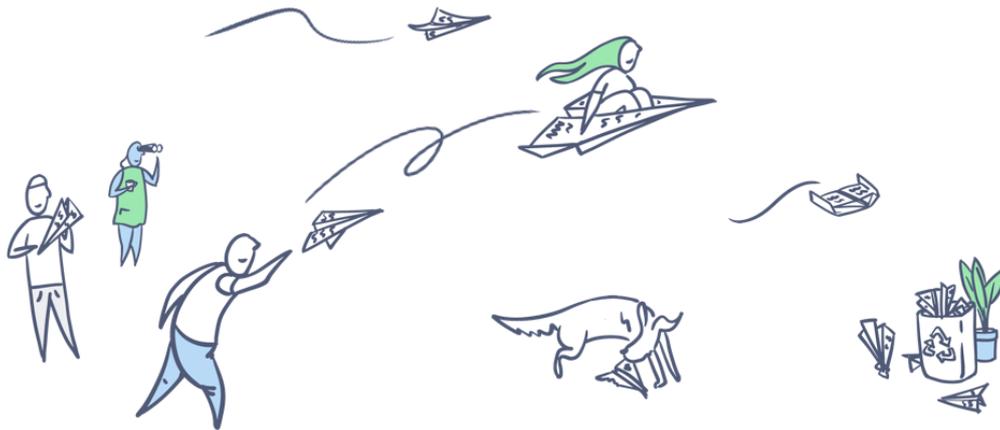


MOONEE VALLEY LEGAL SERVICE



FineFixer.org.au

FineFixer

Funded by
a grant from

**Victoria Law
Foundation**

Evaluation

June 2018

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1. Summary

The purpose of this document is to evaluate the FineFixer project (the project).

The project produced a responsive, web-based tool that guides users in navigating the fines and infringements system, helping them to understand their fines and promoting early action. The project was developed in response to identified client need and following initial research by a team of RMIT students through the RMIT FastTrack “Access to Justice through Technology Challenge”.

The services of PaperGiant were retained to undertake a rigorous human-centred design process and bring the concept to market. Work commenced in January 2017 with the web-tool soft-launched in July 2017. A formal launch was held in August 2017 followed by ongoing external promotion.

FineFixer was project managed by Moonee Valley Legal Service and supported by an advisory group comprised of representatives from the Centre for Innovative Justice, Victoria Legal Aid, RMIT, Mykifines.org.au, UnitingCare Regen, Odyssey House Victoria, and Youthlaw.

We would like to thank the advisory group for their generosity and contributions in making FineFixer a fantastic tool to help the Victorian community understand their fines and take action.

FineFixer is available at www.finefixer.org.au and was funded by a grant from the Victoria Law Foundation.

1.1. Quick Facts

In the eleven months between launching to the public in July 2017 and 31 May 2018, FineFixer has:

- provided information to 20,398 users over 24,331 sessions.¹
- provided information tailored to a user’s circumstances 4,456 times.²

The most commonly provided information was about ‘Getting your fine reviewed’.

FineFixer is projected to provide 72,456 sessions over the funded life of the project until the end of June 2020,³ resulting in:

- estimated savings of 8,043 hours of legal assistance.⁴
- projected total project cost of \$0.79 per session.

¹ Measured from Google Analytics. Google Analytics may be skewed by a number of factors including users accessing the site from different devices, clearing cookies, or using incognito mode.

² The question flow was completed 4,456 times with users commencing the flow 14,643 times.

³ Based on the current average of 1,925 sessions per month over the funded life of the project until June 2020.

⁴ This estimate is based on the assumption that current completion rates are maintained and 30% of the 72,456 sessions will complete the question flow and on the assumption that 74% of these 21,737 completed flows would otherwise have required 30 minutes of one-on-one legal assistance from a community legal centre or Victoria Legal Aid. This figure does not include administration time or matters that would have required ongoing assistance. See 4.1 (d).

1.2. Key Findings and Recommendations

- FineFixer effectively engaged users and has established itself as a respected and useful tool for people seeking information about fines.
- FineFixer is an effective tool for the target audience of people with sufficient legal capability to self-help. However there is significant room for improvement to assist people who identify as having more fines than they can manage.
- FineFixer will save an estimated \$215,962 to June 2020 by providing legal assistance to otherwise legally capable people.⁵
- Human centred design was a highly effective process to design and develop FineFixer and should be considered when developing comprehensive and user friendly community legal education and information tools.
- A sophisticated online marketing strategy was essential to the success of FineFixer, however developing and implementing the strategy required significant investment of time and money.
- Users referred from other websites were the most engaged of all FineFixer users, with a higher than average question flow completion rate, lower bounce rate and most pages visited per session.

⁵ See Part 4.2 below.

2. Purpose and scope of the evaluation

2.1. Purpose of the Evaluation

The evaluation assesses the effectiveness and capacity of the FineFixer web-tool:

- to assist people to address their fines without the need for legal advice;
- to identify people in need of legal advice about fines and refer them appropriately.

The evaluation provides a basis for measuring the success of the project and informs recommendations for potential future iterations of FineFixer and other similar tools.

2.2. Evaluation scope

The report will focus on evaluating:

- Process
 - Use of design thinking to develop an online legal information tool
- Outputs:
 - Number of users
 - Referrals to legal assistance
 - Referrals to payment arrangements and other referrals
- Outcomes measures to examine the project impacts in terms of:
 - Legal assistance hours saved
 - User feedback and responses
 - Reach and demographics of users

2.3. Exclusions

The evaluation does not include reform recommendations or review of the *Infringements Act 2006* (Vic), *Fines Reform Act 2014* (Vic) or associated Acts and regulations.

3. Project description

3.1. Summary - About FineFixer

FineFixer is a web-tool that emerged through the 2015 iteration of the Access to Justice Through Technology Challenge – a partnership involving the Centre for Innovative Justice (“CIJ”), the RMIT Fastrack Innovation Program, Victoria Legal Aid and the community legal sector (MVLS included).

The Challenge involved non-legal students in a two-step process where they first consulted with the legal assistance sector to identify issues and subsequently applied design thinking and technology skills to tackle those issues, producing a packaged and costed solution. The FineFixer model was generated by “Les Bourgeoisie”, a team of three students in the program (Alexandra Laurence, Joshua Lee and Rebecca Aiezza). The concept was awarded Most Viable Solution Award by a judging panel including Associate Professor David Gilbert (Director and Lead Facilitator, Fastrack Innovation Program RMIT University), Monica Ferrari (CLE Program Manager VLA), Liana Buchanan (then Executive Officer FCLC) and Mark Madden (Deputy Director, CIJ).

In 2015 over 5.3 million fines were issued in Victoria.⁶ Problematically, the fines and infringements system is distinguished by its particularly complex nature⁷ and capacity to confound and disempower those caught in its processes.⁸

The FineFixer concept provides a cross-disciplinary design response to the well-established need to support Victorians to better understand these processes. It guides users in navigating this remarkably complex system and improves access to justice.

FineFixer is an important pioneer project. It is a web-based tool that provides a tailored response to a user’s unique circumstances. Its primary aim is to help users understand their fines and get the assistance they require, through a simple, quick and intuitive web-based process. The FineFixer solution allows fines and infringements to be acted on earlier and more efficiently. It serves to help prevent the accumulation of costs and penalties for individuals, and free up valuable time and resources for VLA, CLC’s and for enforcement agencies.

FineFixer is, by deliberate design, not a smart-phone application that would place the onus on the user to download the resource to access its content. As a web-based service, FineFixer delivers significantly more than other online offerings that are typically limited and static in their presentation. Fines.vic.gov.au and other websites provide current information on stages in the infringements system and legislative processes, contact details for relevant legal service providers, and options for specific situations. Unlike FineFixer, these other websites offer one-way communication that limits consumer engagement and does not motivate legal self-help. FineFixer, is distinguished from these web-based fines and infringements information services in that it is instant, intuitive and interactive.

It engages with clients who identify as having a legal problem in relation to a fine or infringement, helps them to identify whether their situation renders them potentially eligible for special

⁶ Annual Report on the Infringements System 2015-16, Victorian Attorney-General 2016.

⁷ Victoria Legal Aid, Vulnerable People and Fines Position Paper 2013, p.5

⁸ Fines: are disadvantaged people at a disadvantage? Z. Wei et al, Law and Justice Foundation of NSW, Justice Issues Paper 27, Feb 2018.

circumstances, and prompts action towards resolution by setting out practical next steps. This information is tailored to the client – based upon responses to a series of questions about the user's fines situation. It applied design thinking adapted from video games to ensure functionality and time efficiency. Short sentences, multiple choice answers and click throughs are used so users with limited capacity and time are able to complete the questions and achieve a tailored response within the space of three minutes.

FineFixer is funded to continue until 30 June 2020 enabling minor maintenance and bug fixes to be carried out until that time.

4. Key evaluation questions

This evaluation seeks to answer the following questions:

1. To what extent has the project achieved its intended outcomes, including:
 - number and demographics of users
 - reduction in time spent by community legal centres and Victoria Legal Aid in advising otherwise legally capable clients⁹
 - options provided to users
 - effective use of online marketing
2. Does FineFixer offer value for money?
3. Was human centred design an effective process for developing FineFixer?
4. Were there any unintended consequences (either positive or negative) of the project?

The evaluation draws data from:

- Analysis of the number and demographics of users of the FineFixer tool using Google Analytics;
- Analysis of how users utilised the FineFixer tool;
- Feedback from FineFixer users; and
- Feedback from the Project Advisory Group.

⁹ Definition of 'legal capability' drawn from McDonald HM, People, J 2014 Legal capability and inaction for legal problems: Knowledge stress and cost, Updating Justice paper 41, Law and Justice

4.1. To what extent has the project achieved its expected outcomes?

a) Users and Demographics¹⁰

In the eleven months from July 2017 to 31 May 2018 FineFixer provided 24,331 sessions to 20,398 unique users. In the three months to 31 May 2018 FineFixer hosted an average of 1,925 sessions per month.

On the landing page users are provided a choice of either going directly to information pages if they want to see all their options, or to use the question flow if they want to receive information tailored to their own circumstances. The question flow was commenced 14,643 times and completed 4,456 times - a completion rate of 30%.

Eighteen per cent of FineFixer total sessions completed the question flow to obtain tailored information. However 91% of users who commenced the question flow were new users of FineFixer. Indicating that returning users may have preferred to navigate directly to the information pages, rather than use the question flow again.

The below charts provide a detailed breakdown of FineFixer users, including their age, gender and the types of fines they have.

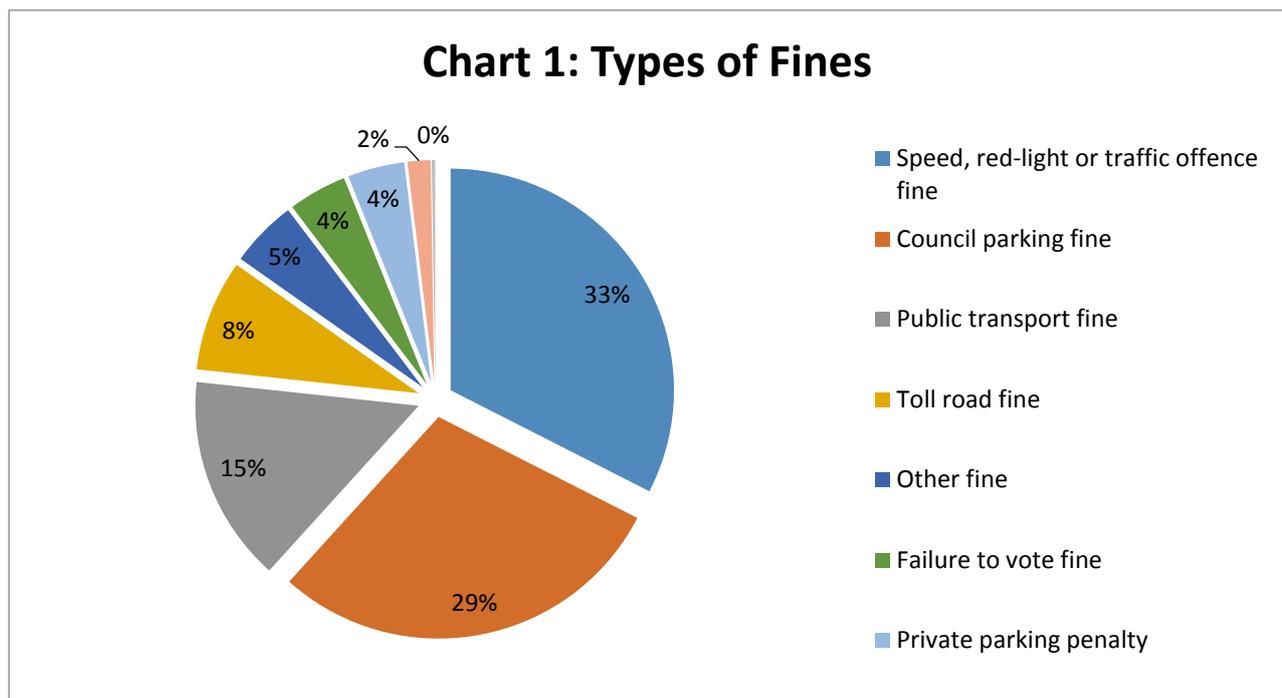


Chart 1: FineFixer users by the types of fines identified by people who completed the question flow.

The majority of FineFixer users were seeking information and assistance in relation to traffic related offences. This is reflective of the fines issued by Victorian Enforcement Agencies, with the highest

¹⁰ Data is derived either from Google Analytics or from self-reporting by users within the FineFixer tool.

proportion of fines issued being for traffic (including tolling), followed by parking and then public transport.¹¹

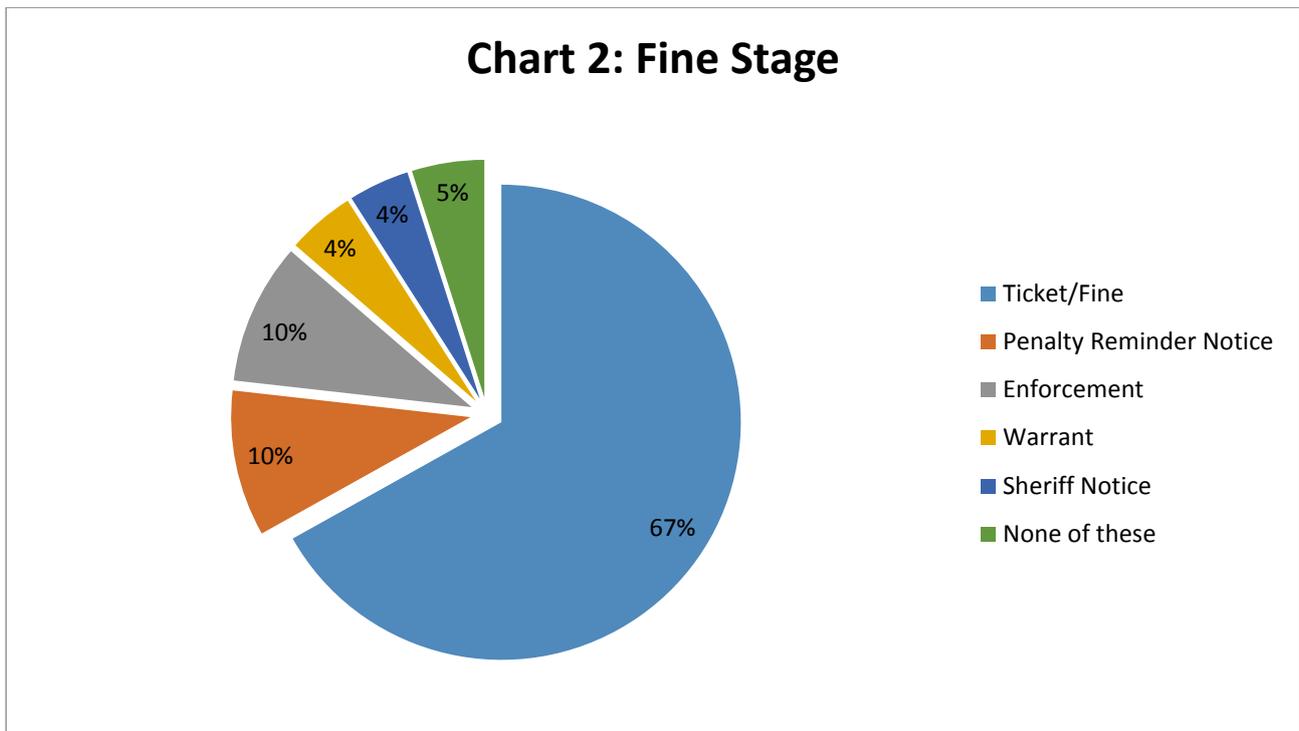


Chart 2: FineFixer users by the fines stages identified by people who completed the question flow.¹²

FineFixer users were predominately seeking information prior to the matter reaching enforcement stage or beyond. Seventy-seven per cent of users were seeking information about their options while the fine was still at the initial notice or penalty reminder notice stage. This suggests that FineFixer effectively achieved its goal of engaging with people before their fines had progressed to enforcement. Users were then prompted to take early action through strong messaging on the information pages.

¹¹ Annual Report on the Infringements System 2015-16, Victorian Attorney-General 2016, Table 2: Infringements issued by offence category.

¹² This project extended over the implementation of *Fines Reform* on 31 December 2017, for consistency and simplicity Chart 2 uses terminology from the *Infringements Act 2006* (Vic) as in force prior to 31 December 2017.

Chart 3: Number of Fines

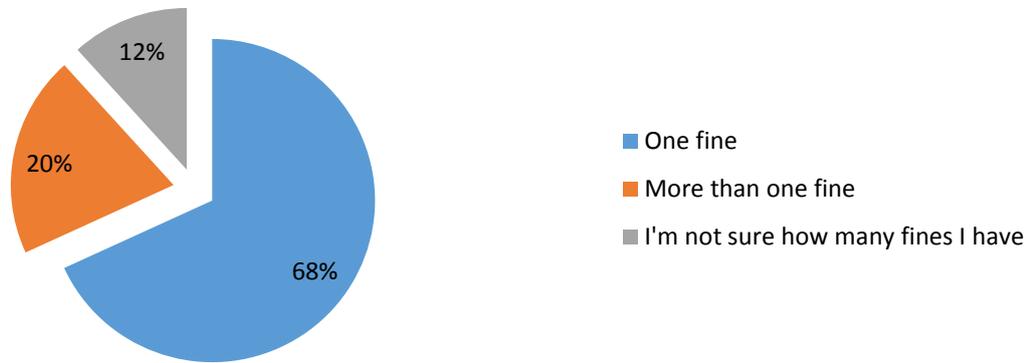


Chart 3: FineFixer users by the number of fines they identified as having.

Users who identified as being unsure of how many fines they have were directed to seek legal advice. Those who identified that they had more than one fine were offered the choice to prioritise their most urgent fine or be directed to legal help.

Chart 4: Age and Gender of Users

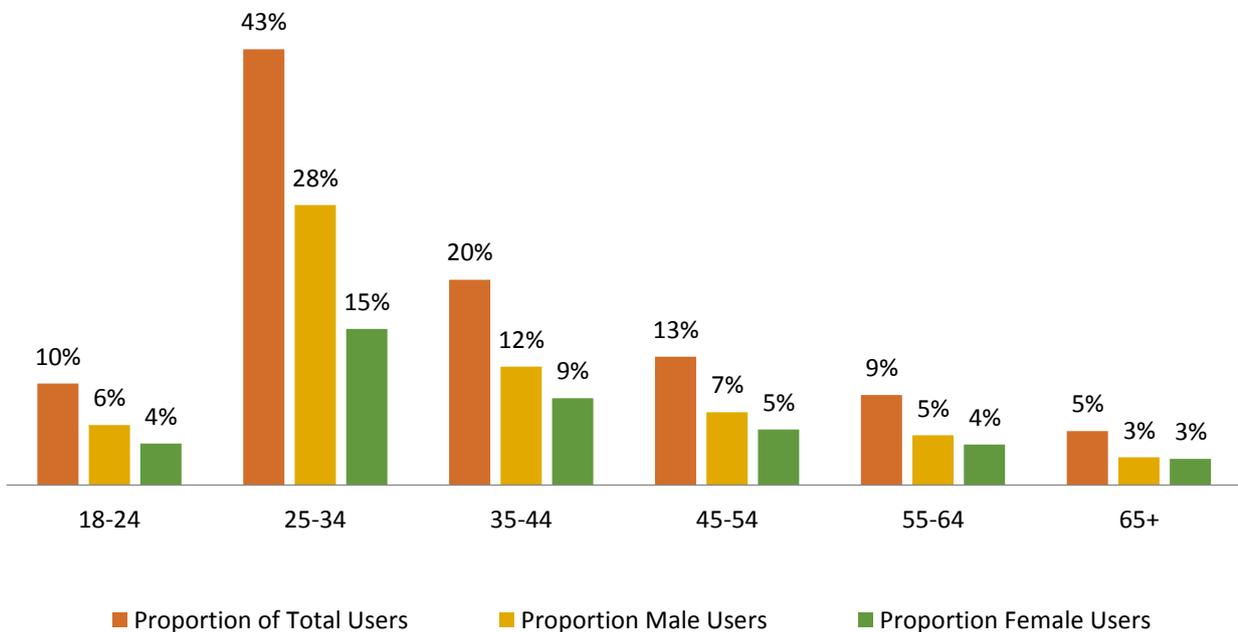


Chart 4: FineFixer users by age and gender.

Anecdotal evidence from community legal centres and Victoria Legal Aid suggests that males 25+ experience the most problems with fines. The spread of FineFixer users in **Chart 4** suggests that this target demographic was effectively engaged.

Chart 5: Users Identifying Special Circumstances

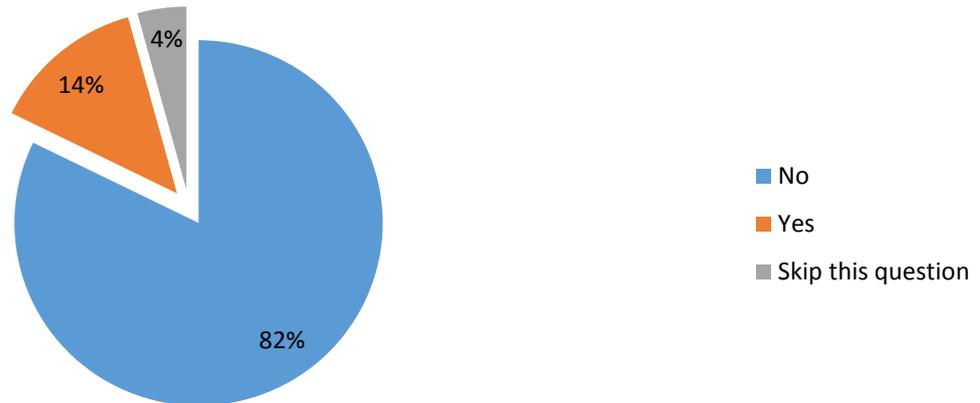


Chart 5: Proportion of FineFixer users identifying that they are or were experiencing mental health issues, intellectual disability, homelessness, family violence, or drug or alcohol addiction.

Only 14% of users identified that they were experiencing mental health issues, intellectual disability, homelessness, family violence, or drug or alcohol addiction.

Chart 6: Income

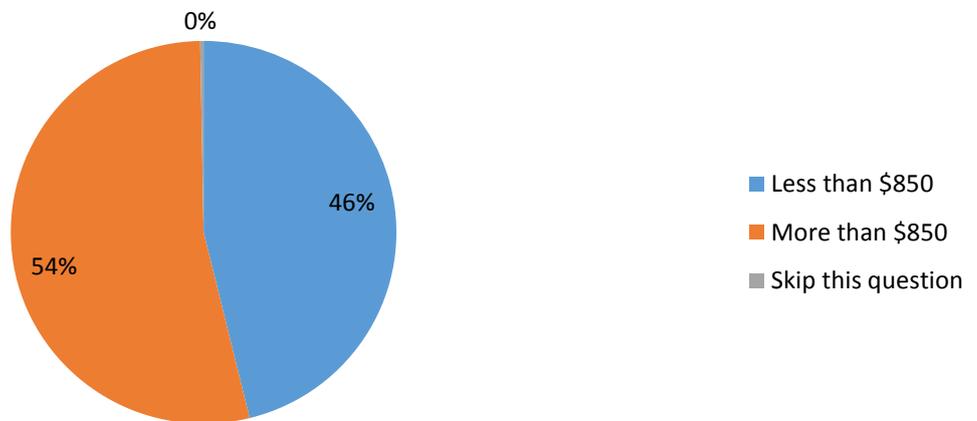


Chart 6: FineFixer users who identified as having income above or below \$850 per week

b) User feedback and engagement

User feedback was collected through a link at the base of each page asking whether users found the page useful. Users who responded to the request for feedback were self-selecting and responses were limited to a 'yes' or 'no' answer.

Only 0.65% of sessions provided a response. However, of the 160 responses, 63.3% reported that the information they received was helpful.

The most satisfied users were those who received assistance in having their fine reviewed and with dealing with private parking fines; with satisfaction rates of 88% and 89% respectively.

At 60% satisfaction rate were users who were referred to legal assistance after they self-identified that they had more fines than they could manage. This is a key area for improvement in any future iterations of FineFixer to provide a more sophisticated response for this vulnerable cohort of users.

The least satisfied users were those that received information about paying in full, with only a 40% satisfaction rate.

It is recognised that this small and self-selecting sample does not provide a statistically significant response from which reliable conclusions can be drawn. More reliable metrics, such as bounce rate and website engagement are discussed below.

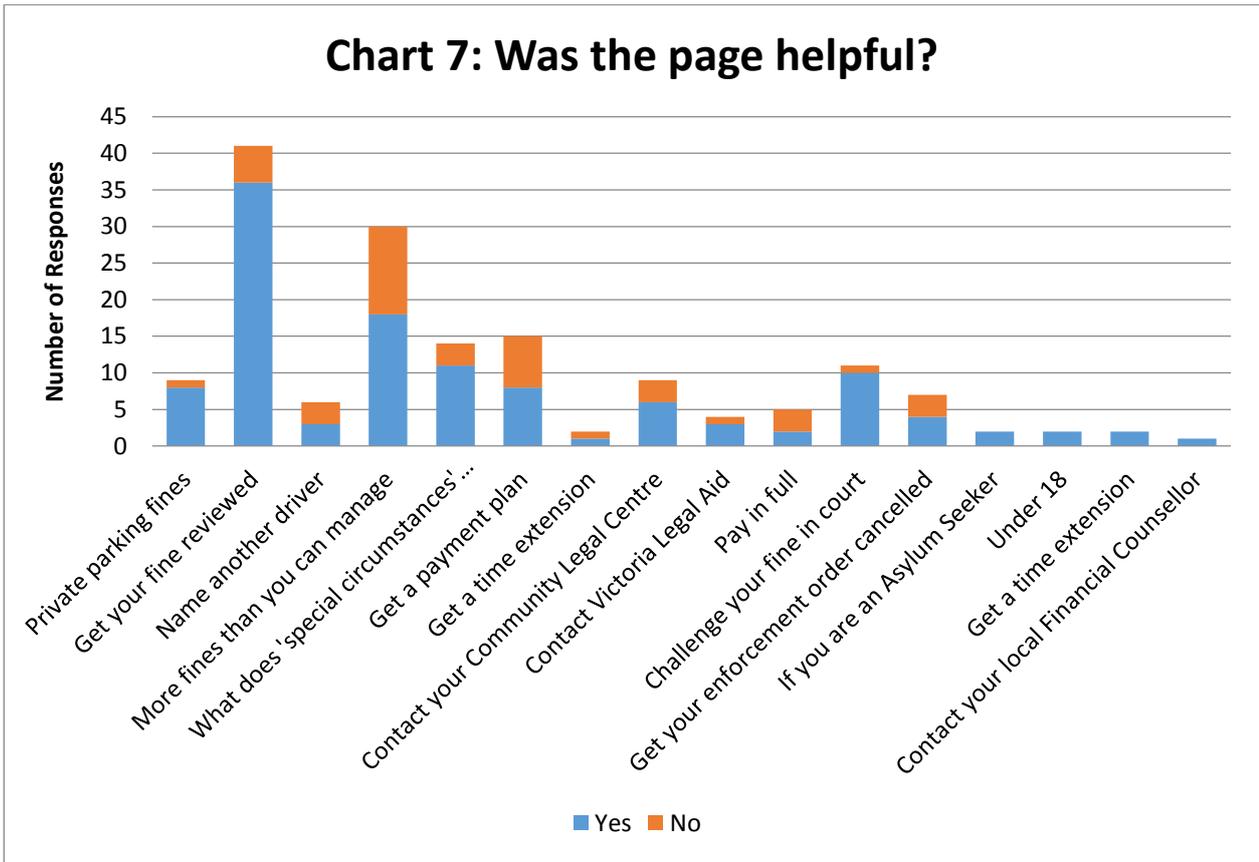


Chart 7: Feedback of FineFixer users when asked 'Was this information useful?'

Eighty per cent of the FineFixer advisory group members reported that FineFixer exceeded their expectations and that it always provided accurate, tailored and useful legal information for people with the legal capacity to self-help. The remaining 20% reported that FineFixer met their expectations and usually provided accurate, tailored and useful legal information for people with the legal capacity to self-help.

FineFixer experienced a low bounce rate and high level of engagement from users. Bounce rates of between 25% and 40% are generally considered to be exceptional, with FineFixer’s average bounce rate to 31 May 2018 of 43% falling within the ‘very good’ range.¹³

Average page views per session were 5.65 pages, indicating that users are engaging well with the content.

Source	Percentage of Sessions	Avg. Pages Per Session	Bounce Rate	Complete Question Flow
Direct	30.3%	6.23	39.87%	42.81%
Paid Search	26.8%	5.11	40.06%	51.32%
Organic search	13.6%	4.8	57.39%	27.44%
Social Media	19.8%	5.22	50.53%	36.69%
Referral	9.4%	7.49	28.61%	49.15%

Table 1: Bounce rate and pages per session by source of traffic

While referrers were a lower source of traffic, referred users were the most engaged, having the lowest average bounce rate at 29% and the highest average page views at 7.49 pages per session.

Referral Source	Percentage of referred sessions	Avg. Pages Per Session	Bounce Rate
abc.net.au	27%	8.48	24.31%
legaid.vic.gov.au	15%	7.61	20.53%
everyday-law.org.au	10%	6.46	32.88%
mvl.org.au	8%	10.32	25.00%
citylink.com.au	5%	5.99	29.25%

Table 2: Top performing referring sites, including bounce rate and average pages per session.

Further investment in appropriate referral partners is recommended.

¹³ Bounce rate is the rate at which users land on the site and then leave without making any interactions. Low bounce rates can be used as an indication of a well-functioning site that is responsive to user’s needs. An explanation of bounce rates can be found at <http://www.gorocketfuel.com/the-rocket-blog/whats-the-average-bounce-rate-in-google-analytics/> .

Chart 8: Facebook Engagement by Age and Gender

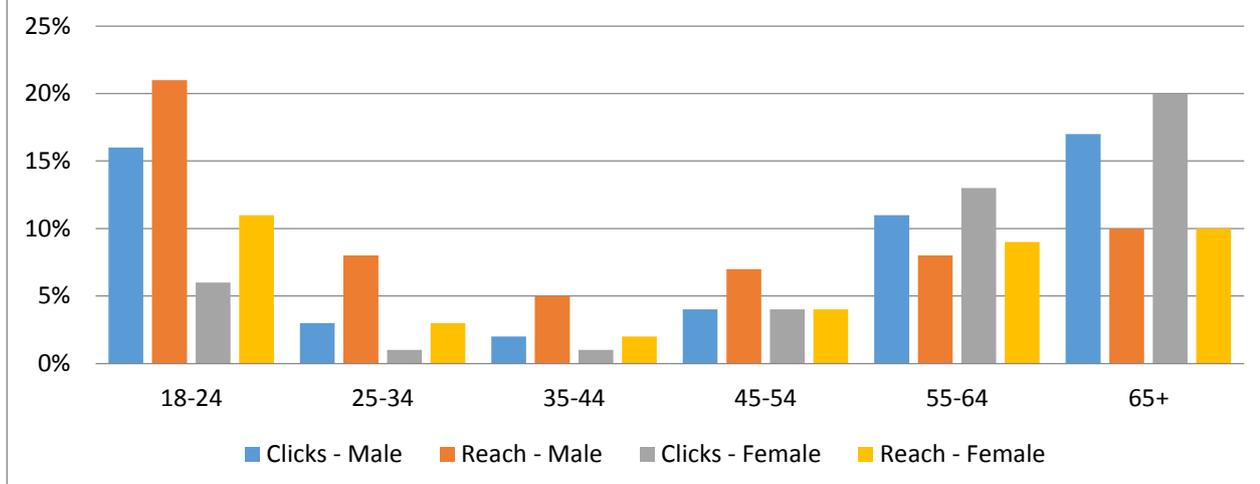


Chart 8: Facebook engagement including 'link clicks' and 'reach' by age bracket and gender

While the proportion of overall users shown in **Chart 4** is very closely aligned with anecdotal evidence from community legal centres and Victoria Legal Aid that most fines issues are experienced by young males, **Chart 8** shows significant discrepancy of engagement for users coming from Facebook.

In contrast to the overall users at **Chart 4**, our primary target audience of people aged 25 to 54 showed low engagement in response to Facebook advertising, while people aged 65+ had very high engagement with the highest click through rates of any age bracket, despite being served the ads infrequently.

This unexpected result merits further investigation, and may suggest that Facebook advertising could be a viable avenue for engaging an older audience with community legal education or information.

c) Options provided to users

The most common information accessed by users was in relation to having their fine reviewed. As most users were accessing FineFixer when their fine was in the early stages (see **Chart 2**) this was likely a common recommendation when users completed the question flow. This page had a high satisfaction rating at 88% (see **Chart 7**).

The next two most common pages accessed were 'What to do if you have more fines than you can manage' and 'Contact your local CLC'. The question flow has multiple points which identify users who may be in need of legal assistance. In order to obtain a referral to legal assistance the user

needed to report that they had experienced a special circumstance,¹⁴ did not know how many fines they had, or had more fines than they could manage.

During development we decided to err on the side of caution and provide referrals to legal assistance whenever there was any indication that the person may be in need of help. This was intended to avoid anyone using FineFixer when it was more appropriate for them to obtain assistance from a community legal centre or Victoria Legal Aid.

To 31 May 2018 FineFixer referrals to community legal centres were accessed 2,866 times and referrals to Victoria Legal Aid were accessed 356 times. When a user reported an income below \$850 per week they were shown both community legal centre and Victoria Legal Aid referrals, those with income above \$850 per week were shown only community legal centres.

Of people who completed the question flow 14% of users were referred to legal assistance due to possible special circumstances and 12% of users who completed the question flow were referred to legal assistance due to not knowing how many fines they had.¹⁵

Sixty per cent of FineFixer advisory group members reported that FineFixer “always identified people who need help and directed them to appropriate assistance”; while 40% reported that FineFixer “usually identified people and who need help and directed them to appropriate assistance”.

When a user identified that their main concern was an inability to pay the fine and they did not indicate possible special circumstances, the user was provided information about payment arrangements and a referral to their nearest financial counsellor.

Information about payment arrangements, including payment plans and payments orders, was accessed 860 times and referral to a financial counsellor was accessed 499 times.

FineFixer included the capacity to provide a unique six-letter code to users, allowing them to return to their results later. While this functionality saw limited use it was always identified by users during the design phase as a helpful feature.

The intention of the six-letter code was also to allow legal services to look-up a person’s FineFixer input if they subsequently sought legal assistance after being referred from FineFixer. In practice this had extremely limited utility as most people eligible for legal assistance required advice in relation to special circumstances, which was beyond the scope of the assistance FineFixer was able to provide.

¹⁴ ‘Special Circumstances’ means mental illness, intellectual disability, homelessness, drug or alcohol addiction, or family violence.

¹⁵ Due to the way that FineFixer ranked the options it provided, users were often provided more than one option or referral. Hence the total referrals to legal assistance exceed the proportion of those reporting special circumstances or not knowing how many fines they had.

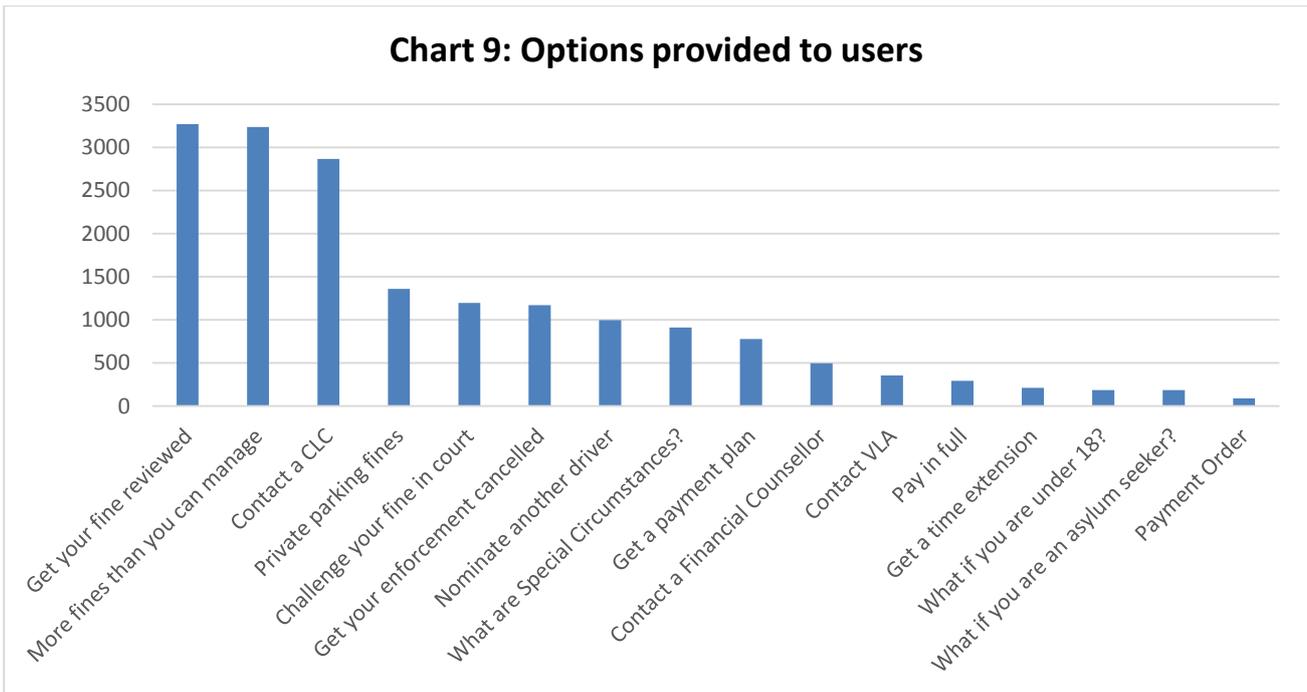


Chart 9: Options provided to FineFixer users by page views

d) Time saved by legal assistance services

FineFixer is currently receiving an average of 1,925 sessions per month, calculated from averages in the three months to 31 May 2018. Based on this trend FineFixer is projected to provide 72,456 sessions over the funded life of the project until the end of June 2020, resulting in projected estimated saving of 8,043 hours of legal assistance over three years.

This estimate is based on the assumption that current completion rates are maintained, 30% of the 72,456 sessions will complete the question flow and on the assumption that 74%¹⁶ of these 21,737 completed flows would otherwise have required 30 minutes of one-on-one legal assistance from a community legal centre or Victoria Legal Aid. This estimate does not include administration time or matters that would have required ongoing assistance.

e) Effective use of online marketing

Online marketing activities were essential to the success of FineFixer. Social media (including Facebook, Twitter, and Reddit) and paid search combined resulted in over 46% of FineFixer’s traffic.

Online marketing was undertaken in two phases, launch and ongoing.

Phase 1: Launch

At launch, email and direct contact was used to encourage community organisations to post, tweet, or otherwise write about the launch of FineFixer. This campaign resulted in numerous organisations,

¹⁶ This percentage is derived from the current trend that 26% of completed flows resulted in a referral to legal assistance due to either possible special circumstances or the person not knowing how many fines they have.

including other community legal centres, Victoria Legal Aid, and media outlets tweeting or otherwise posting about the launch.

A Reddit post was also made about the launch to the 'Melbourne' sub-reddit. This post remained on the front page of the Australian localisation of Reddit for over 24 hours. FineFixer also gained some organic social media traction with Reddit user u/ashashore posting about the launch to the 'Auslaw' sub-reddit.

Traditional media was also engaged resulting in an ABC morning radio segment and linking to FineFixer from an ABC online article.

These significant activities resulted in over 10,000 hits to the FineFixer site within the first two months of launch.

Phase 2: Ongoing online marketing

After the influx of users from the initial launch subsided, phase two of the online marketing campaign commenced in October 2017. Phase two involved engaging professional online marketers with experience in developing and implementing Facebook and AdWords campaigns.

Thirty-one per cent of total FineFixer sessions were attributable to paid marketing activities through AdWords and Facebook. AdWords and Facebook campaigns combined contributed 7,451 FineFixer sessions to 31 May 2018.

The more effective of the two campaigns was AdWords, resulting in 6,145 clicks through to the site. These users were highly engaged with an average bounce rate of 40% (see **Table 1**).

For the first three months of the AdWords campaign users were directed only to the landing page. This resulted in a low 'click through rate'¹⁷ of 4.9% and low relevance score because the clean landing page of FineFixer made it difficult for Google to know if FineFixer was relevant to the user's search query.

In December 2017 the AdWords campaign was altered to allow deeper linking to relevant sections of the FineFixer site. For example, a person searching for information on contesting a fine would be linked directly to the 'How to contest a fine' page of FineFixer instead of to the landing page. This change was intended to improve the relevance of the ad copy and page content to the search query and resulted in the overall click through rate improving from 4.9% in December 2017 to 9.22% by April 2018.

The Facebook campaign was less successful with only 1,396 clicks from 504,004 impressions to 119,321 Facebook users. Users referred from Facebook also had lower engagement on FineFixer with a bounce rate of 51% (see **Table 1**).

AdWords was a highly effective tool for engaging FineFixer users as it greatly increased the likelihood that a person was engaged at the point in time they were looking for information about dealing with their fine. In contrast Facebook advertising was 'pushed' to people without knowing if they were seeking, or in need of, assistance for fines. The availability of an AdWords grant from Google also made this avenue more attractive than paid Facebook advertising.

Due to the complex nature of online marketing, professional support was essential to the success of the online marketing activities.

¹⁷ 'Click through rate' is the percentage of users who click on an ad after having the ad appear as a search result.

Recommendations to further improve the online marketing of FineFixer and other online tools include:

- Experimenting with more variations like 'payment options' or 'contest your fine' for appealing to a person's specific needs;
- targeting specific types and names of fines (or other legal information); and
- adding more content to the landing page to improve the site's apparent relevance to search engines.

4.2. Does FineFixer offer value for money?

The total project funding for FineFixer was \$57,500 (ex GST). This included \$8 000 (ex GST) for online marketing, encompassing professional support and paid content.

To 31 May 2018 the cost per session was \$2.36. However the marginal cost of providing information is now nil¹⁸ therefore by the end of June 2020 it is projected that the cost per session will fall to \$0.79.

To the end of June 2020 FineFixer is projected to save 8,043 hours of legal assistance,¹⁹ the provision of which by paralegals or entry-level lawyers at a minimum of \$34 per hour would cost \$273,462 (ex oncosts). Factoring in project costs, this equates to a total saving of \$215,962.

Other intangible benefits not included in the above calculation include greater access to legal information by people who would otherwise be unable to access free legal support.

The FineFixer advisory group is unanimously of the opinion that FineFixer represents good value for money.

4.3. Was human centred design an effective process for developing FineFixer?

Human centred design was a key element of the design and development of FineFixer. The initial student program applied design thinking and human centred design to develop the FineFixer concept. This work was then built upon extensively by Papergiant in bringing FineFixer to market.

The low bounce rate and high engagement by users is recognised as a product of the extensive human centred design process during the development and testing of both the FineFixer concept itself and the user experience of the website.

The FineFixer advisory group were unanimously of the opinion that human centred design was an effective method for developing FineFixer. Following this project all FineFixer advisory group members reported that they were very likely to recommend using human centred design in the future development of legal technology.

Human centred design was seen as especially useful in solving access to justice issues by using a multi-disciplinary approach to problem solving with the needs of the user at the centre, rather than the needs of legal service.

¹⁸ Paid Facebook advertising ended in March 2018 and AdWords are provided at no costs through a Google grant.

¹⁹ See 4.1 (d) above.

4.4. Were there any unintended consequences (either positive or negative) of the project?

The technology behind the FineFixer platform is being explored by other community legal centres to build CLEI tools for other legal problems. There has also been interest from other legal aid commissions in expanding FineFixer interstate.

During the design of FineFixer stronger relationships were developed between the members of the FineFixer advisory group. Throughout this process some of the members of the group were exposed for the first time to the concepts of human centred design and design thinking.

The success of FineFixer has contributed to proving the value of human centred design and design thinking in the development of tools to improve access to justice.

5. Conclusion and Recommendations

FineFixer is an effective tool for the target audience of people with sufficient legal capability to self-help. However there is significant room for improvement to assist people who identify as having more fines than they can manage. While this vulnerable cohort was outside of scope for the initial build of FineFixer it is recommended that future iterations of FineFixer consider ways that this cohort can be better assisted.

Human centred design was a highly effective process to design and develop FineFixer and should be considered when developing comprehensive and user friendly community legal education and information tools.

A sophisticated online marketing strategy was essential to the success of FineFixer, however developing and implementing the strategy required significant investment of time and money. While the ongoing Google AdWords grant will help ensure that usage rates remain steady for the remaining life of the project, further investment in marketing is necessary to grow the user base and help make FineFixer the primary point of entry for people seeking information about fines.

Users referred from other websites were the most engaged of all FineFixer users; with a higher than average question flow completion rate, lower bounce rate and most pages visited per session. It is recommended that developing further appropriate referrals is essential to the ongoing success of FineFixer and any other online community legal education or information service.

While the cohort of FineFixer users generally represented the cohort of people who received fines, people visiting the site from Facebook were generally over 55 years old. It is recommended that this merits investigation and Facebook should be explored as an option to provide community legal education and information to older people.

FineFixer effectively engaged users and has established itself as a respected and useful tool for people seeking information about fines. FineFixer provides tailored information to users who choose to complete the question flow, successfully identifies users in need of legal assistance and provides appropriate referrals to both legal and non-legal help.