Contents

Acknowledgments

About the author

Preface

Heidi Gardner

Introduction: Why (A)nother legal design book?

Part I. Ontology

Introduction to Part I: Opening the Door

Chapter 1: So this is legal design

Law and the Oral B toothbrush

A definition (or many definitions?)

What legal design is not

A panacea for all evil. Well, no...

A global movement

Prototyping in the legal world

The legal designer. A new job?

When law firms offer legal design services

Chapter 2: Principles of legal design

Why do we need to speak about principles?

Principle 1: Human-centrism

Principle 2: Co-creation

Principle 3: Diversity and inclusion

Principle 4: A non-hierarchical approach

Principle 5: Process first

Principle 6: Divergence and convergence

Principle 7: Fail fast

Principle 8: How might we? Principle 9: Productification

Principle 10: KISS (Keep It Simple, Stupid!)

Principle 11: Dignity Principle 12: + 1 Future principles

Chapter 3: The why of legal design

New context, new demand

A form of innovation – or innovations

The legal experience

The illusion of reading (legal) texts

F-patterns and scanning – how we actually read

A neurological case for legal design

A nudging law

Is legal design just for B2C?

Chapter 4: Abandoning the legalese – communicating plain

A quick introduction to plain language

What does it mean to communicate clearly?

Benefits of clarity and comprehension

The plain language ISO

A world in emojis

Notes about inclusive language

The intercultural factor

Thoughtful perspective: Michael Doherty

Part II. Legal Design and...

Introduction to Part II: Beyond Legal Design

Chapter 5: Legal design and other designs

Legal design vs...

Legal design or contract design?

Chapter 6: Legal design and sustainability

Legal design and the United Nations 2030 Agenda Enhancing accessibility About clear communication as human right Legal design and neurodiversity, part one – designing for a neurodiverse audience Legal design and neurodiversity part two – when the legal designer is neurodivergent Redesigning governance towards transparency

Chapter 7: Legal design and artificial intelligence

The evolution of legal design with generative AI From design thinking to emerging thinking How about AI as final user?
Thinking before building
Ethical considerations and challenges

Chapter 8: Legal design and dark patterns

What is a dark pattern?

Dark patterns in practice

Why legal design is important for dark patterns
(and potential related risks)

Chapter 9: Legal design and proactive law

What is proactive law? Evolutions and significance Benefits of proactive law Five main barriers to proactive law and potential pathways to success Legal design and proactive law

Chapter 10: Legal design and gamification

A quick intro to gamification

Gamification in the legal field – strategies and applications
Challenges and ethical considerations of gamification
in the legal field
A virtual legal experience
Legal design and gamification

Thoughtful perspective: Ashleigh Ruggles and Maclen Stanley

Part III. From Theory to Practice

Introduction to Part III. Law and the Ikea Instructions

Chapter 11: Setting the stage for our legal design project

Choosing the format, part one – online, in person, or hybrid?

Choosing the format, part two – hackathons, jams,

and periodic sessions

Choosing the format, part three – parallel, serial, or both?

Preparing a legal design project

Involving the right players and creating an inclusive environment

Developing a preliminary checklist

Creating common knowledge

Chapter 12: The legal design toolbox

The platforms

Most common visual tools

Icons

Patterns libraries

Tools for law firms

Readability tests and software

An always evolving scenario

Chapter 13: 12 challenges of a legal design project (and tips to overcome them)

Challenge 1: Is this thing valid?

Challenge 2: Budget

Challenge 3: Internal selling

Challenge 4: Managing time constraints

Challenge 5: Quantifying benefits - measuring

what's often hidden

Challenge 6: Avoid deviating from the original project

Challenge 7: The Tetris agenda – balancing

competing priorities

Challenge 8: Navigating interdisciplinary teamwork

Challenge 9: Establishing a structured framework

Challenge 10: Different clients, different organizations,

different processes – adapting to varied needs

Challenge 11: The smartest ones in the room

Challenge 12: Modification and editability of legal design outputs

Chapter 14: 12 tips for great legal design sessions

Tip 1: Don't let equity partners and general counsels run the show

Tip 2: Manage interruptions wisely

Tip 3: Be cautious with recording sessions

Tip 4: Use of AI tools for minutes

Tip 5: Assign homework duties

Tip 6: Adopt forward, not backward thinking

Tip 7: Rely on evangelists

Tip 8: Maintain an informal approach

Tip 9: Less words, more practice

Tip 10: Celebrate small wins

Tip 11: Manage cognitive load

Tip 12: Defer judgment

Chapter 15: The 12 most common mistakes in legal design (AKA the best lessons I've learned)

Mistake 1: Thinking you know the user

Mistake 2: Considering the contract out of its system

Mistake 3: Raising excessive expectations

Mistake 4: Expecting legal design to fix everything

Mistake 5: Losing the initial enthusiasm

Mistake 6: Treating documents as static artefacts

Mistake 7: Assuming our documents are already good enough

Mistake 8: Jumping directly to the solutions

Mistake 9: Lack of interdisciplinary collaboration

Mistake 10: Downplaying resistance to change within

legal teams

Mistake 11: Underestimating regulatory and ethical

considerations

Mistake 12: Treating legal design as a one-time effort

Chapter 16: Practical applications of AI for legal design projects

Choosing the right engine – a short guide to AI tools Building with the machine – prototyping in practice From drafting to conversating – specific uses of AI More tools, better questions

Chapter 17: Leveraging on the learning experience

Gathering feedback and listening for learning Maintaining momentum After the project is done – turning (more) ideas into action

Thoughtful perspective: Sally Guyer

Part IV. The Leonardo Framework

Introduction to Part IV: Towards a Common Ground

Chapter 18: The Leonardo framework

A bunch of disclaimers

How about three levels of legal design?

Level 1: The base of the pyramid

Level 2: The magic of legal design thinking

Level 3: Metricizing the law

Chapter 19: Level 1 of the Leonardo framework

Preamble – always users first

Step 1: Look. Read. Listen

Step 2: Clarifying the language, part one – things to avoid

Step 3: Clarifying the language, part two – things to do

Step 4: A matter of how

Step 5: Refining our typography

Thinking in terms of information architecture

Chapter 20: Level two of the Leonardo Framework

From level one to level two – from intervention to intention

Step 1: What do we want to achieve? What impact do we want to have?

Step 2: Empathize

Step 3: Define

Step 4: Ideate

Step 5: Prototype

Step 6: Test

Step 7: Refining our work

Chapter 21: Level three of the Leonardo framework

From level two to level three
Why we need to measure impact
Working towards an impact analysis
Reflections about scalability
Delving into A/B testing
The measure of maturity
Three levels and Dante's Paradise

Thoughtful perspective: M. Butterick

Chapter 22: Conclusion – legal design and the Ikigai – a pathway to holistic fulfilment