will work for her clients in areas with less connectivity
- As a French solicitor, her legal duties need to be reflected by the platform she uses, since many reflect American or Common Law duties.

Tech & Legal Competency

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Frustrations

- She is frustrated about not being able to travel to her “second home” in Dubai and get a true appreciation for the projects she will be working on or why projects have stalled.
- She is concerned about overcoming online barriers in order to build effective and lasting client relationships following the impact of COVID-19.



Dr. Kyriaki Noussia

Biography

Lee has always enjoyed practising family law and he specialises in financial settlements. He tries his best to ease the strain of separation that divorce brings. He is worried that his work now will be mediation-based and underpaid because families are struggling to make ends meet with COVID-related layoffs.

"I love family law but at the moment the work seems tedious as all I do is mediation that relates to people not wanting to stay together due to Covid19. I seem unable to ask even reasonable fees given the frustration in which people are in."



38 years old



Vancouver, British Columbia, Canada



Divorced, two kids



Four-bedroom condo owner



Family law practitioner

Wants & Needs

- Would like a legaltech tool like a roboadvisor to help with mediation whilst he can continue with the work he loves ie financial settlements
- Wants his practice to be online so as to act as an advertisement tool as well
- Requires a proper AI tool to help with finances and billing

Tech & Legal Competency

Online legal services



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Alternative fee structures



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Frustrations

- He lacks expertise to manage all the legaltech tools he needs for his everyday work
- He needs managerial help but cannot afford it
- He knows he needs advertise better but has no financial capacity to delegate this and he is not handy with social media