



## **Dr Felicity Bell**

*FLIP Stream Research Fellow  
UNSW Law & Justice*

### **INNOVATION IN LAW**

**10:45am-11:15am**

#### **Legal Operations Part 2: Client-centred design**

Recently, we have been hearing a lot about client-centred design, user-centred design, human-centred design and design thinking, and how these ideas can be used to strengthen relationships with clients, improve internal processes and spark innovation. But what does it all mean? This presentation looks at key elements of design thinking processes, including gaining insight into client needs, generating novel ideas, and implementing solutions. Examples from legal practice are used as illustrations throughout to ensure that this session gives practical ideas for applying design thinking in your firm or organisation.

### **THE FUTURE OF LAW**

**2:00pm-3:00pm**

#### **The Future of Legal Service Delivery – Sources of Innovation for the Legal Profession**

The FLIP Report noted “the many new forms of law firm were emerging in NSW, indicating the early stages of a flourishing and innovative market”. The legal marketplace has transformed from firms being categorised based on size, location or practice area to also include ‘NewLaw’ practices or Alternative Legal Service Providers, such as virtual law firms, legal process outsourcers, law marketplaces and contract and staffing services. Many of these practices were set up with the goal of being different, in one or more ways, from the archetype ‘traditional’ law firm.

During this session FLIP Stream researcher Dr Marina Nehme and Dr Felicity Bell will identify and classify the range of business models of innovative legal service providers (LSPs) being currently used in Australian legal practice. They will highlight the move toward adoption of technology, the way firms are changing the focus of their advice, and pricing strategies, all with the focus on providing value to the client. Lastly, the culture of law firms plays a significant role in employee satisfaction, flexibility and wellbeing. Dr Nehme and Dr Bell look at the ways law firms have worked to foster inclusive and productive cultures during COVID-19.

#### **About Dr Felicity Bell**

Dr Felicity Bell is a Research Fellow for the NSW Law Society’s Future of Law and Innovation (FLIP) research stream at UNSW Law & Justice. Felicity’s primary research interests relate to the impact of new technologies, particularly artificial intelligence, on legal practice; legal professional ethics and lawyers’ work, and empirical research in these areas. She is interested in identity construction, ideas of best practice and ethical obligations among lawyers. She has also researched extensively in family law and children’s law, and her work has been cited in judgments of the Family Court of Australia. She is the co-author, with Professor Michael Legg, of *Artificial Intelligence and the Legal Profession* (Hart, 2020).