

ACCESS TO JUSTICE LEGAL APPS CHALLENGE MODULES



MODULE 1: What is Access to Justice?

Introduces students to the concept of access to justice by defining a legal problem and exploring barriers that prevent people from getting help for their legal problems.



MODULE 2: Access to Justice & Technology

Students brainstorm ideas for their own apps to address access to justice after learning about the benefits and risks of using technology to address access to justice needs.



MODULE 3: Access to Justice App Design

Students learn about how to apply a “human-centered” design approach to their own access to justice apps.



MODULE 4: Legal App & Poster Presentation

Students develop persuasive speaking skills while they prepare posters and presentations outlining their app design.



MODULE 5: Pitching Access to Justice Apps

Each student group pitches their app idea to the class with a goal of persuading the class that their app technology will help users address access to justice issues.

LEGAL APP POSTER & PRESENTATION

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Module 4 Introduction: Legal App Poster & Presentation

In Module 3, students began to work on their Legal App Design Worksheet and completed any remaining questions for homework.

In Module 4, students will use their worksheet to create a poster presenting their app design. Students will also prepare a class presentation to share their legal app idea with the class; students will pretend that they are pitching their app idea to a developer, "Dragon's Den" style, in the hopes of turning their app design into a reality. Students' presentations must therefore be persuasive.

Learning Objectives

- To instruct students on the requirements for their poster and presentation
- To provide students with useful tips for creating their poster and preparing and delivering their class presentation

Materials

- Legal app poster and presentation instructions
- Images of different food from magazines, printouts, or hand-drawn for the warm-up activity

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Module 4: Lesson Plan

Total Time: 1 hour 10 minutes

Part 1: Food Marketing Warmup

10 minutes

- This game gets participants in the frame of mind for pitching their idea using marketing skills.
- Hand out a picture of a food item to each person. Use the pictures from Appendix 2 or use your own from printouts, magazines, or drawings. Have the participants take 30 seconds “sell” the food item to the rest of the group, imagining that no one has ever had it before. What are the key features to highlight? What does it taste or smell like? What other food does it go well with?

Part 2: Legal App Poster & Presentation

15 minutes

1. Designing a poster

- Students must create a poster that presents their legal app design.
- A. Each group's poster must include the following sections (*see page 6*):
 1. Name of their app
 2. A drawing or sketch of their app's logo
 3. A drawing or sketch of the home screen of their app
 4. What problem their app will solve
 5. How their app will solve this problem
 6. Who the app's target users are
- B. Poster Design Tips
- Q. What are some important considerations when designing your poster?
 - I. Choose an organized structure (*see page 6*)
 - II. Use short, simple headings (*see page 6*)
 - III. Don't include too much information (*see page 7*)
 - IV. Don't overcrowd the poster (*see page 7*)
 - V. Use colour and images where appropriate (*see page 7*)
 - VI. Include citations (*see page 8*)
- C. Drafting a poster outline
- Students should draft their content and sketch out their design layout before completing their final poster.

2. Preparing a presentation

- Each group will prepare a short 5-10 minute group presentation
- These are persuasive presentations—students will pretend that they are pitching their design to a company who is interested in developing their app.
- A. Presentation requirements:
 1. An introduction of the group members
 2. The name of their app
 3. What legal need their app addresses

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4. Why their app is needed and why it is a good idea
5. What exactly the app will do

B. Presentation tips

Q. What are some useful presentation skills to communicate clearly and keep the audience's attention?

VIDEO: Show "5 public speaking tips": <https://www.youtube.com/watch?v=JNOXZumCXNM>

- I. Know the content (*see page 8*)
- II. Don't read from a script (*see page 9*)
- III. Use facts and statistics (*see page 9*)
- IV. Tell a story (*see page 9*)

VIDEO: Show "Persuasion and the Power of Story": <https://www.youtube.com/watch?v=AL-PAzrpqUQ>

- V. Keep eye contact (*see page 10*)
- VI. Be aware of body language (*see page 10*)

Part 3: Final Assignment Activity

40 minutes

3. Poster Design and Presentation Preparation

- Students will be given the rest of the class to begin working on their group poster and presentation.
- Students may want to finish working on their poster and preparing for their presentation in additional classes or for homework.
- Share the sample posters in Appendix 3 with students to help give them ideas for their own posters.

Part 4: Conclusion & Debrief

5 minutes

- What persuasive techniques did your group discuss using for your poster and presentation?
- Did your app idea change in any way from their initial design when they had to create a poster and presentation to explain it? How so?

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Module 4: Final Assignment Instructions

Poster Design & Presentation

Each group must prepare a poster detailing their legal app design. Each group will then present their poster to the class in a short 5-10 minute presentation. Every group member must take a turn speaking throughout the presentation. Students who want to use a different presentation format than poster are encouraged to consult with the teacher. Any different format should still use persuasive speaking style and should display the same information required in posters.

Poster requirements

Each group's poster must include the following sections:

1. Name of their app
2. A drawing or sketch of their app's logo
3. A drawing or sketch of the home screen of their app
4. What problem their app will solve
5. How their app will solve this problem
6. Who the app's target users are

Students should draft their poster content and sketch the layout of their poster before beginning their final assignment. Each section should be relatively short: no more than three or four sentences. Students must include citations for each source they use to create their poster.

Group presentation requirements

Students must pretend that they are pitching their legal app idea to a company who is interested in developing their design. Students must therefore prepare a short presentation to convince the company that their app is worth investing in.

All group presentations must include the following sections:

1. An introduction of each of the group members
2. The name of the app
3. What legal need their app will address
 - Students must use facts and statistics in this section to support their explanation
 - Students may also want to tell a story to humanize their app's purpose
4. Why the proposed app is needed and why it is a good idea
5. What exactly the app will do
 - Students must include a step-by-step breakdown of how their app will function

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Appendix 1: Background Information

1. Designing a poster

Posters are an effective tool to communicate information to an audience in a simple, easy to consume format.

Student teams will create a poster that summarizes their legal app design. These posters should be large enough that someone standing two or three feet away could easily read its contents.

A. *Poster requirements*

Each group's poster must include the following sections:

1. Name of their app
2. A drawing or sketch of their app's logo
3. A drawing or sketch of the home screen of their app
4. What problem their app will solve
5. How their app will solve this problem
6. Who the app's target users are

In addition to the above, students are free to include other sections specific to their app if they feel it is necessary and appropriate to do so.

B. *Poster Design Tips*

Below are a few tips that will help students design their posters.

i. Choose an organized structure

People generally read posters from left to right, and from top to bottom.¹ When students are creating their posters, they should keep this in mind as they decide what order they want their audience to read their information.

ii. Use short, simple headings

The content of students' posters should be organized into discrete sections that each have their own heading. Additionally, using short headings for each section will make students' posters simpler to read and easier understand.

Instead of using topic headings that state the sections theme (e.g. "The legal problem"), students should be encouraged to use descriptive headings that capture what the paragraph is actually about

¹ American Journal Experts, "Making a better research poster" (19 September 2016), online: YouTube <www.youtube.com/watch?v=AwMFhyH7_5g> [AJE].

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(e.g. “Many Refugees cannot access legal services in their language”). In doing so, students will drastically increase the readability of their posters because their audience will be able to quickly scan the headings for each section and know exactly what the poster is about.

iii. *Don't include too much information*

It is likely that students will find large amounts of information about their chosen legal problem. However, it is important to remind students that a poster is not the same as a lengthy research paper—students should keep each section of their poster to just three or four sentences.² Students will therefore have to be selective about what information they choose to include and what information they will leave out of their poster.

As a general rule, students should only include the main points on their poster—they can then expand more on each section during their brief class presentation.

iv. *Don't overcrowd the poster*

Similar to the above, students should avoid overcrowding their posters with too much text and too many visuals. Plenty of white space on a poster can be a powerful way to direct readers' attention to the content and increase readability.³ Overcrowded posters are more difficult to navigate and will take longer to read, which ultimately may deter the audience.

One effective way for students to avoid overcrowding their posters is to occasionally use bullet points when appropriate.⁴ Bullet points are often easier to read than dense paragraphs of text—especially when listing information.

v. *Use colour and images where appropriate*

Using colour and images will grab readers' attention and make the poster more visually attractive. But too many colours may make the poster “noisy” and deter readers. It is therefore best to choose between just two or three colours and stick to those.⁵

Images will also make students' posters more attractive to the reader. Students are required to include a sketch of the home screen of their legal app, but using a few other images when possible will make their poster more visually appealing.

² *AJE*, *supra* note 1.

³ *Ibid*.

⁴ New York University, “How to Create a Research Poster: Poster Basics” (17 May 2018), online: NYU Libraries <guides.nyu.edu/posters> [NYU].

⁵ *AJE*, *supra* note 1.

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vi. *Include citations*

When students use information from a source, they must appropriately credit that source.⁶ Students must acknowledge the sources they relied upon somewhere on their poster—typically at the bottom.

C. Drafting a poster outline

Before students actually begin to create their posters, they should draft their content and sketch a rough idea of what their poster will visually look like. This will help students organize their thoughts and decide how they want to communicate information to the reader before creating the finished product that they will present to the class.

2. Preparing a presentation

As a group, students will present their poster to the whole class. Presentations should be between five and ten minutes long—this will vary depending on the number of groups and the allotted class time. Everyone in the group must take a turn speaking.

Students should think of this presentation as a persuasive exercise: they should pretend that they are pitching their app idea to a developer in the hopes that the developer will fund and create their design. Therefore, students should market their app idea as a worthwhile investment.

A. Presentation Requirements

All group presentations must include the following sections:

1. An introduction of the group members
2. The name of their app
3. What legal need their app addresses
 - Students must use facts and statistics in this section to support their explanation
 - Students may also want to tell a story to humanize their apps purpose
4. Why their app is needed and why it is a good idea
5. What exactly the app will do
 - Students must include a step-by-step breakdown of how their app will function

B. Presentation tips

Below are a few useful tips that will help students prepare for and deliver an effective, engaging and persuasive presentation.

⁶ NYU, *supra* note 4.

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I. Know the content—practice, practice, practice!

The most important way to prepare for a presentation is to make sure that you know your content.⁷ Often, when people feel nervous about delivering a presentation, it is because they are not yet familiar with the content that they are presenting.⁸

The best way for students to overcome this barrier is to make sure that they are familiar with the content and practice what they are going to say during the presentation.

II. Don't read from a script

Reading from a sheet of paper is not an engaging way to present. While it is useful to write out speaking points when preparing for and practicing a presentation, students should not use any written materials, other than their poster, when presenting to the class. By not relying on a script, students will speak more conversationally to the audience and better hold the attention of their peers throughout the presentation. If students are concerned that they will forget important content, they can use cue cards with short bullet points.

III. Use facts and statistics

Students must support why their app is needed by using facts and statistics. For example, statistics that indicate the prevalence of their legal issue will demonstrate the urgency of their proposed problem.

If students can find statistics that suggest the functions of their app are effective for increasing access to justice, this would also be helpful to include in the presentation. For example, if a group's app focuses on providing legal information in a variety of languages, statistics that indicate that people use legal services more when they are available in their language would help demonstrate their app's utility.

IV. Tell a story

In addition to using statistics, students may also choose to tell a story that humanizes and emphasizes the need for their app.

Stories are an incredibly persuasive public speaking tool.⁹ Telling a story early into or at the beginning of a presentation is an effective way to capture the audience's attention. Stories also appeal to peoples' emotions and are therefore very persuasive.

⁷ Amy Wolf, "5 public speaking tips from TEDxPortland speaker coach" (8 April 2016), online: The Oregonian channel on YouTube <www.youtube.com/watch?v=JNOXZumCXNM> [Wolf].

⁸ *Ibid.*

⁹ Jennifer Aaker, "Persuasion and the Power of Story: Jennifer Aaker (Future of StoryTelling 2013)" (14 September 2013), online: Future of StoryTelling channel on YouTube <www.youtube.com/watch?v=AL-PAzrpqUQ> [Aaker].

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There are many studies that back the effectiveness of storytelling. Some studies even suggest that well-told stories are more memorable than statistics.¹⁰ In one study, only 5% of students remembered the statistics that were told during a presentation, but 63% remembered the story that was told.¹¹ In another study, it was discovered that people are more likely to buy from a person or organization whose story they believe in.¹² This speaks to the persuasive power of storytelling.

Given that students' apps are about helping people access justice, it would be incredibly effective for students to tell a story that exemplifies the legal problem they are trying to address. Students could do this by trying to find a news article about someone personally impacted by the group's chosen legal problem, and telling their story.

V. Keep eye contact

Student should use eye contact to establish a connection with their audience and to hold listeners' attention. It is often recommended that presenters maintain eye contact for three to five seconds at a time.¹³ This may feel like a long time for the presenter, but doing so communicates confidence and authority to the audience.¹⁴

VI. Be aware of body language

Body language can drastically impact overall presentation skills. Standing up straight and speaking clearly and loud enough to be heard at the back of the room is the first step to becoming an effective public speaker.

In addition, many presenters often don't know what to do with their hands while speaking publicly. The best strategy is for presenters to use their hands to gesture and emphasize their speaking points—but not so much so that it is distracting to the audience.¹⁵ When not using their hands for emphasis, students should simply let their arms relax by their side.¹⁶ It is important to feel comfortable, confident, and focused on your content; good body language is what feels natural to you.

¹⁰ *Ibid.*

¹¹ *Ibid.*

¹² *Ibid.*

¹³ *Wolf, supra* note 7.

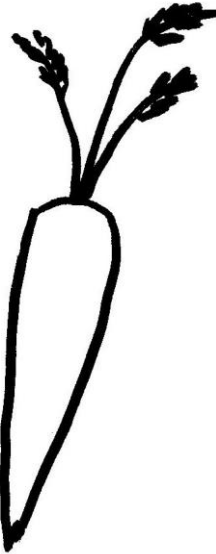
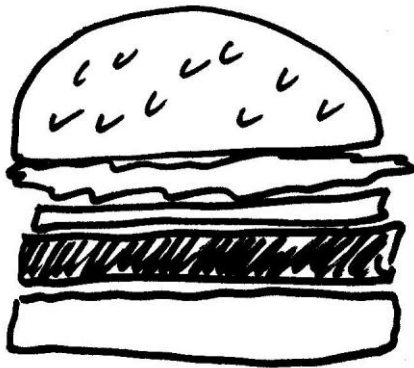
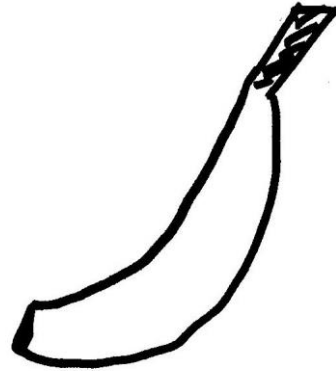
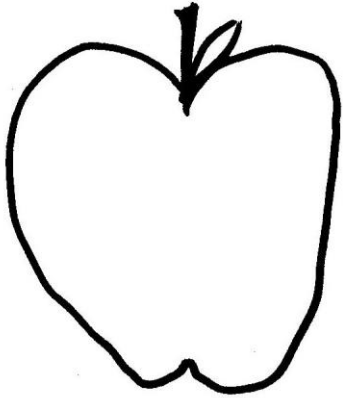
¹⁴ *Ibid.*

¹⁵ *Ibid.*

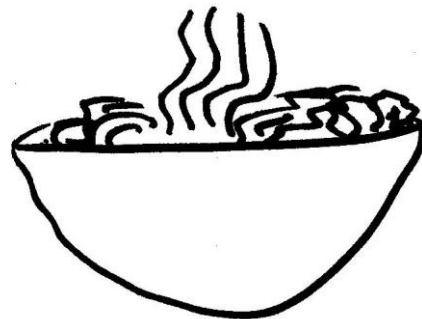
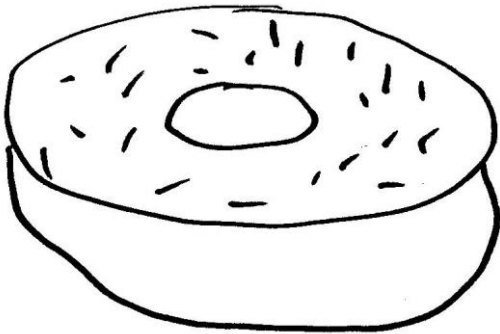
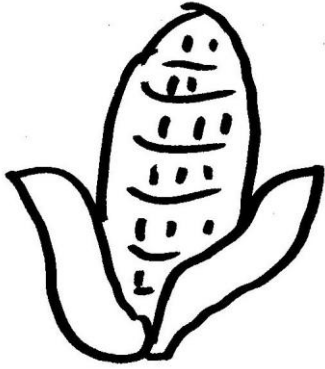
¹⁶ *Ibid.*

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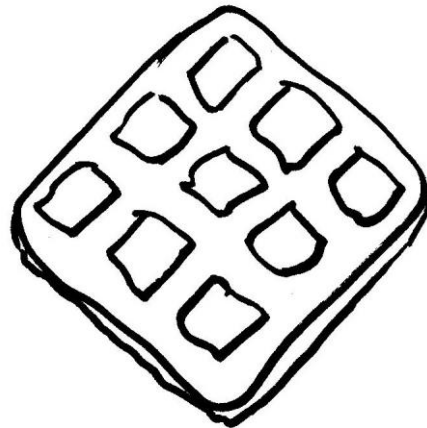
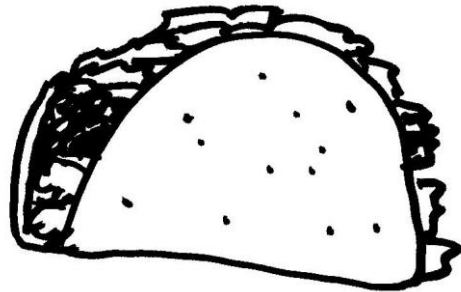
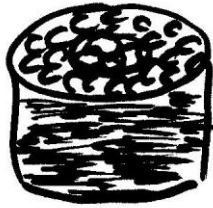
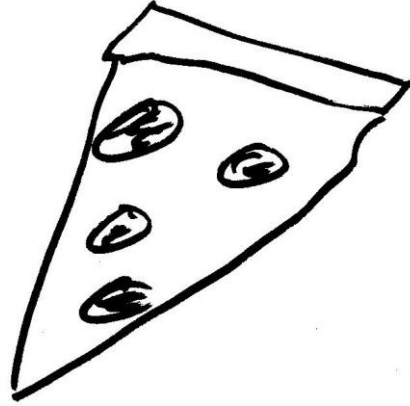
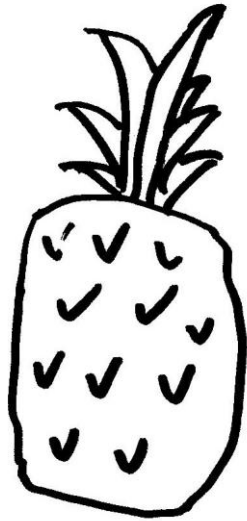
Appendix 2: Food Marketing Warm-up Pictures



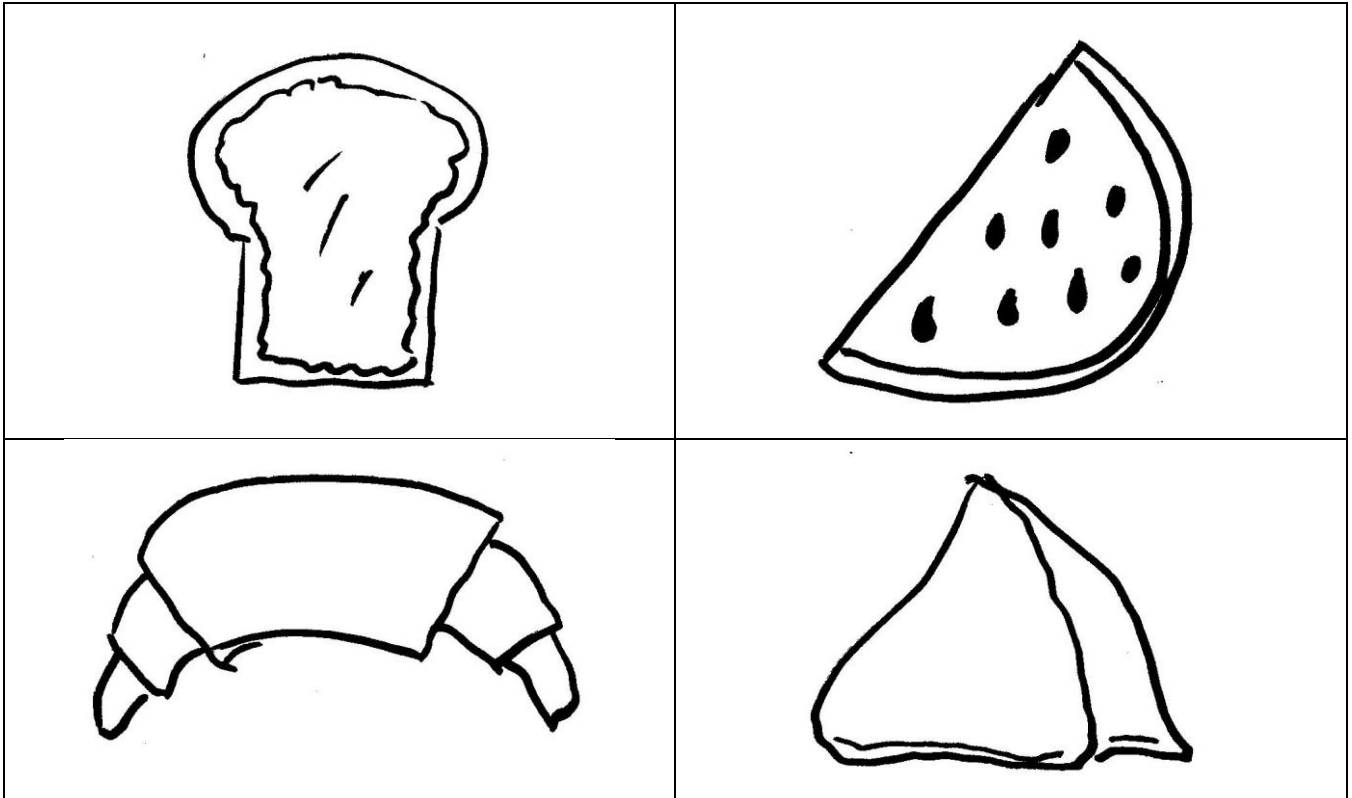
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Appendix 3: Sample Legal App Posters

BABEL LAW

The problem that Babel Law will address is to increase access to justice for immigrants and refugees. Many immigrants and refugees in Ontario do not speak English or French. As such, they experience difficulty finding legal information online and accessing legal professionals that speak their language.

Babel Law will help immigrants and refugees of all ages in Ontario access legal information and support in over 40 different languages. This app allows users to select their language, the topic area of their legal problem, and then complete a brief questionnaire that will assess their problem. The questionnaire will generate a report that is sent to legal professionals who speak the user's language and who are geographically close to them.

Phone 1: Please select your language. Somali, Mundo, Swahili, Turkiye, English

Phone 2: Housing. Question 3 of 16. Do you currently rent or own your home? I rent my home. I own my home. Next →

Phone 3: What Legal Problem are you having? Housing, Work, Family, Police & Tickets, Product.

Phone 4: [Detailed questionnaire form]

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