

## LEGAL INNOVATION SUBMISSION

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# MY PROPOSAL

### SUBMIT TO:

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#### Check List:

This document is in PDF. format

This document is complete

This document fits the assessment criteria

This document provides the pre-requisite information required to submit your proposed legal innovation to the Legal Innovation Zone at Westminster Law School.



## **Practicality**

Submissions will be considered for the real-life potential to the legitimate legal problem or cause and the technological solution proposed with a focus on applicable regulations, demand and cost effectiveness.



## **Positive Impact**

Submissions must have a positive impact on the end user addressing a fundamental need within the legal profession or amongst legal consumers. More weight is given to ideas that seek to solve problems or support legal causes which apply directly to legal consumers..



## **Scaleability**

Submissions should have an element of scalability to clearly demonstrate the capability for the application to be applied to a greater demographic of legal consumers; international audience, or a capacity to develop further complimenting products/services.



## **Uniqueness**

Submissions considered to be unique in its application of the law and technology to its legal issue or cause, particularly those that remove barriers to legal knowledge or enable accessibility by design will be given more weight.

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# YOUR BACKGROUND



**Name:**

**Student ID**

**Email:**

**Your university course:**

**Why you selected that course:**

**Why you should be given  
support:**

**Your skills and attributes:**

**Your work/volunteer history:**

# **YOUR** **IDEA SUMMARY**



**An introduction to your idea:**

**The opportunity you are  
seizing:**

**The technologies it may use or  
require:**

**The problem you are  
addressing:**

# YOUR AIM



**Why you have made this submission:**

**Your applications envisaged impact:**

**Your personal aim is:**

**Your applications ultimate aim is:**

# **Your** **Motivation**



**What is the motivation to make  
this submission?**

**What do you think  
is necessary to achieve this?**

# MARKET OVERVIEW



**What does the current market  
look like?**

**Where is the opportunity for  
your application in the market?**



# MARKET RESEARCH



**What research is there to support your application?**

**Where research needs to be carried out to support your application?**

# SWOT ANALYSIS



**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

# UNIQUE SELLING POINT



**What is your application's unique selling point?**

**How does this add value?**

# APPLICATION SCALABILITY



**How is your application scalable?**


**How would you achieve this?**


# PARTNERS & RESOURCES




**Are you working with any  
partners, peers or university  
staff?**

**Are you bringing any  
resources with you ?**


Product Designer 


Business Strategy 


Marketing 

Branding


UX/UI

Interaction Design 


IA 

Usability 

Prototyping

UX Writing 

UX 

UX Research 

UX