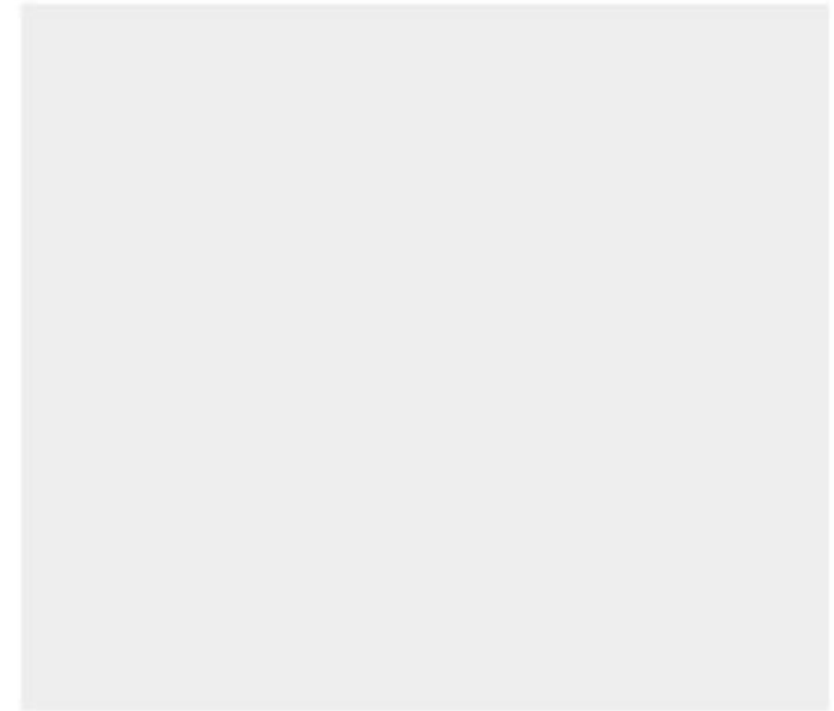
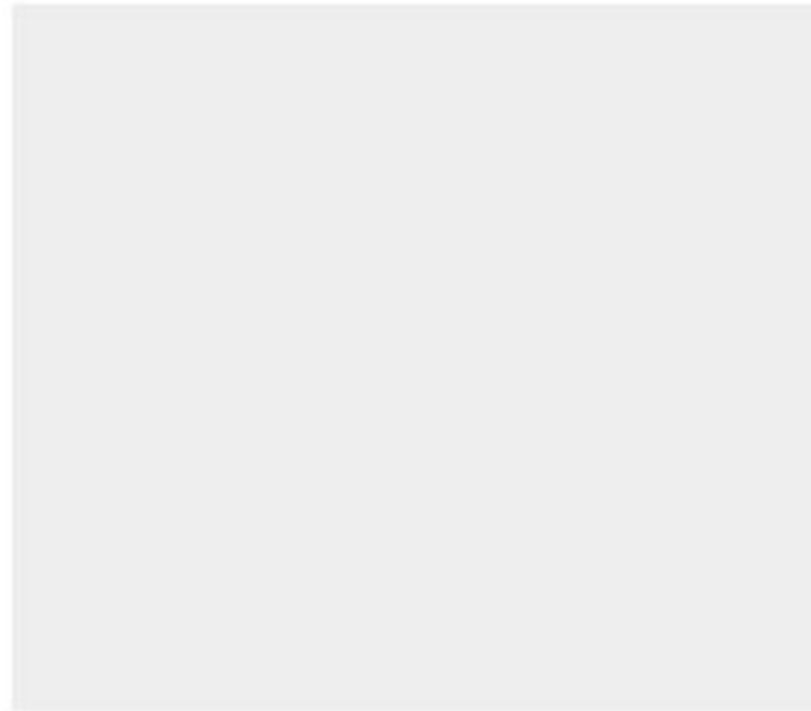
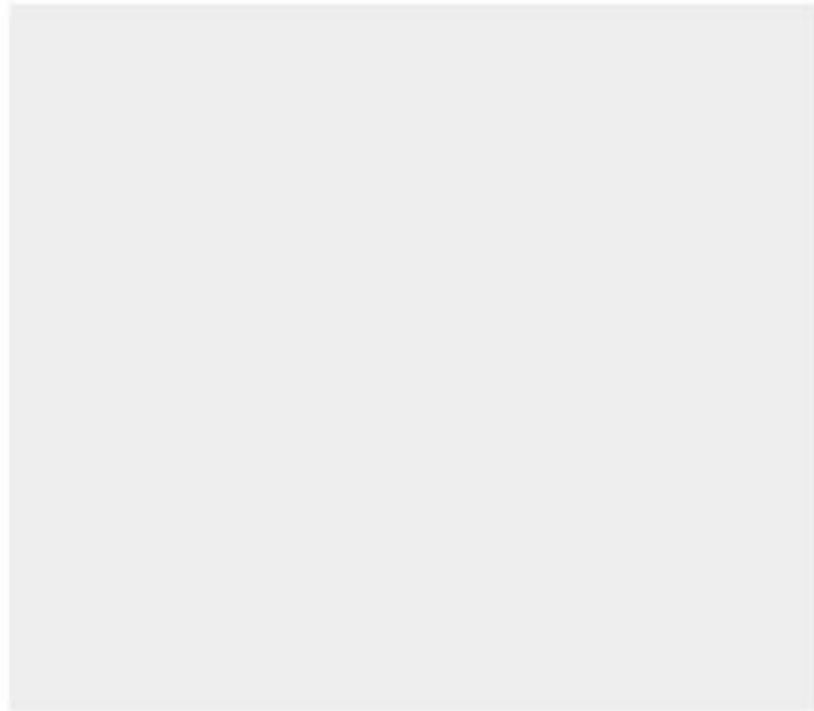


Answer Experience

1. **Recommendations** - Implement a tiered recommendation system such that the customer always has a next step
2. **Mobile First Design** - 25% of our users are getting their answers on their mobile device. We want to ensure that the mobile experience is equally as good as the desktop experience.
3. **Card Based UI** - We introduced a card based UI as a part of the Lawyer Taskboard. We want to carry it over to the customer experience.

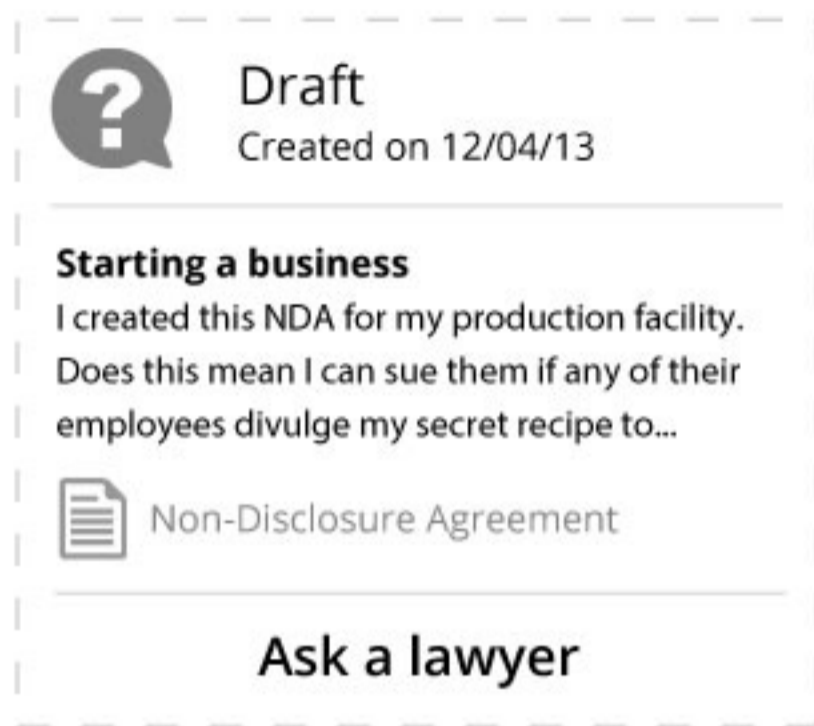
Card Based UI

Before showing the wireframes, it will be helpful to know a little about the new card based UI that will inform this mobile first experience.



Card Based UI

Cards will visually communicate the status of the activity and always provide an action to take.



Drafts are abandoned questions. i.e. The user comes in through the Q&A flow, registers, and then leaves before signing up for a trial and submitting the question.

Visually, the card feels incomplete.



Card indicates user is waiting for an answer.





When a question has been answered, the card now appears as having that answer attached. The photo of the lawyer who answered is also displayed along with their name.

Card Based UI | Mobile View

Once you click on the card, the next page displayed shows the status, question, and answer if it has been answered. Question and answer appear as receipts.

NOTE: Each of these is a different mobile screen view of each status.

 **Draft**
Created on 12/04/13

 **Waiting for answer**
Asked on 12/04/13

 **Answered**
By Atticus Finch, Esq.

ROCKET LAWYER

Name: Tom Robinson
Date: September 14, 2013
Type of issue: Starting a business

Question:
I created this NDA for my production facility. Does this mean I can sue them if any of their employees divulge my secret recipe to the public?

 Non-Disclosure Agreement


ROCKET LAWYER

Name: Tom Robinson
Date: September 14, 2013
Type of issue: Starting a business

Question:
I created this NDA for my production facility. Does this mean I can sue them if any of their employees divulge my secret recipe to the public?



 Non-Disclosure Agreement


ROCKET LAWYER

[View question](#) 

Answer
As a general rule of thumb, NDAs cover the individuals listed within the agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

I recommend that you:

-  [Create a Non-Disclosure Agreement...](#)
-  [Incorporate your business](#)

 **Atticus Finch**
Finch and Partners Law Group
Birmingham, AL

Submit

Edit

People who asked similar questions also did the following:

Create a Non-disclosure Agreement

[Start document](#)

Incorporate their business

[Incorporate now](#)

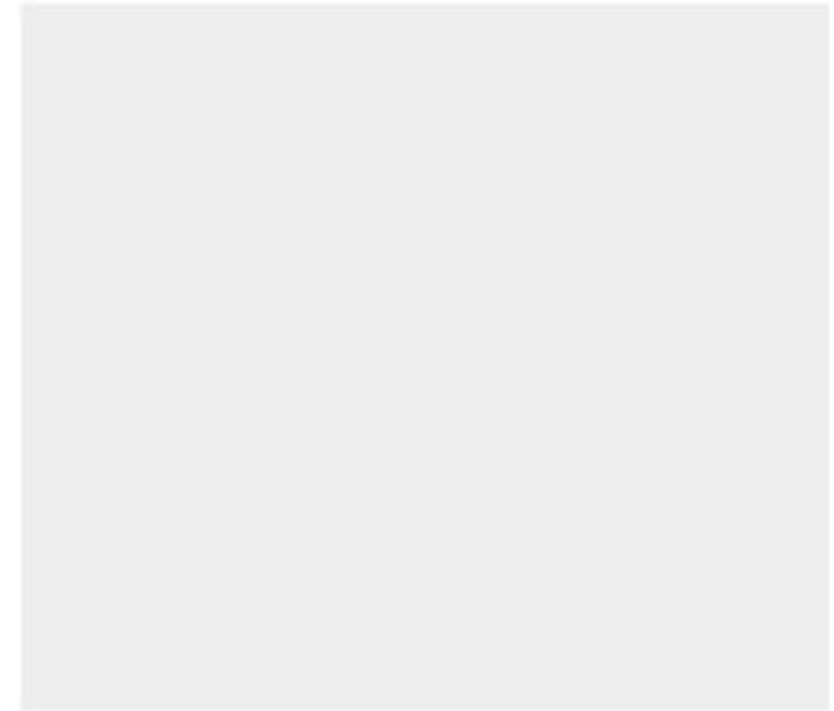
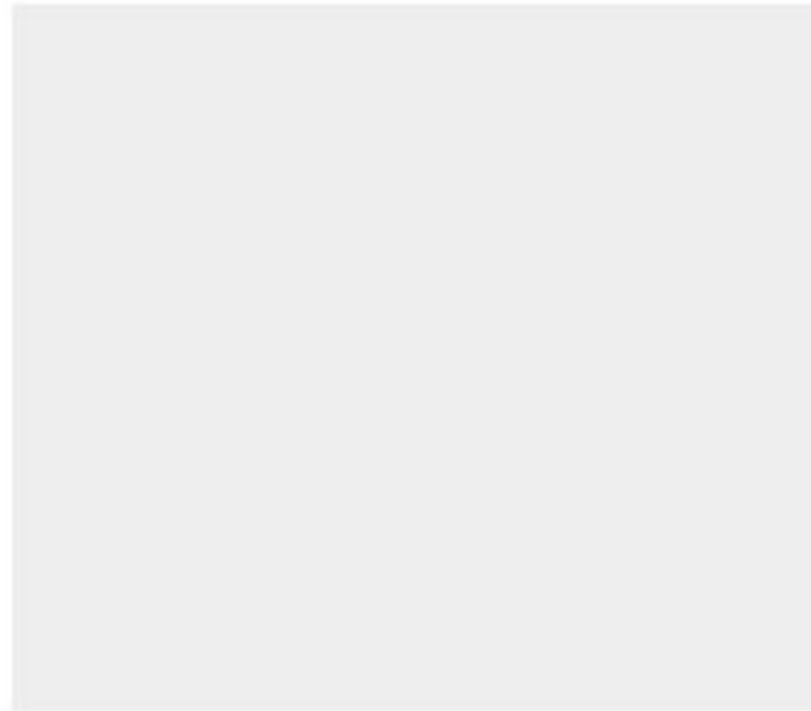
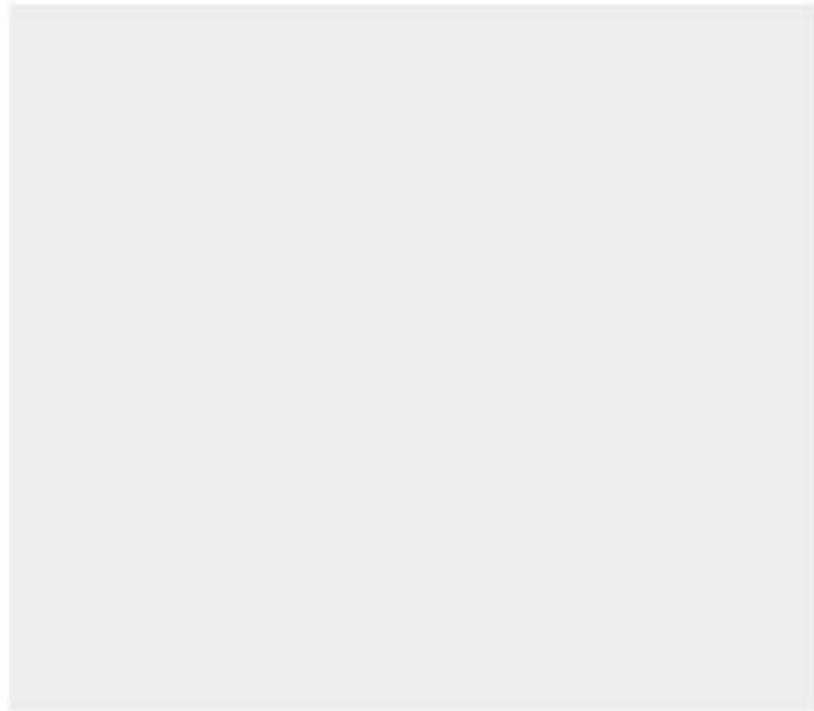
[Go to My Questions](#)



Rate answer

Answer Experience

Now that you've had an introduction to our new card based UI, it's time to see the new and improved answer experience.



Answer Experience | Wireframes Set 1

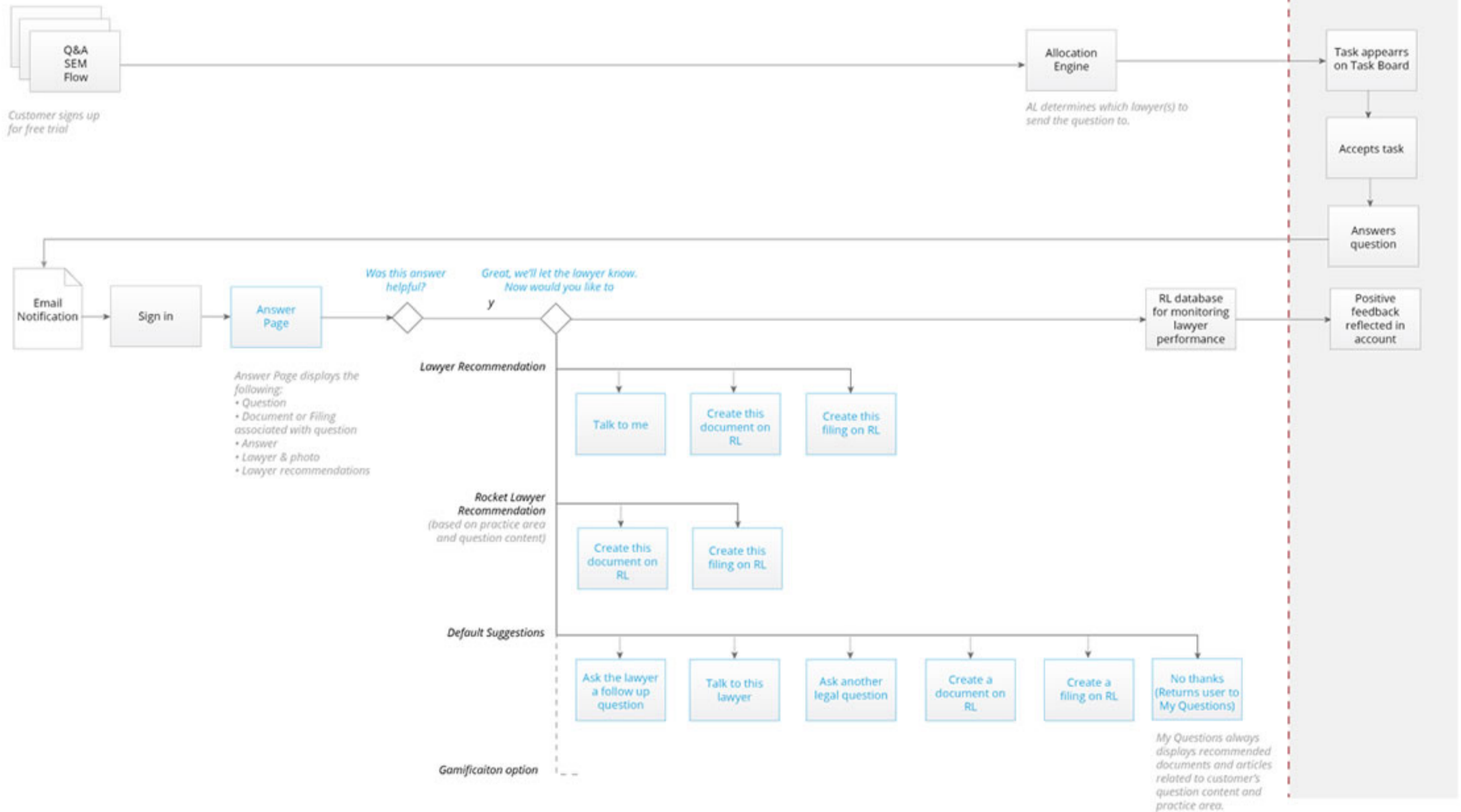
In this flow, the customer is notified of, views, and likes their answer.



Customer



Lawyer



SUBJECT


Atticus Finch answered your legal question

ROCKETLAWYER Questions? (877) 881-0948

Your legal question was answered

Tom, your legal question was answered by our network lawyer, Atticus Finch. To see your answer or to ask Atticus a follow-up question, go to:

My answer



I'm here to help.
J. Allen Eagans
Customer Service Representative
(888) 555-1234
Mon-Fri: 6am-6pm PST

Contact me

Follow us: [f](#) [t](#) [g+](#) [in](#) [Privacy Policy](#) | [Unsubscribe](#)

This message was sent to anybody@gmail.com.
Please add team@rocketlawyer.com to your address book to ensure delivery of emails.
Rocket Lawyer, Inc | 182 Howard Street, #830 | San Francisco, CA, 94105 | 877-881-0948

Tom receives an email notifying him he has an answer.

This is the current design for these emails. With the new card based UI, we plan to re-design them to include the cards.

Sign in to your account.

Sign up

Sign in



Sign in with Facebook



Sign in with Google


Email*

Password*


Please enter your password to sign in. [Forgot your password?](#)

Submit

Tom lands on Rocket Lawyer and is prompted to sign in.


ROCKETLAWYER Help 

Dashboard > My Questions > Answer







Answered
By Atticus Finch, Esq.

ROCKET LAWYER

[View question](#) 

Answer
As a general rule of thumb, NDAs cover the individuals listed within the agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from



After signing in, Tom lands on a page where his answer is displayed.

Rating the answer is displayed as a lightweight engagement for the user.

ROCKETLAWYER Help

Answered
By Atticus Finch, Esq.

ROCKET LAWYER

View question

Answer
As a general rule of thumb, NDAs cover the individuals listed within the agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

I recommend that you:

☆☆☆☆

Tom scrolls to see the whole answer.



agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

I recommend that you:



[Create a Non-Disclosure Agreem...](#)



[Incorporate your business](#)



Atticus Finch

Finch and Partners Law Group
Birmingham, AL



Rate answer

[Ask Atticus a follow-up question](#)

As Tom scrolls to the bottom of the answer, the rating rises up to reveal a CTA to rate the answer as well as a link to ask the lawyer a follow-up question if the user needs to.



agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

I recommend that you:



[Create a Non-Disclosure Agreem...](#)



[Incorporate your business](#)



Atticus Finch

Finch and Partners Law Group
Birmingham, AL



Rate answer

[Ask Atticus a follow-up question](#)

Tom likes that the lawyer recommended a couple of other actions he can do to solve his problem and finds the answer helpful enough to rate it 3 stars (this scenario also applies to 4 stars). He clicks "Rate Answer" to submit his rating.



agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

I recommend that you:



[Create a Non-Disclosure Agreem...](#)



[Incorporate your business](#)



Atticus Finch

Finch and Partners Law Group
Birmingham, AL



Great, we'll let Atticus know.

[Ask Atticus a follow-up question](#)

A confirmation message appears.



agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

I recommend that you:



[Create a Non-Disclosure Agreem...](#)



[Incorporate your business](#)



Atticus Finch

Finch and Partners Law Group
Birmingham, AL

People who asked similar questions also...

Created these documents:

The stars and confirmation message slide down out of the screen. This reveals additional content on the page. This content is our Rocket Lawyer recommendations but positioned as social proof.

[View question](#)**Answer**

As a general rule of thumb, NDAs cover the individuals listed within the agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

**I recommend that you:** [Create a Non-Disclosure Agreem...](#) [Incorporate your business](#)**Atticus Finch**

Finch and Partners Law Group
Birmingham, AL

Before Tom chooses a next action from the lawyer recommendations or the Rocket Lawyer recommendations, he chooses to scroll to the top of the page.



Dashboard > My Questions > Answer



Answered

By Atticus Finch, Esq.

[Ask Atticus a follow-up question](#)

ROCKET LAWYER

Atticus recommended that you:

Create a Non-disclosure Agreement

[Start document](#)

Incorporate your business

[Start incorporation](#)[Not now](#)

As Tom scrolls past the lawyer recommendations and arrives at the top of the page, a new set of CTAs slide up from below reminding Tom of the recommendations Atticus provided and clear actions to start one of those right away.

Also note, The status of the activity at the top of the screen is updated to reflect the rating and provide Tom a way of following up with Atticus if he still needs to at a later time.

If Tom selects "Not now" the CTAs slide down and disappear to reveal more of the page behind it.

Answer Experience | Wireframes Set 2

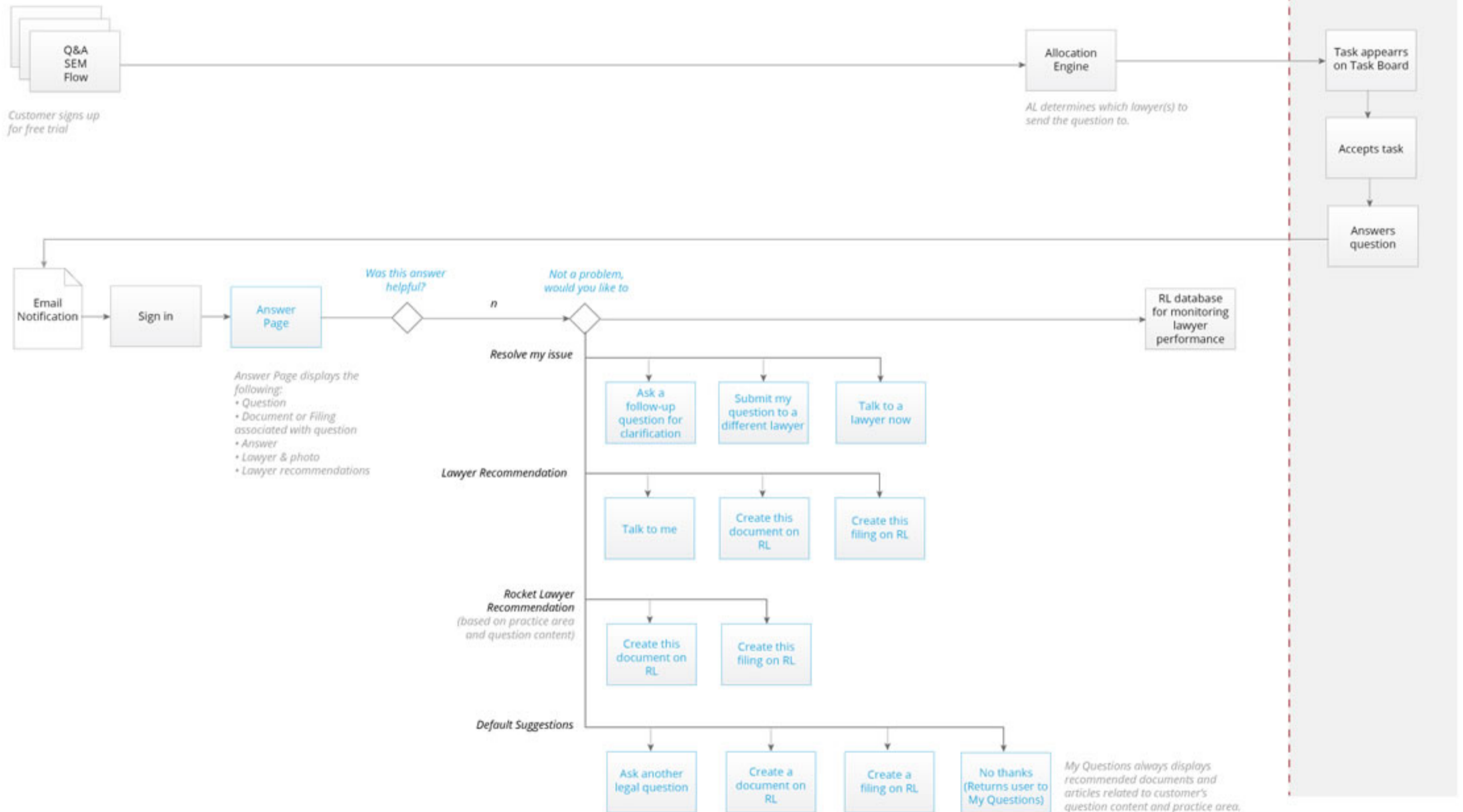
In this flow, the customer is not happy with their answer.



Customer



Lawyer





Dashboard > My Questions > Answer



Answered

By Atticus Finch, Esq.

ROCKET LAWYER

[View question](#)



Answer

As a general rule of thumb, NDAs cover the individuals listed within the agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from



After signing in, Tom lands on a page where his answer is displayed.

In this scenario he does not like the response he receives.



agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

I recommend that you:



[Create a Non-Disclosure Agreem...](#)



[Incorporate your business](#)



Atticus Finch

Finch and Partners Law Group
Birmingham, AL



Rate answer

Asks a follow-up question

When Tom has scrolled to the bottom, read the full answer, and the ratings CTA rises up, Tom chooses to rate his answer with one star (this scenario also applies to 2 stars). He taps "Rate answer" to submit it.



agreement. I see that this agreement is only between you and the factory owner. In that case, you will need to have all employees sign an NDA if you intend to prevent anyone who is given access to your hot sauce recipes from taking them to the public.

I recommend that you:



[Create a Non-Disclosure Agreem...](#)



[Incorporate your business](#)



Atticus Finch

Finch and Partners Law Group
Birmingham, AL

Thanks for the feedback.

Would you like to:

Ask a different lawyer

Talk to a lawyer now

[No thanks](#)

The ratings area refreshes to show a confirmation and options for resolution.

“Ask a different lawyer”, re-submits the question for a new lawyer to respond (customer would only be shown this once for one re-submission, afterwards they will have to call for a resolution). This is for the user who might not have an urgent matter and may not be ready to talk to someone. Consider this a “second opinion”.

“Talk to a lawyer now”, puts the customer in touch with a lawyer for a quicker resolution (method to be decided). This is for the user who has an urgent matter and just wants it resolved.

Tapping “No thanks” dismisses the CTAs. The user can re-access these options below the answer receipt.