

Legal India - Revolutionizing Legal Assistance in India

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Abstract— An interdisciplinary project is a learning activity that integrates multiple subjects and skills to help students develop a deeper understanding of how topics can be applied across disciplines. LegalIndia is an innovative mobile application designed to democratize access to legal services in India. The app was conceived with a clear mission: to address the widespread challenges that individuals face in accessing legal assistance. These challenges include high costs, lack of awareness, and the complexity of the legal process. LegalIndia aims to bridge these gaps by providing a user-friendly platform that connects clients with nearby lawyers, offers instant legal assistance through AI, and integrates essential government resources. This report provides an in-depth exploration of the app's concept, development process, and how it aligns with the chosen theme of improving access to justice in India.

I. INTRODUCTION

The idea for LegalIndia was born out of a recognition of the significant barriers that many people face when seeking legal help. In India, legal services are often perceived as being out of reach for the average person due to several factors:

1. **High Costs:** Legal services, especially those provided by experienced lawyers, can be prohibitively expensive.
 - o This financial barrier prevents many individuals from seeking the help they need, leaving them vulnerable in legal matters.
2. **Lack of Awareness:** Many people are simply unaware of where to find reliable legal assistance. They may not know how to navigate the legal system or may be unsure of which legal resources are trustworthy.
3. **Complexity of the Legal Process:** The legal process in India is often complex and intimidating for those without legal expertise. This can lead to a reluctance to seek legal help, even when it is urgently needed.

LegalIndia was conceptualized to tackle these issues head-on. The app's core functionality is centered around providing affordable, accessible, and understandable legal services to everyone, regardless of their background or financial situation. The app leverages technology to offer features such as AI-powered legal enquiry, instant connection with lawyers, and easy access to government resources, all within a single platform.

II. DEVELOPMENT PROCESS

The development of LegalIndia was a multi-faceted process that involved several stages, each crucial to ensuring the app's success. The process can be broken down into the following phases:

1. **Research and Ideation:** The foundation of LegalIndia was built on thorough research and ideation. The team

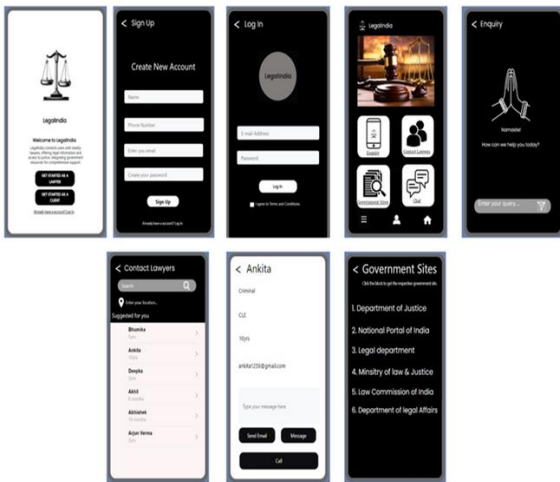
began by conducting extensive market research to identify the key pain points that individuals face when seeking legal help. Surveys, interviews, and focus group discussions were held with potential users, including law students, practicing lawyers, and clients who had previously sought legal assistance. This research provided valuable insights into the specific needs of different user groups and helped shape the features of the app.

2. **Design:** The design phase was critical in ensuring that LegalIndia was not only functional but also user-friendly. The team focused on creating a clean, intuitive interface that catered to the three primary user groups: law students, practicing lawyers, and clients. The design aimed to simplify the user experience, making it easy for anyone to navigate the app and access the services they needed. Special attention was given to ensuring that the app was accessible to individuals with varying levels of technological proficiency.
3. **Technical Development:** The technical development of LegalIndia involved the use of Thunkable and Firebase. Thunkable was chosen for its ease of use and ability to quickly prototype and build mobile applications. Firebase, on the other hand, provided robust backend services, including real-time database management, authentication, and cloud storage. The integration of AI for the legal enquiry section was a particularly challenging aspect of the development, requiring careful consideration of data privacy and accuracy.
4. **Feature Implementation:** The implementation of features was a collaborative effort that involved constant feedback and iteration. The key features of the app, such as the AI-powered enquiry section, lawyer connection, and government resource integration, were developed with the user in mind. Each feature was designed to address a specific problem identified during the research phase. For example, the AI-powered

enquiry section allows users to ask legal questions and receive instant, accurate responses, helping to demystify the legal process.

5. **User Feedback and Iteration:** Throughout the development process, the team sought feedback from potential users. Beta testing was conducted with a small group of law students, lawyers, and clients to gather insights on the app's usability and effectiveness. This feedback was invaluable in refining the app's features and improving the overall user experience. The iterative process ensured that LegalIndia was continuously improved upon, with each version being better than the last.

III. CLIENT INTERFACE



IV. LAWYER INTERFACE



V. MARKET ANALYSIS

1. **Description of the Market:** Legal assistance apps face competition from established platforms like Avvo, E-court and legalzoom, which offer similar services but at higher costs. However, there's a growing demand for more affordable and accessible legal solutions, especially among individuals and small businesses.
2. **Expected Performance:** LegalIndia's affordability, convenience, and educational resources position it favorably in the market. By offering affordable subscription plans and AI-powered assistance,

LegalIndia is poised to attract users seeking cost-effective legal solutions and guidance.

3. **Target Users:** Our target users include individuals and small businesses seeking legal assistance, especially those deterred by high costs or lack of awareness. Demographics span across age groups, with a focus on tech-savvy individuals comfortable with mobile apps.

4. Competitor Analysis:

Features	Avvo	Legal Zoom	E-Court	LegalIndia
Two-Way Communication	Yes	No	Yes	Yes
Email-Features	Yes	Yes	Yes	Yes
Location Based Services	No	No	Yes	Yes
Affordability	Premium Prices	Premium Prices	Varies	Affordable subscription plans
Call	Yes	No	Yes	Yes
Instant Legal Assistance	Limited	Limited	Limited	Yes (AI powered assistance)

5. **Response to Competitor Analysis:** LegalIndia's approach is tailored to address the gaps identified in competitor offerings. We prioritize affordability, convenience, and user-friendly features to differentiate ourselves in the market and better meet the needs of our target users.

VI. MARKETING PLANNING

1. **Branding Focus:** LegalIndia's brand centers on providing clear, affordable legal aid, emphasizing trust and empowerment.
2. **Strategy & Execution:**
 - a. **Digital Ads:** Targeted Facebook and LinkedIn ads maximize engagement by reaching users based on demographics.
 - b. **SEO:** Optimized website content improves visibility on search engines, boosting organic traffic.
 - c. **Content Marketing:** Sharing legal articles and FAQs on social media establishes authority and fosters engagement.
 - d. **Email Marketing:** Personalized emails deliver legal tips and updates, nurturing relationships and driving conversions.
 - e. **Influencer Partnerships:** Collaborating with legal influencers expands reach and credibility, attracting users and advocates.
3. **Feedback Loop:** Regular user feedback refines strategies and enhances user experience.
4. **Pricing & Promotion:** Affordable subscription plans cater to lawyers and clients, with promotions like discounts and referral incentives.
5. **Distribution & Company Efficiency:** App distribution via app stores and promotion through social media ensure accessibility. Internal efficiency and customer-centricity ensure smooth operations and timely responses.

6. *Marketing Evolution*: Initial efforts in digital advertising and content marketing shifted to emphasize practical legal tips and case studies based on user feedback. Influencer partnerships were leveraged to increase credibility and reach, leading to improved engagement and conversions.

VII. FINANCIAL PLAN

1. *Initial Phase*:
 - a. Revenue: Investment capital.
 - b. Expenses: Development, marketing, operational.
 - c. Revenue Generation: No revenue, app is free.
2. *Intermediate Phase*:
 - a. Revenue: Subscription fees from lawyers and clients.
 - b. Fees: Lawyer - 1,200 INR/year, Client - 300 INR/year.
 - c. Expenses: Operations, marketing, support.
 - d. Revenue Generation: Annual subscription fees.
3. *Later Phase*:
 - a. Revenue: Subscription and connection fees.
 - b. Fees: Connection - 100 INR/connection.
 - c. Expenses: Operations, marketing, support.
 - d. Revenue Generation: Annual subscription plus connection fees.
4. *Capital Budgeting*:
 - a. Revenue Sources: Subscription, connection fees, investment.
 - b. Working Capital: For operations, marketing, support.
 - c. Expenses: Development, marketing, operations, taxes.
 - d. Taxes: Corporate tax (25%), GST for LegalIndia services.
5. *Indian Tax Commission*:
 - a. Taxes will be calculated based on applicable corporate tax rates in India.
6. *Profit Projection (Positive) for 3-5 Years*:
 - a. Projected profit will be based on revenue growth and cost management strategies.
 - b. We'll assume a 20% annual growth rate in revenue for the projection period.
7. *Sample Budget Calculation*:
 - a. Intermediate Phase revenue: 1,200,000 INR (subscriptions)
 - b. Connection fees revenue: 50,000 INR
 - c. Total Revenue: 1,250,000 INR
 - d. Net profit calculated after deducting expenses & taxes.

Year	Revenue (INR)	Expenses (INR)	Taxes (INR)	Profit (INR)
1	150,000	100,000	30,000	20,000
2	180,000	120,000	36,000	24,000
3	216,000	140,000	43,200	32,000
4	259,200	160,000	51,840	47,000
5	311,040	180,000	62,208	68,000

VIII. PUBLICATION PRINCIPLES

A. Important People in our Business & the Role they Play

1. **Ankita and Yenika Choudhary** is responsible for building and maintaining the app, ensuring its functionality, security, and user experience meet the highest standards. They will collaborate closely with other team members to implement features and address technical challenges.
2. **Bhumika Choudhary and Yenika Choudhary** manages the financial aspects of the project, including budgeting, forecasting, and financial planning. They ensure the project stays financially viable and help make strategic decisions to maximize resources and investment returns.
3. **Deepka and Jiya Tyagi** these team members focus on promoting LegalIndia, increasing its visibility, and attracting users. They design and execute marketing campaigns, manage social media accounts, and build partnerships to reach our target audience effectively.
4. The above-described work has been done under the sheer guidance of the three mentors from Oracle **Harika, Kamal Deep Peter, Manish Kumar and Shaili Singh (HoD: CS) from Army Public School, Noida.**

IX. CONCLUSION

A. Impact and Future Vision

1. *Video and Image Uploading*: Easily upload videos and images related to your case for better communication and documentation.
2. *Online Payments with UPI*: Seamlessly pay for legal services through secure UPI transactions, ensuring convenience and transparency.
3. *Regular Notifications and Updates*: Stay informed with timely notifications and updates regarding the progress of your case, ensuring you're always in the loop.
4. *Multi-Regional Language Support*: Access the app in your preferred language, breaking down language barriers and making legal assistance more accessible to all.
5. *NGO Connectivity*: Connect with NGOs when required, expanding your support network and accessing additional resources for your legal needs.

Students from diverse fields collaborated on this project. Ankita and Yenika, representing the Science stream, took charge of the technical aspects, while Jiya and Bhumika from the Humanities stream, along with Deepka from Science, managed marketing, finance, social media, and design. This project exemplifies the power of interdisciplinary and collaborative learning. Engaging in similar real-world projects can greatly enhance and motivate students to develop their professional skills while still in academia. The integration of various disciplines with technology is a key characteristic of today's dynamic world.

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