

Jury-X: Attorney Dashboard Design

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Client:

Jury-X: Civil Trial Jury Research and Consulting

Jury-X takes the guesswork out of jury selection by doing research to identify biased jurors prior to the voir dire process

UX Problem:

Jury-X currently has a complex platform used by their employees (i.e., researchers, liaisons) but wants to also build an attorney-view dashboard with only the limited information and tools that attorneys need.

I was tasked with conducting research and synthesizing the information on the Jury-X platform to create an attorney dashboard with **simplified visual components, straightforward navigation, and a means of making juror information digestible quickly.**

The goal is to create an attorney-view interface that is accessible to those with varying degrees of tech expertise and with navigation that doesn't require extensive training.

UX Problem

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Audience Analysis

Source: ChatGPT was prompted to help me find demographic statistics and cite sources of where to find information about Jury-X's audience

Category	Notes	Source
Gender Distribution	As of 2023, 41% of all U.S. attorneys were women.	Link
Age	As of 2023, median age for lawyers was 46 years old, slightly older than most U.S. occupations.	Link
Education	Obtain JD from an accredited law school and pass the bar exam	Link
Years of Experience (Florida)	~ $\frac{2}{3}$ (64%) have 10+ years of experience, with median of 18 years	Link
Size of Practice (Florida)	Attorneys 50+ years old are more likely to be sole practitioners or employed firms/legal offices with fewer attorneys compared to attorneys 35 and younger.	Link

Attorney Interviews

Interview Process



Classmates were separated into groups of 4-5 students to conduct group interviews with a Jury-X attorney client. Each member of the group was tasked with interviewing a different attorney. My interview was at 3pm on 2/27/25 with attorney Nick.

Post-interview, my group each shared our findings from the four different attorneys we interviewed. We then analyzed patterns and created scales to sort them by to help with persona creation later on.

Attorney Interviews



We created four scales and three goals to encompass the traits of our attorney interviewees.

I sorted **Attorney Nick's motivations and habits** with orange sticky notes.

Persona Development

Persona Process



Based on an analysis of the attorney interviews each of my group members conducted, we came together to **develop 3 personas to be representative of common Jury-X attorney clients.**

From there, we separated to each continue this project individually. I selected persona #1: Genome to create a persona poster and empathy map to flesh out his character, motivations, and pain points.

Persona Development

Persona 2: Ramses

Ramses is a 62-year-old attorney who has been practicing for over 30 years in California. They are used to doing jury selection the “old-fashioned way” and are not very fascinated with technology. Their area of specialty is negligence. They feel very confident walking into the courtroom with their big poster board and pen they use to map out their juror selection strategy. Rameses relies on their own questioning first and then can get additional details from the Jury-X liaisons.

Persona 1: Genome

Genome is a 29-year-old, tech-savvy attorney in Florida who is new to the game and has only been practicing for about 2 years. Their practice area is medical malpractice, and their ultimate mindset when going into the courtroom is to choose a sympathetic jury for their defendant. The jury selection process makes Genome nervous because they are new to the process. They rely heavily on the information provided to them by Jury-X because they know how much information can be found through internet searches.

Persona 3: Jordan

Jordan is a 43-year-old attorney specializing in motor vehicle collision law. They practice in Louisiana. Their main priority is finding people who can look in the gray area and sympathize with the defendant. Jordan is data-driven and always looks for as much information as possible on the jurors. They like to use details from their personal life to prompt more casual questions and answers from the jury.

Persona Poster



GENOME

29 years
 Medical Malpractice Lawyer
 Fort Lauderdale, Florida

New to the game

Tech-savvy

GOAL

I walk into the courtroom with the mindset that I need to choose the jury that will be the most sympathetic for my defendant.

ABOUT

I may not be the most experienced attorney in my field, but I'm deeply passionate and energized by the work I do. I have strong technical skills and while I still get nervous when it comes to the jury selection process, I thankfully have tons of data-backed research from Jury-X to help me make strategic calls.

MOTIVATIONS & BELIEFS

- I trust in the power of internet research because I know just how much information can be found online
- I've been active on social media since I was a child
- I love working with technology
- Jury selection is all about strategy

PAINS

- I don't want my defendant to be at a disadvantage because of jury choices based on poor intuition
- I can be impatient, especially on a time crunch
- I don't want to see messy data, I want it clear

[Figma File](#)



Persona Reflection

I chose a cartoon character instead of a real person's photograph to avoid relying too heavily on audience demographics. I filtered the character to be in black & white so skin color isn't assumed, and chose a character that appears androgynous. While these traits could still be assumed, I attempted to detract the focus of those elements while keeping the unique design of a young, smiling face with laptop in hand.

The age was important because a lot of their persona is rooted in them being a young, inexperienced attorney. His age fuels some of his insecurities, but also explains his tech-savvy traits.

Empathy Map

Persona Reflection

While I'm happy with the emotional detail in my empathy map, in the future I will explore their personality beyond their work to get a more multi-dimensional picture of their character.

That said, I focused on playing into their feelings of inadequacy and how their desire to prove themselves as a lawyer is the core motivation behind all of their choices and beliefs.

[Figma File](#)



Scenario: Genome is a 29-year-old junior associate at a mid-sized law firm in Fort Lauderdale, FL. They are handling their first trial where they are responsible for helping select jurors.

"I know the information is out there -- I just need it organized and fact checked."

"I need to make sure this jury is hearing my client out."

"I don't have time for guesswork."

"What's their social media telling me?"

"If I make one wrong choice, it could cost my client the whole case."

"Am I missing anything important?"

"I may not be the most experienced, but I have technology on my side."

"If I get strong, reliable data on these jurors, I can shape the trial from the start."

SAYS

Rapidly scan juror data

Keep juror notes on their laptop

Bookmark important information

Trusted Jury-X research

THINKS

GENOME

Uncertain

Fearful and anxious

Inadequate and insecure

Frustrated

Committed to their client's success

Passionate and wants to prove themselves as a lawyer

DOES

FEELS

Structure and Flows

Card Sorting, Dashboard Structure, and User Flows Process

The next step involves a card sorting exercise to validate my assumptions about how content should be grouped together on the Jury-X attorney dashboard. I began by creating a long list of assets of anything the dashboard could possibly include, narrowed it down to the 20 most important assets, grouped them together, and then conducted a card sort to see if users would group the assets similarly.

Card Sort



Dashboard
Structure



User Flows

Original Dashboard Asset List

Accessible on both Peremptory Series and Panel Overview

- CR/PR designation + evidence
- HL/ML/LL/F designation + evidence
- Juror profile
- Juror name and photo
- Juror position #
- Juror demographics
- X-bias score

Peremptory Series

- Juror strike marking
- Peremptory series/Strike strategy

Panel Overview

- Special findings tagging
- Demographic data compilation
- Juror comparison tool
- Color-coded panel overview

Courtroom Trial Management

- Scored bias notes
- Unscored bias notes
- Live trial team chat
- Live bias transcription
- Live voir dire transcript/tagging
- Juror seating chart

Card Sort

Card Sort Reflection

While there were 6 items that my test user placed differently from how I'd group it, the "live" assets all going into courtroom trial management **validated my structural choice to merge a bias notes category into a trial management category that includes all live, in-trial tools** including the live bias transcription notes but also new features like a live chat to promote team communication.

Since they misplaced "special findings" I'm considering making that another asset that's available in two locations alongside all of the other juror profile information that can be viewed from both the peremptory series and the panel overview categories.

Peremptory Series/Strike Strategy

- Peremptory Series/Strike Strategy
- Juror Demographics (race, age, gender)
- HL/ML/LL/F Designation + Evidence
- Scored bias notes
- CR/PR Designation + Evidence
- Demographic Data Compilation
- Juror Comparison Tool
- Juror Strike Marking (accepted, rejected, challenged)
- Juror Position #
- Juror Name & Photo
- Special Findings Tagging
- X-Bias Score
- Juror Profile

Courtroom Trial Management

- Live Trial Team Chat
- Live Bias Transcription
- Live Voir Dire Transcript Notes and Tagging

Panel Overview

- Juror Seating Chart
- Big Picture Color-Coded Panel Overview
- Trial Workflow Overview
- Unscored bias notes (In-depth juror deep-dive)



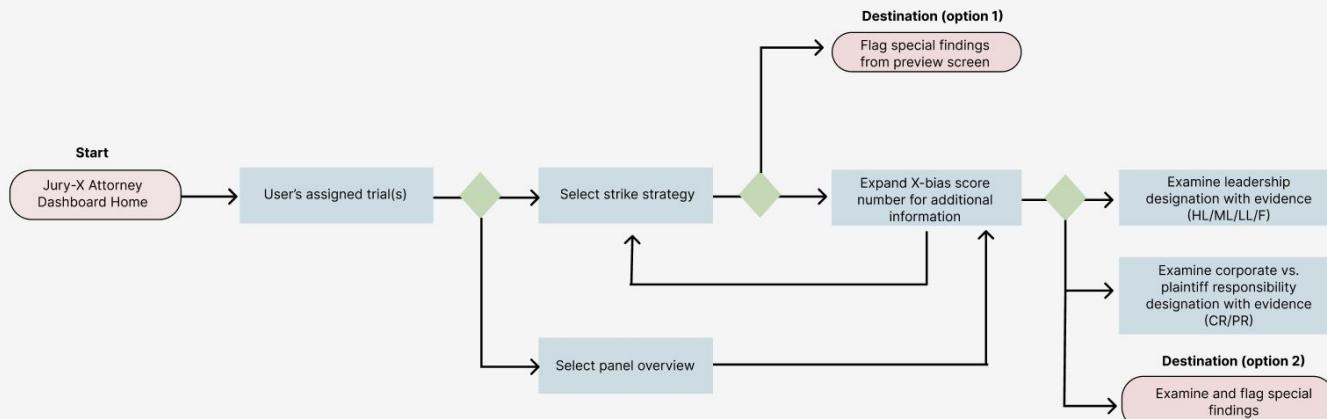
Final

Site Structure

1. Home Screen
 - a. View All Trials
 - b. Assigned Trials
 - i. Trial Dashboard
 1. Risk Breakdown
 2. Recently Viewed Juror Profiles
 3. All Juror Profiles
 4. Live Trial Team Chat
 5. High-Value Jurors Card
 6. High-Risk Jurors Card
 7. Courtroom Trial Management
 - a. Live Trial Team Chat
 - b. Juror Seating Chart
 - c. Live Voir Dire Transcription
 - d. Bias Research
 - i. Corporate vs. Plaintiff Responsibility Notes
 - ii. Leadership Notes
 - iii. Unscored Notes
 8. Strike Strategy
 - a. Peremptory Series
 - b. Strike Markings Explained
 9. Panel Overview
 - a. Panel
 - b. Juror Comparison Tool
 - c. Demographic Data Compilation

User Flow #1

In this user flow, the attorney will preview the possible jurors and flag any special findings about them.



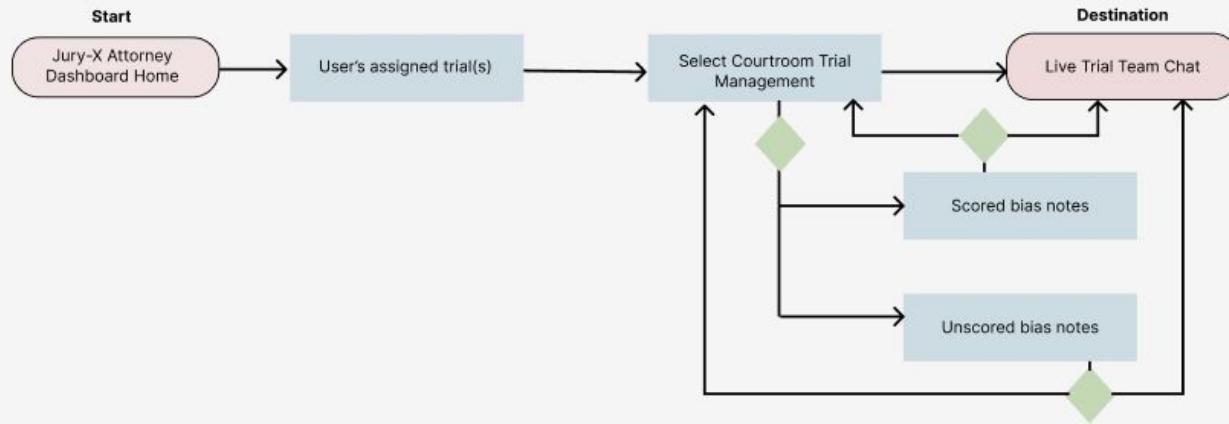
Flow #1 Reflection

I chose to structure special findings in a way that it can be accessed from both the strike strategy/peremptory series screen or the panel overview because special findings are important to cite as reasons for dismissing a juror as they could have major impacts on their bias scores, moreso than other factors.

I also ensured that special findings could be flagged quickly through the preview box on the strike strategy screen as well as through the page detailing the special finding and the accompanying research.

User Flow #2

In this user flow, the attorney will access the live chat feature and communicate their notes with the liaisons mid-trial.



Flow #2 Reflection

I chose to structure the live chat feature so that it can only be accessed through the courtroom trial management screen because that is where all the live, in-trial features are stored for organizational purposes and quick access.

I also wanted the live chat to be able to be accessed through the scored and unscored bias note sections to follow the pathway of an attorney checking their notes and then proceeding to communicate to the liaison their strategy or thoughts live as the trial progresses without leaving the dashboard.

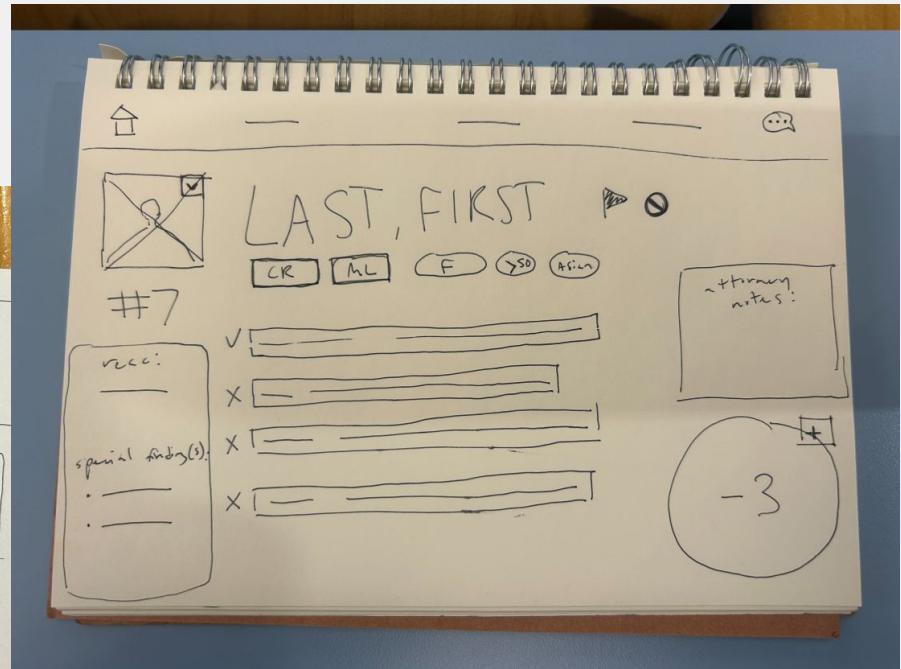
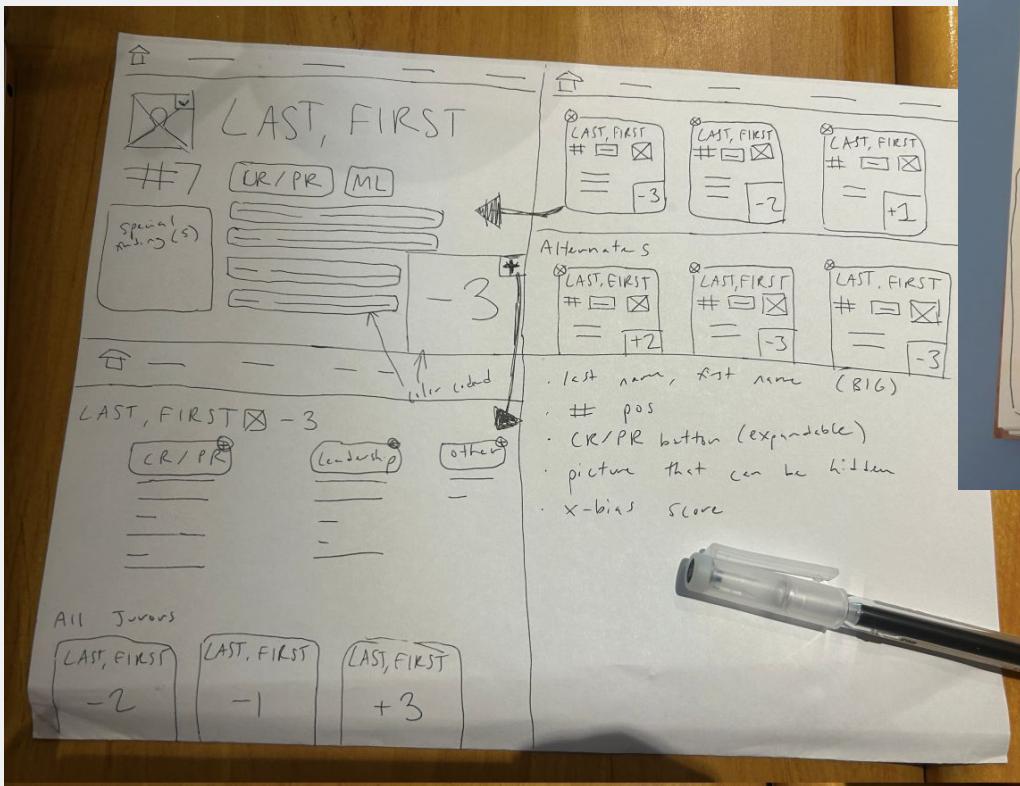
Wireframes

Wireframe Process

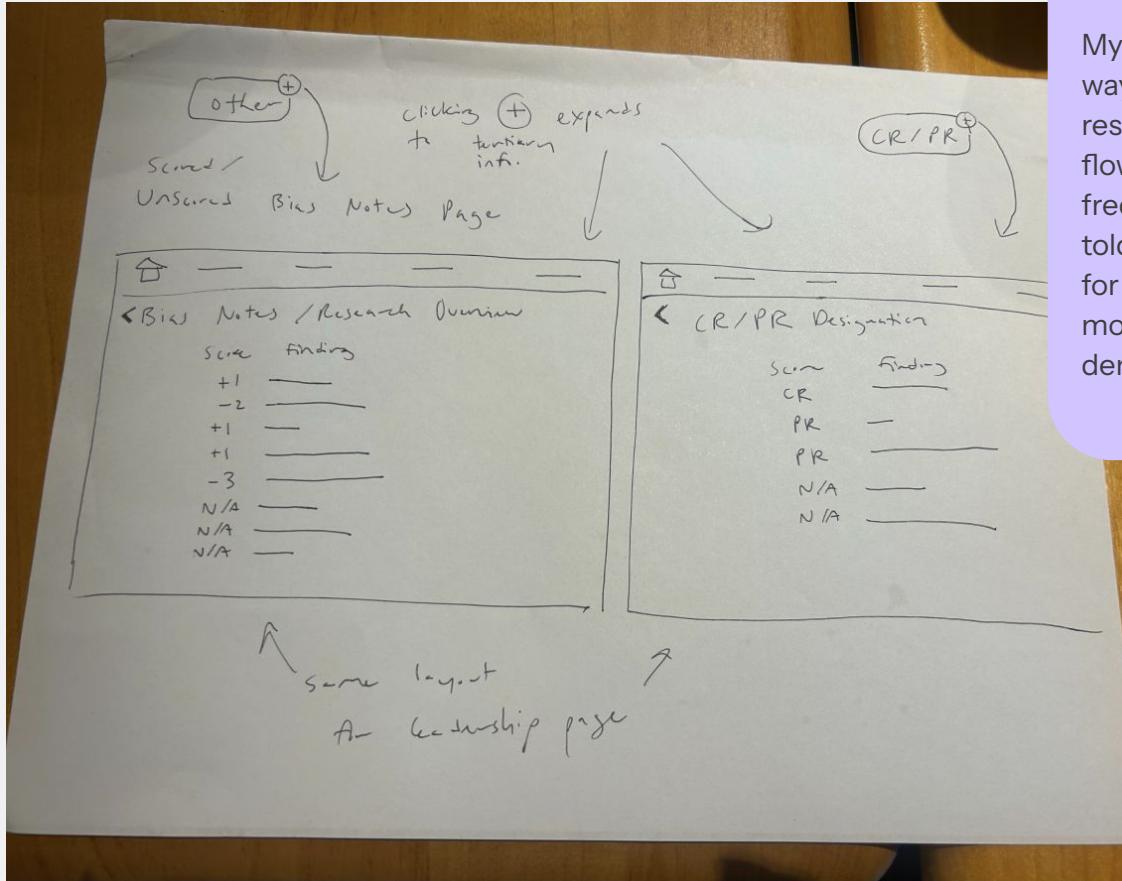
The next step was to create hand-drawn wireframe sketches, followed by 10 grayscale wireframe/mid-fi screens developed in Figma.

For this stage, I tried to keep it as simple as possible, focusing on the 10 most crucial screens needed to complete the two user flows shown from start to finish.

Wireframe Sketches



Wireframe Sketches



Wireframe Sketch Reflection

My initial wireframe sketches focused on different ways to design the juror profile, strike strategy, and research overview screens because I figured that the flows between these screens would be the most frequently viewed based on the information Jury-X told us that attorneys need. I had the most sketches for the juror profile as I debated how to display the most important facts possible (name, #, demographics, recommendation, etc).

Figma Wireframes

[Figma File](#)

The wireframe depicts a user interface for 'Courtroom Trial Management'. The top navigation bar includes a close button, the title 'Courtroom Trial Management', 'Strike Strategy', 'Panel Overview', a gear icon, and a file icon. The main content area features a title 'Trial Name/Courtroom' and two sub-titles: 'Lead Attorney Name' and 'Lead Jury-X Liason Name'. A 'Risk Breakdown' section contains a legend for 'Pro-Plaintiff' (dark blue), 'Pro-Defense' (light gray), and 'Neutral/Unknown' (white). Below the legend are two horizontal bars: one dark blue bar and one light gray bar, each with a percentage value at the end. To the right of these bars are three rounded rectangular boxes labeled 'Jurors Seated #', 'Strikes remaining #', and 'Jury Pool Size #'. A 'Recently Viewed Juror Profiles' section lists three items: 'pos #1 lorem', 'pos #7 ipsum', and 'pos #3 natus', each preceded by a small gray circle. Two large, empty rounded rectangular containers are labeled 'High-Risk Jurors' and 'High-Value Jurors'.

Courtroom Trial Management

Strike Strategy

Panel Overview

Trial Name/Courtroom

Lead Attorney Name

Lead Jury-X Liason Name

Risk Breakdown

- Pro-Plaintiff
- Pro-Defense
- Neutral/Unknown

Jurors Seated #

Strikes remaining #

Jury Pool Size #

Recently Viewed Juror Profiles

- pos #1 lorem
- pos #7 ipsum
- pos #3 natus

High-Risk Jurors

High-Value Jurors

High Fidelity Prototype

[Figma File](#) ↗

UI Kit - Jury-X Dashboard

UI Components



Color Swatches (hex):

- 2E80BF
- 85BEE0
- FFFFFF
- 000000

Font 1: Kufi Standard GK

Font 2: Lao Sangam MN

Dashboard

Courtroom Trial Management Strike Strategy Panel Overview

Carver v. Fairmont — 3B

Lead Attorney Bob Wu Jury-X Liason Alissa Davis

Risk Breakdown

Category	Percentage
Pro-Plaintiff	65%
Pro-Defense	25%
Neutral/Unknown	10%

Jurors Seated

4 /12

Peremptory Strikes Remaining

2 /3

Jury Pool Remaining

18 /22

High-Risk Jurors

- 3 pos #3 Elaine Porter
- 3 pos #5 Felicia Monroe
- 3 pos #9 Nina Whitaker

High-Value Jurors

- +3 pos #1 Marissa Trent
- +2 pos #7 Jasmine Ortega

Recently Viewed Juror Profiles

- pos #1 Marissa Trent
- pos #7 Jasmine Ortega
- pos #3 Elaine Porter

Usability Testing

Usability Test Process

Next I conducted three usability tests using usertesting.com where I filtered for participants who speak English and work in law/government sectors. I created one scenario to give them background on the website they'd be interacting with and three tasks where I focused on verifying my assumptions about key navigation patterns.

Introduction

Imagine that you are a civil litigation attorney preparing for an upcoming trial. You are using the Jury-X Attorney Dashboard to research your potential jury before voir dire (the jury selection process) and live during the trial. Your goal is to identify and select jurors who are most likely to be sympathetic toward the plaintiff you represent. You also want to avoid jurors who may be biased in favor of the defense. Your client is a patient who suffered serious complications after being given the wrong medication during a routine hospital stay. You are suing the hospital for negligence. Please talk through your thought process out loud. Note that not all features/buttons will be fully functional at this prototype stage.

Tasks

1. Take 1-2 minutes to explore the website while talking through any observations you have about the layout, design, or navigation between pages. [Verbal response]
2. Identify one juror who you believe may be biased in favor of the defense (e.g., strong belief in personal responsibility, experience in healthcare, or trust in institutions). Use the dashboard tools to flag them as high risk and find where you would take notes about them. [Success: Yes, No] [5-point rating scale: Very difficult to Very easy]
3. Navigate to the profile of a high-value juror that you want to keep on the jury panel. Then, find these two pieces of information about them: do they have children? do they volunteer anywhere? [Success: Yes, No] [5-point rating scale: Very difficult to Very easy]
4. Explore the juror profiles of Derrick Vaughn and Marissa Trent, comparing what kind of important information is available about each of them. Then, find out if Marissa Trent has any leadership qualities. [Success: Yes, No] [5-point rating scale: Very difficult to Very easy]

Usability Testing

Participant 1

(42, Male, Canada, 200K+)

[Test Video](#) ↗

Participant 2

(45, Male, Mexico, 100-125k)

[Test Video](#) ↗

Participant 3

(36, Male, U.K., 60-80K)

[Test Video](#) ↗

Usability Test Insights

[All Usability Test Notes](#)



Participant 1

42, Male, Canada, 200K+

- Completed all tasks quickly & successfully, but had some uncertainty around task completion cues
- Found some back-navigation flows unclear**, especially those from the juror profile and bias note screens
- “It’s simple, its effective, its intuitive, it’s something that someone cannot get wrong”* [describing assigned trial(s) page]

Participant 2

45, Male, Mexico, 100-125k

- Initially found the page flow straightforward, completing the first task easily
- After flagging the juror, encountered **critical navigation flaw that prevented them from further task progression**
Major issue here is that once the red flag marking was selected on a juror profile, they had to deselect the flag to continue progressing
“It’s frustrating” [describing critical navigation flaw]

Participant 3

36, male, U.K., 60-80K

- Described the dashboard as visually effective, albeit more like a “gamified” app than a website
- Completed all tasks successfully, but sometimes couldn’t remember how they got there and were confused why there wasn’t an other/unscored bias notes button on the juror profile
 - Wanted more streamlined navigation
- “We’ve got Elaine Porter who is -3; I’ve identified her because of the red and it’s got a nice -3 as the x-bias score”

Based on the three usability testing, I prioritized **three main changes** going into my final high fidelity prototype iteration.

Final Prototype:

[Figma File](#) 

Make unscored bias notes available from juror profile

Participant 3 walked me through how they got to the other/unscored bias notes section and how the pathway was convoluted. I completely agree and it seems like a simple enough fix to add that on the profile directly.

Allow users to continue navigation without having to deselect red flag

This bug was a critical error that prevented participant 2 from completing any of the tasks beyond the first one, and participant 3 also noted the strange interaction.

Review all back-navigation flows

There were a couple points, most notably on Elaine Porter's juror profile, where users struggled on basic back-navigation flows like returning to the home dashboard. 100% of participants had at least one instance of confusion surrounding these flows,



Thank you!