Concept Video

Amicus

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CS 147 A4

INTRO – TEAM MEMBERS

Team

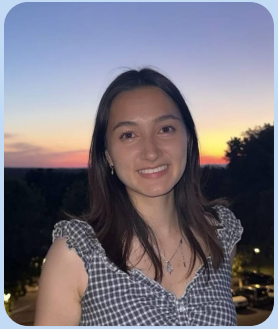


Lauren Kim

Major: Computer Science

Year: 2028

Favorite app & why: Google Maps because I love to organize places w/ lists while traveling!



Alyssa Landa

Major: Symbolic Systems

Year: 2027

Favorite app & why: Beli because it's fun and useful to keep track of where you've eaten!



Nicole Nguyen

Major: Symbolic Systems

Year: 2027

Favorite app & why: Duolingo because the gamification and scary owl actually works!



Alexis Young

Major: Computer Science

Year: 2027

Favorite app & why: Spotify because I'm always listening to music!

PROBLEM & SOLUTION

Problem & Solution

THE PROBLEM

Problem

Going through the legal system is can be complicated and emotionally taxing. Litigants shoulder the paperwork, the logistics, and the stress by themselves, often with no one beside them that really understands.



THE SOLUTION

Solution

Connect users to other litigants who are going through/have been through similar cases so they can lean on others who understand, learn from each other's experience, and navigate the process together.

“Combining legal but also support type words”

“Something similar to buddy”

What we wanted…

“Unique”

“Short and punchy”

Project Name and Value Proposition

PROJECT NAME

Amicus

MEANING & ORIGIN

Latin for "friend," inspired by the legal term amicus curiae (friend of the court). We liked how it was similar to “buddy” but was more subtle of a pun and still emphasizes the friendly support connotation of our app.

VALUE PROPOSITION

Peer support for the court

SANITY CHECK

This proposition could be applicable to other apps, but none have as specific of a focus on the legal system and litigants in particular. Our app is targeting the emotional and logistical support that litigants can gain from community groups.

Market Research

COMPETITOR ANALYSIS — MARKET RESEARCH

Nami Connection

NAMI CONNECTION

A peer-led support group connecting people with shared mental health experiences through in-person and virtual meetings.

1. SIMILARITIES & DIFFERENCES

Both foster peer support through shared experiences, but NAMI focuses on mental health recovery, while ours connects people navigating similar legal cases.

2. WHAT HAS & HASN'T WORKED

Worked: Structured, confidential group discussions & trained facilitators encourage connection.

Limited: Scheduled meetings and varying local availability restrict accessibility.

3. WHAT MAKES OUR SOLUTION UNIQUE

Matches litigants directly by legal experience, allowing them to exchange practical guidance and build ongoing relationships throughout their cases.

4. IMPLICATIONS FOR OUR SOLUTION

We should incorporate structured in-person meetups, robust confidentiality safeguards, and flexible ways for peers to stay connected between meetings.

COMPETITOR ANALYSIS — MARKET RESEARCH

Facebook Groups

FACEBOOK GROUPS

A dedicated online space on Facebook that allows users where people with shared interests, hobbies, goals, or local communities can connect, post content, and talk to each other

1. SIMILARITIES & DIFFERENCES

Both are online spaces to coordinate with others with similar life activities, such as interests or cases, to connect offline, which can be filtered by location and other categories.
Facebook groups has a wider range of topics to coordinate a group for, while our product is more specific to litigants going through similar cases. Also, support groups have a more mutual support connotation than groups to meet for shared activity.

2. WHAT HAS & HASN'T WORKED

Worked : Facebook groups benefit from an existing user base, promotes peer-to-peer knowledge sharing, allow for asynchronous communication, and community building.

Limited : Many scattered communities, inconsistent moderation, potentially unreliable information, and potential privacy issues with groups being public to anyone

3. WHAT MAKES OUR SOLUTION UNIQUE

Purpose-built for litigants, connecting people based on relevant legal circumstances rather than general interests.
Prioritizes emotional support, privacy, and shared experiences navigating the legal system.
Facebook groups have no limit to group size and can be both online and offline communities, but we want to emphasize the offline, where the support groups will have a time and place where people can physically go.

4. IMPLICATIONS FOR OUR SOLUTION

Enable users to find relevant support groups based on case type, location, and stage of proceedings.
Potentially incorporate online forms of communication to supplement the offline meetups.
Prioritize privacy, safe community moderation, and clear distinctions between peer support and legal advice, given the sensitivity of legal cases where people may want to be more anonymous like in AA meetings.

COMPETITOR ANALYSIS — MARKET RESEARCH

Well-Law

WELL-LAW

A wellness program and app designed to support mental health, resilience, and stress management for law students and legal professionals.

1. SIMILARITIES & DIFFERENCES

Both offer support for those engaging with the legal system, but Well-Law focuses on the side of lawyers and law students rather than litigants. Also Well-Law relies less on connecting community members and more so on individual care.

2. WHAT HAS & HASN'T WORKED

Worked: Well-Law's resources can mainly be accessed through long partnerships meaning they host in-person programs consistently for a long-term.

Limited: However, this makes the resources less accessible as you must pay and consistently keep up with them.

3. WHAT MAKES OUR SOLUTION UNIQUE

Our solution is a free app matching litigants, allowing them to receive help without having to find professional resources and find connections to those going through similar situations.

4. IMPLICATIONS FOR OUR SOLUTION

We should aim to help users long-term but in a way that is low-effort for users.

COMPETITOR ANALYSIS — MARKET RESEARCH

Courtroom 5

COURTROOM 5

An online platform that helps people represent themselves in civil court, with step step lessons, and AI document tools, and a peer community.

1. SIMILARITIES & DIFFERENCES

Both connect litigants with peers going through similar cases. For Courtroom5, the community is an add on to a paid legal training toolkit. For Amicus, peer support is the product, centered on the emotional and logistical help litigants give each other.

2. WHAT HAS & HASN'T WORKED

Worked : Matching peers by case stage, plus rituals like "Ring the Bell" when a case resolves, builds belonging and reduces isolation.

Limited : No app version, monthly costs add up, and it assumes users want to master litigation themselves instead of getting help.

3. WHAT MAKES OUR SOLUTION UNIQUE

Amicus is built around people, not paperwork. It connects litigants with others who are going through or have been through similar cases, so they can lean on someone who truly understands.

4. IMPLICATIONS FOR OUR SOLUTION

We should match on more than case stage (case type, location or court, emotional needs), keep the app free or low cost and mobile, and include past litigants as mentors.

Values in Design

Direct Stakeholders

- Litigants
- Litigants in support group

Indirect Stakeholders

- Opposing parties of litigants
- Therapists
- Self-help centers
- Community Venues hosting support group events
- Friends/families of litigants
- Lawyers

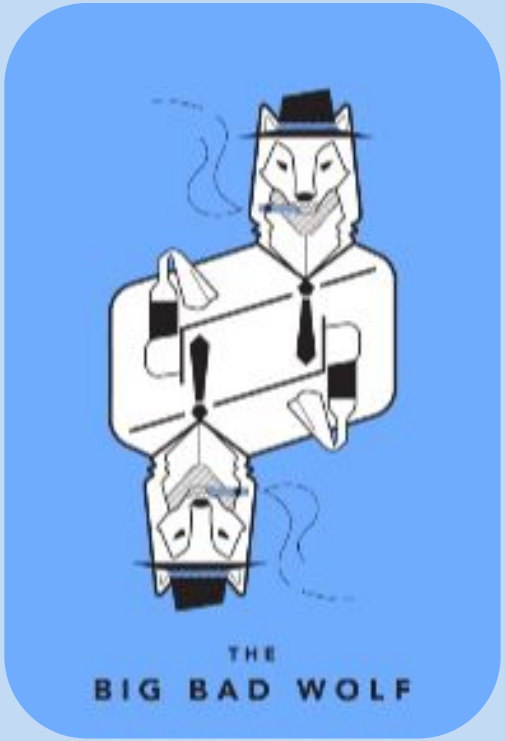
Values in Design

Ethical Implications

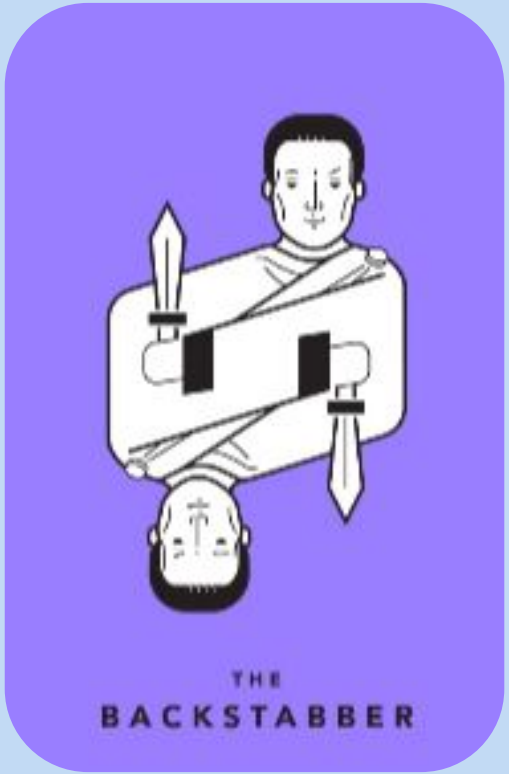
- Bad actors could pretend to be someone going through a case and show up to a group and act in a harmful way
- The features of finding a group event or just joining the app in generally are most vulnerable to manipulation

Reflections

It is critical to implement safety features to make sure only users with the correct intentions and are going through/have actually been through a case have access to groups.



Values in Design



Ethical Implications

- If personal information like what case someone is going through was leaked it could make people feel unsafe
- We could implement a survey or check in feature to see how users are feeling after a group meeting or during messaging with another user

Reflections

Privacy of personal information posted online is minimal and we will emphasize anonymity within support group meetings, up to the disclosure of the litigants.

Values in Design

Ethical Implications

- If our product is successful it is possible that therapists would see less clients
- Lawyers may be used less, as users could consult others who have been through similar situations

Reflections

It is important to emphasize that support group leaders are not licensed therapists and anything shared in not official legal advice. Lawyers and therapists are still needed professionals, and our app just allows for people to find additional support from peers.



Tasks

1. Simple (0:31)

Join a group of people navigating similar legal cases

This task is simple because…

All users will be doing this task on our peer-group finding app and requires minimal steps.

2. Moderate (0:46)

Ask for specific help from a person in the group

This task is moderate because…

Most users will be doing this task, as they will likely want to participate in the group they joined.

3. Complex (1:00)

Recalling advice given from a peer and implementing it

This task is complex because…

Only some users will have already gone to a support group and have learned new knowledge required for their case.

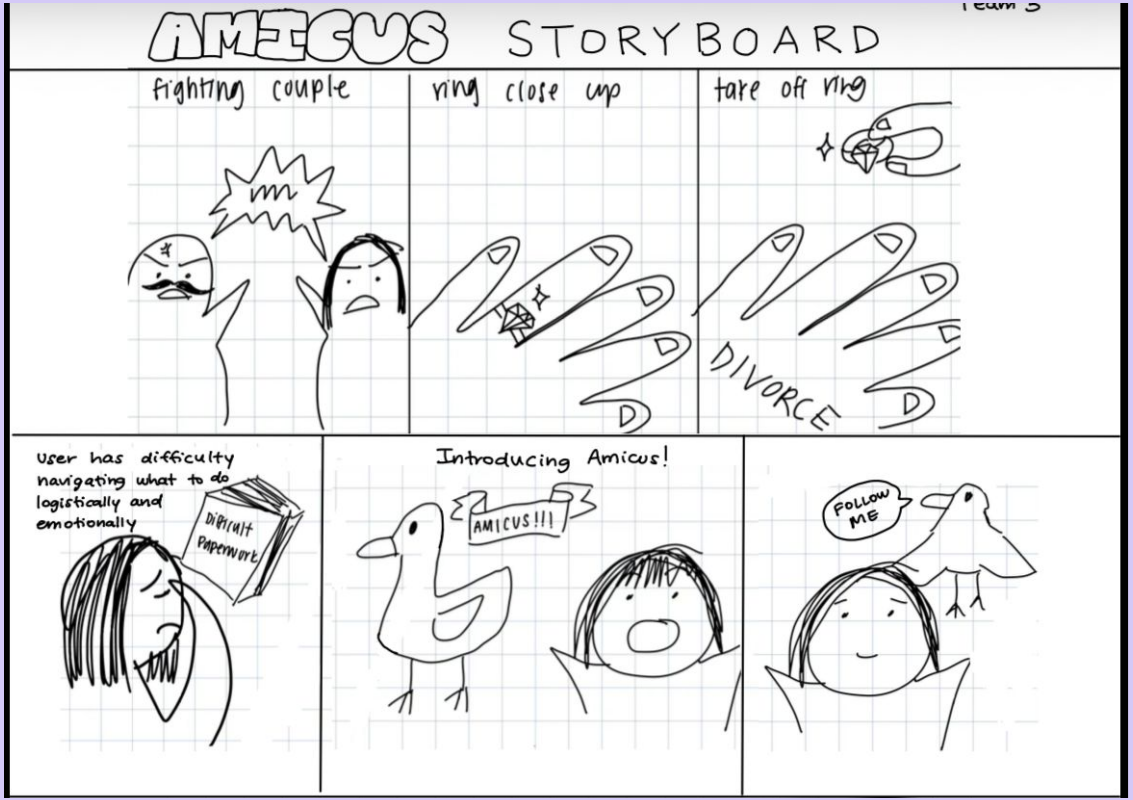
4. Complex (1:18)

Leading a support group

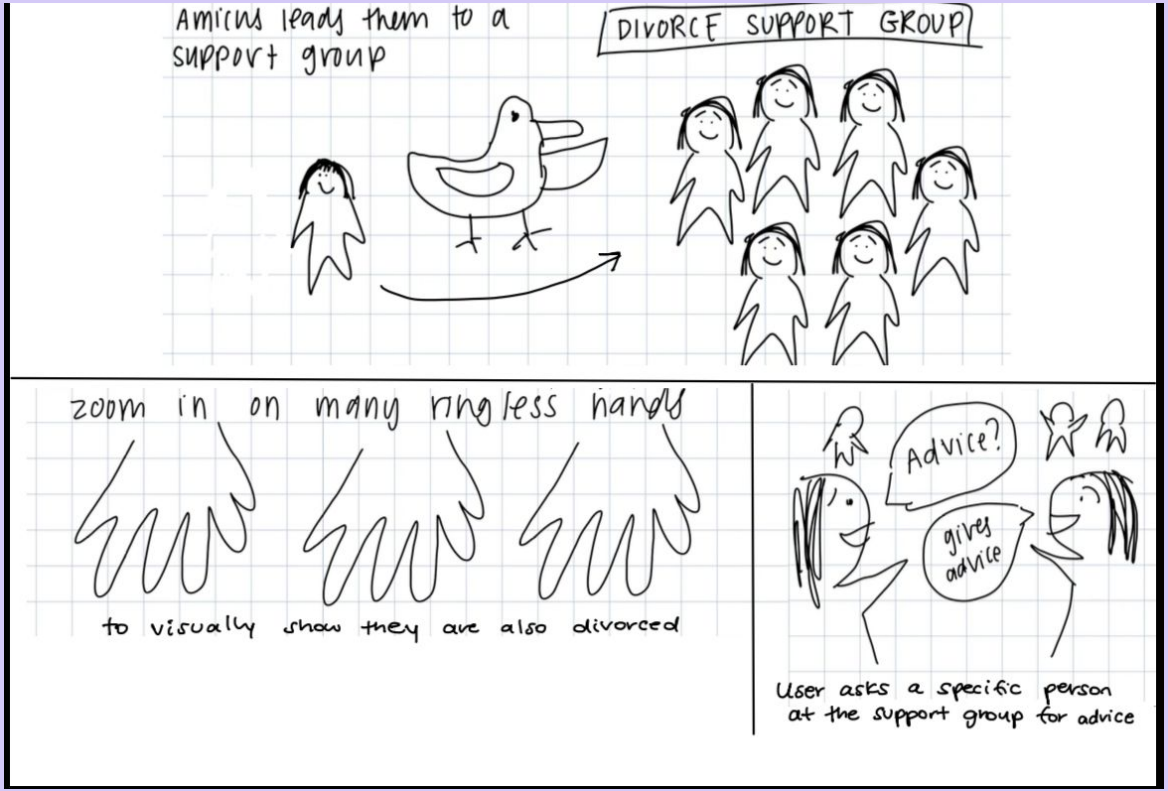
This task is complex because…

Only some users will decide to lead groups and it requires them to have already attended other groups.

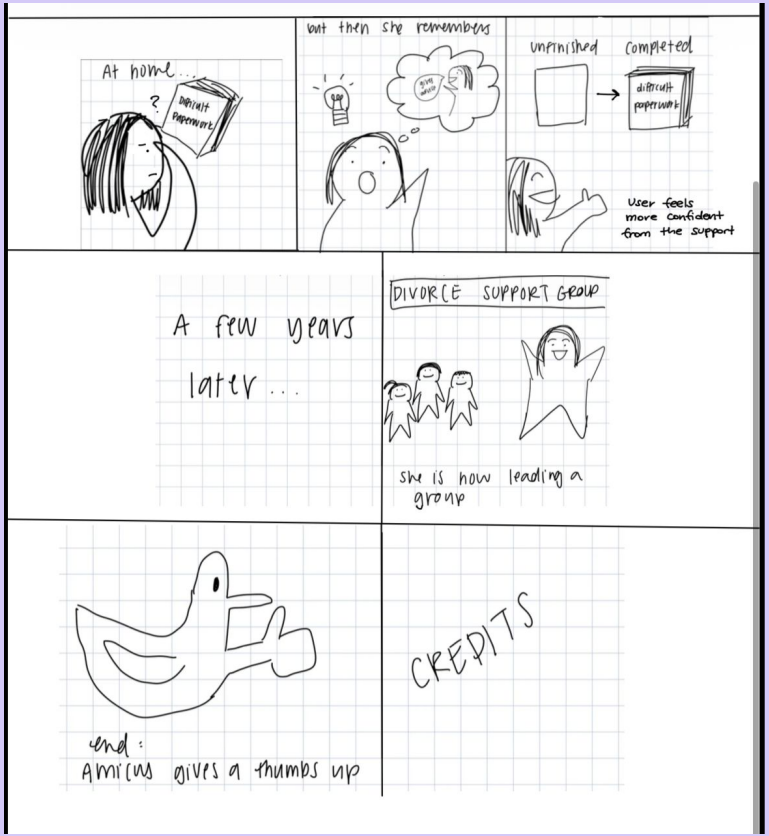
Video Storyboards



Video Storyboards



Video Storyboards



Concept Video:

https://youtu.be/SFGp3UXfU2k

Appendix

More storyboard versions

