



# Legal Choices Evaluation Report

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## Executive Summary

### Introduction

This project explores how effectively the Legal Choices website supports consumers with potential legal issues. The research aims to understand its impact on users' confidence, knowledge, and ability to take informed next steps, to guide future development of the site.

Mustard evaluated the website using a tailored Theory of Change framework, focusing on six user modes representing people experiencing issues such as redundancy, workplace problems, housing difficulties, and debt. Forty participants were recruited externally, including individuals with an unmet legal need or those who had recently resolved a legal issue. Guided by a co-created evaluation framework, we explored how effectively Legal Choices helped participants better understand their situation and take informed next steps.

### Legal Choices achieved many of its desired outcomes

There is much to celebrate regarding the impact that the Legal Choices website had on the research participants. The pre-task activities and interviews provided evidence that, for many participants who engaged with Legal Choices with a potential unmet legal need:

- It improved their knowledge and understanding of their issue
- They experienced an emotional shift, with the highest number of these participants reporting feeling more confident and better equipped to move forward

- They anticipated a change in behaviour, with around a third expecting to act as a result of the content they engaged with
- They found Legal Choices to be a helpful signposting tool
- They perceived the information as credible and trustworthy, with many indicating they would recommend the website to others facing a similar issue.

### Legal Choices praised for its usability

One of the most common compliments the Legal Choices website received was that it is easy to use and well-structured, enabling users to quickly locate and digest the information they needed. The professional presentation of the site felt similar to other official sources such as Citizens Advice and GOV.UK. Some participants found their journey on Legal Choices to be easier and more efficient in comparison with other official sites.

Participants gave mixed feedback on interactive elements such as YouTube videos and the discrimination quiz, noting that while they could serve as quick-entry shortcuts, they were often overlooked, lacked clear introductions, and did not always provide the specific steps or case studies that users were hoping for. Suggested improvements centred on making the content more noticeable, for example:

- clearer signposting and introductions
- adding short descriptions of the content to manage expectations

To aid decision making, providing explanations of what support external organisations can offer and which are free. Also making pages more interactive and practical, for example:

- through the use of AI chatbots
- clearer guidance on potential next steps for users to follow

These latter suggestions often arose when participants felt they had to digest large amounts of text and wanted to access relevant content quickly. Some suggested having external links opening in a new tab so as not to interrupt their journey.

### **Legal Choices improved participants' understanding of their issue**

Out of the 40 participants, 29 reported an increase in their knowledge of their legal issue. For most, this reflected relatively small shifts, with Legal Choices complementing existing knowledge and helping them build a more complete picture of their situation.

The information was generally perceived as providing a useful overview and was most useful for participants at the beginning of their journeys. Reflecting the fact that Legal Choices is not intended to provide tailored advice or detailed guidance, the site was less useful in offering specific steps people could take to resolve their issue.

After using Legal Choices, 26 participants were able to confirm that they either did or didn't have a legal issue. Of these, 13 participants felt that Legal Choices had helped them come to this conclusion by providing clarifying information on legal rights and responsibilities and providing examples of situations that would constitute a legal issue. Fourteen participants were still unsure whether or not they had a legal issue after visiting Legal Choices as the information felt too generic for them or they were too early in their journey to tell.

While Legal Choices is not designed to provide legal advice, participants were not always aware of this, which sometimes led to higher expectations of the content available on the site. Since most users arrive on Legal Choices directly at specific content pages, they often miss important context about the overall purpose of the website. This information is currently on the homepage as well on

the 'About the legal choices website' page. As a result, participants did not always recognise the intended focus of the content. Frontline regulators running the site could consider providing clearer signposting about the role and purpose of the Legal Choices website at more points throughout the site, so that users have a better understanding of what the site is designed to offer and, just as importantly, what it is not intended to provide. This could help manage expectations and reduce potential frustration.

### **Most experienced an emotional shift**

Of the 40 participants, 32 experienced an emotional outcome as a result of visiting the Legal Choices website. Most commonly, participants reported feeling more confident and equipped to move forward with resolving their issue. This was often because the site had validated their thinking or confirmed that they did in fact have a legal issue to pursue. It was also reassuring for some to learn that there were practical steps available and that they were not alone in experiencing their situation.

We also found evidence of other positive emotions, such as feeling more empowered, less worried, or reassured, although these were reported less frequently. At the same time, visiting Legal Choices could also lead to negative emotions. For some, gaining new knowledge not only deepened their understanding but also left them feeling anxious or nervous about potential risks associated with their issue.

Eight participants did not report an emotional outcome, with most of these having already completed their journey. In addition, some participants who felt they had little control over the situation reported no emotional outcome when using the site. This was most evident in cases such as redundancy and, in some instances, eviction.

We also found evidence that some participants experienced a negative reaction when they struggled to find the information they were looking for. Providing clearer signposting about the role and purpose of Legal Choices could help reduce this frustration.

### **Almost a third anticipated a change in behaviour**

Fifteen of the 40 participants reported that visiting Legal Choices had influenced what they planned to do next. This reflected that the biggest value in using Legal Choices was for those at the start of their journey. Whereas for those who were later in their journey, they had largely already determined the best next steps and Legal Choices was useful to confirm this (that is, as noted above, most participants felt more confident and knowledgeable).

For many whose intended behaviour changed, this meant they were more likely to pursue their issue further, either by following up with one of the organisations signposted on the website or by contacting a legal services provider. Others intended to carry out additional research, either because the content raised new questions or highlighted gaps in their understanding. Choosing to act was also an outcome: some participants said they were now more likely to address their issue promptly rather than delay.

For participants who felt that Legal Choices had little impact on their behaviour, including those who had completed their legal issue and would not have acted differently, a key factor was the perceived lack of content on actionable or specific next steps. Participants still in the midst of their legal journeys felt stuck and uncertain about how to progress or what options were available to them. In many cases, this reflects the fact that Legal Choices is not intended to provide tailored advice or detailed guidance. However, it also highlights the limitations of the site's impact for certain users, particularly those facing complex or less common legal issues.

Some participants expressed concern about the potential consequences of taking action to address their legal issue. These concerns often related to outcomes that were beyond the control of the Legal Choices website, such as the responses of other parties, legal or financial implications, or broader personal circumstances. While the site can provide information and signposting, it cannot remove these uncertainties, and for some participants, this limited the extent to which they felt able to act confidently.

### **Legal Choices is a useful signposting tool**

Some participants, particularly those who would naturally engage with the sources the site signposts to, questioned the value and purpose of Legal Choices. However, many of the participants spontaneously reported that they found the signposting function of the Legal Choices helpful. It provides options and avenues for users to follow to continue expanding their knowledge and assessing options.

### **Perceived to be credible and trustworthy**

Although most participants were unfamiliar with Legal Choices, they generally perceived it as a credible source. The site's design, clear links, and factual content all contributed to its trustworthiness. At the same time, many participants felt that raising the site's profile would help users more readily recognise it and trust the information it provides.

When asked if they would recommend Legal Choices to others, participants gave an average score of eight out of 10, indicating that many considered the site to be a valuable source of information. Those who felt they had learned the most from the website, were unsurprisingly the most likely to give higher scores.

## Introduction

### Project background

This project aims to explore the impact of the Legal Choices website ([www.legalchoices.org.uk](http://www.legalchoices.org.uk)) on consumers. The findings will inform any changes frontline legal regulators in England and Wales may make to improve the effectiveness of the site.

We wanted to understand how useful the site is for people with a potential legal issue, and whether it helps them feel more informed and confident about the legal issue and their options. This might mean giving them the information they need to decide their next steps, directing them to other sources of advice, or supporting them to seek formal legal advice. Ultimately, the goal is to equip users with relevant information and greater confidence to act on their legal needs.

### About Legal Choices

Legal Choices is funded and run by frontline legal regulators in England and Wales. These are CLC, CLSB, the Faculty Office, ICAEW, CILEx Regulation, IPReg, SRA and the Bar Standards Board. It provides independent information across a wide range of legal topics, with a focus on three priority areas; family and relationships, housing asylum and immigration.

Legal Choices was created to help people recognise that problems and challenges may have a legal solution, understand whether they should engage a legal adviser and, if so, prepare them to have an informed, productive and balanced relationship with their legal adviser. The content is designed to fill any information gaps people might have and increase transparency about legal services, so helping to reduce barriers to accessing them.

The delivery and operations of Legal Choices is overseen by the Legal Choices Steering Group, who support the delivery of the site and input into content development and direction. The Legal Choices Governance Board holds responsibility for the overall Legal Choices budget and strategic direction.

Legal Choices does not provide legal advice - it gives information, and in some cases signposts users to other sources of information or support. It is not itself a legal services provider, and the information it offers is not a substitute for legal advice.

## Project objectives

The research had the following objectives:

- Determine whether the site provides the information users are seeking. That is, what information are consumers expecting to find and was it available?
- Assess how easily users can find the information they need on the site.
- Understand what consumers find beneficial about Legal Choices.
- Assess how well Legal Choices helps to improve visitors' understanding of their legal need and the impact of this, e.g. how empowered they feel to move forward with their legal need as a result.
  - For example, how many people go on to take an action after reading the Legal Choices website? Ideally this should be compared with people with the same legal needs who did not visit the site.
  - Similarly, how far does Legal Choices improve the confidence of users to move forward with their legal need? Does that level of confidence change after viewing Legal Choices content?
- What changes (if any) would improve their experience and make them more likely to use the platform.
- Determine whether there is anything that could be done differently to make the platform more relevant to users.

- For example, what kind of changes might make consumers more confident in addressing their legal needs?

## Project approach

### Using a Theory of Change evaluation framework to understand the impact of Legal Choices

The Theory of Change (ToC) is an evaluation framework that helps map out how and why a particular initiative is expected to lead to desired outcomes. It sets out the links between activities, outputs, and outcomes, making explicit the assumptions about how change happens.

For Legal Choices, the ToC was particularly useful because it allowed us to go beyond surface-level metrics like page visits or time spent on the site, and focus on the impact the site is hoping to achieve. By using the ToC, we were able to identify the key mechanisms through which the website supports users, such as by providing relevant information, guiding users and giving them confidence to explore potential next steps

### Tailoring the Theory of Change evaluation framework for Legal Choices

When using a ToC approach, the focus is usually on the long-term impact of engagement, mapping out how activities and outputs are expected to lead to lasting outcomes. For this project, however, understanding long-term change was out of scope. Instead, the evaluation concentrated on the short-term impact of using Legal Choices, measuring immediate learning, understanding, and potential changes in behaviour resulting from engaging with the website soon after use.

### **Creating user modes to evaluate the Legal Choices website**

Since it was not feasible to evaluate every aspect of the Legal Choices website, we focused our analysis on specific user modes, defined by the types of legal needs that users were seeking to address. This approach allowed us to look more closely at how people with different legal issues engaged with the site, and to evaluate selected pages in greater depth. In doing so, we were able to assess whether the site helped users improve their understanding of their legal issue and feel more confident about taking appropriate next steps.

### **Project methodology**

The project followed a five-step approach:

1. Briefing and onboarding
2. Desk research and familiarisation
3. Evaluation co-creation workshop
4. Depth interviews
5. Reporting and debriefing

### **Briefing and onboarding**

The project started with an introductory session where we confirmed the project objectives and discussed the plan for delivery.

### **Desk research and familiarisation**

Mustard conducted an analysis of Legal Choices' website analytics data and Google Ads data to understand how users are currently using the site, which areas of the website are visited the most and the influence of paid ads on the most viewed webpages. Data was reviewed from a three-year period from June 2022 – June 2025.

As well as this, Mustard reviewed previous research reports on Legal Choices to understand the wider context.

### **Evaluation co-creation workshop**

The user modes and the measures included in the evaluation framework were discussed and agreed upon during the evaluation co-creation workshop. The half-day workshop, facilitated by Mustard, took place in June 2025, which was open to all members of the Legal Choices Steering Group and was attended by representatives from the SRA and the Legal Services Consumer Panel (LSCP).

### **Deciding on the most appropriate user modes**

To inform the selection of user modes for the primary research, together we reviewed Legal Choices analytics and Google Ads data alongside desk research on the most prevalent legal needs in England and Wales. In terms of the Analytics analysis, we demonstrated which pages are the mostly frequently visited on Legal Choices, with visits to these pages largely driven by paid ad campaigns.

Our desk research on legal needs revealed that the most commonly visited pages on Legal Choices do not correspond with the most commonly experienced legal issues in England and Wales. In addition, many common legal needs do not align directly with the content areas available on the site. However, this is to be expected, as the content on Legal Choices was designed to reflect priority areas of law identified by the LSCP, without duplicating the effective content offers of other agents operating in this space, for example, Citizens Advice.

The selection of the user modes focused on ensuring that we were able to evaluate a diverse range of content available on the Legal Choices website. This included information designed to help people

experiencing problems with housing or employment, as well as those with legal issues that might lead them to seek support from legal services providers. It was also important to consider where content was tailored for people living in England or Wales, and to reflect the different types of users who may rely on the site. The aim was to select areas of law that are more likely to be accessed by vulnerable groups in need of guidance and support. After comprehensive discussion within the workshop, the following user modes were selected:

- People considering or pursuing a 'no win, no fee' claim
- People who have been made redundant or are potentially at risk of redundancy
- People who are experiencing issues at work, for example due to unfair dismissal, or mental health conditions
- People who are experiencing issues with their rented homes because they are in a poor condition (which like the eviction user mode is a priority area of law)
- People who have been evicted from their rented home, or are at risk of eviction
- People who are in debt.

### **Creating the evaluation framework**

Once the user modes were confirmed, we moved on to workshopping the outcomes and impacts to be included in the evaluation framework. This process involved defining a variety of metrics that together capture the learning, emotional, and behavioural changes that may result from engaging with the Legal Choices website.

Following the workshop, Mustard developed an evaluation framework that clearly defined the individual pages and content we expected research participants to engage with. The framework also consolidated measures into the following outcomes, reflecting the changes that might occur as a result of visiting Legal Choices:

- What we might expect users to learn
- How we might expect users to feel about their issue
- The actions they might consider taking
- Any actions they might be less likely to take
- The overall impact of visiting the site

The full evaluation framework for each user mode can be found in the Appendix.

## Depth interviews

### Participant recruitment

It was important to include research participants that had or thought they might have an unmet legal need, so we could accurately evaluate how successfully the Legal Choices website supports users to address their issues. However, it was also important to take a pragmatic approach, as it would have been challenging to find people exclusively at the beginning or middle of their legal journey. Therefore, the decision was made to include individuals who had resolved their issue within the past six months.

We ensured that participants had a variety of issues, as well as a diverse range of demographic characteristics. At the recruitment stage, issues were not referred to as 'legal needs' as participants may not recognise their issue as being legal in nature.

We tried various methods to recruit a cohort of users who had already used Legal Choices, however our efforts to do so were unsuccessful so no participants had used Legal Choices before. We were careful to recruit those that had an unmet legal issue, or had just resolved one, so that the quality of results were not impacted because the participants recruited had not used Legal Choices previously.

### Participants by user mode

The following table shows the breakdown of research participants across the different user modes, based on their experiences within the last six months:

User mode	Number of participants
No Win No Fee	7
Redundancy	5
Problems at work	8
Problems with rented homes	7
At risk of eviction	6
Debt	7

### Participants by location within England and Wales

Legal Choices provides information to people living in England and Wales, offering information that is accurate and appropriate for both nations. In some areas, namely housing where some laws are different in England and Wales<sup>1</sup>, Legal Choices content reflects this. To evaluate the eviction and rented housing pages effectively, participants from both England and Wales were recruited so that we could understand how clear the content was and how well this worked across these different geographical contexts.

Overall, we recruited 31 participants from England and nine from Wales, with the following table illustrating the breakdown by user mode.

User mode	Number of English participants	Number of Welsh participants
No Win No Fee	6	1
Redundancy	5	0
Problems at work	6	2
Problems with rented homes	5	2
At risk of eviction	4	2
Debt	5	2

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<sup>1</sup> Housing is a devolved matter. This means that housing policy is determined by the devolved governments in Scotland, Wales, and

Northern Ireland. In England, responsibility for housing rests with the UK Government.

### Participant demographics

As well as recruiting individuals with an unmet or recently resolved legal issue, we ensured the participant group was as diverse as possible, with particular consideration given to gender, age, ethnicity and disability. Ten participants reported having a disability, including a hearing impairment as well as neurological, mental health, physical, chronic, and immune conditions.

Demographics: age and gender	Number of participants
Female	23
Male	17
Aged 18-24	4
Aged 25-34	10
Aged 35-44	15
Aged 45-54	6
Aged 55-64	4
Aged 65+	1

Demographics: ethnicity	Number of participants
White- English/Welsh/Scottish/Northern Irish/British	26
White- Other White background	4
Asian/Asian British	3
Black/Black British	1
Other Mixed/multiple ethnic background	1
Caribbean/White and Black Caribbean	4
White and Black African	1

Demographics: disability	Number of participants
With a disability	10
Without a disability	30

## Depth interview methodology

As the research participants had no prior experience with the Legal Choices website, it was important to give them the opportunity to explore the site before being interviewed about their experiences.

### The pre-task

All participants completed a pre-task prior to the interview, which was divided into two components:

- **Engagement with Legal Choices:** Participants were first asked to explore the pages on the Legal Choices website relevant to their issue and encouraged to interact with the content as naturally as possible. They were directed to the landing page for their legal issue to start, as our Google Analytics research showed that most users access the site this way, rather than navigating from the homepage.
- **Independent research:** Participants were then asked to research their problem independently, using Google as a starting point. This allowed us to understand how participants would seek information about their issue outside of the Legal Choices website.

We also included six control participants in the research. They approached their pre-task in the opposite order, completing the generic search first, so they were not influenced by engaging with the Legal Choices website. To ensure we were capturing as much feedback on the Legal Choices website as possible, they then engaged with the site after completing their independent research.

All research participants completed the pre-task using the Lookback software platform. This allowed us to record their screens while they completed the task, enabling us to see what they engaged with.

Participants also provided commentary throughout, sharing their thoughts and perspectives on the content they encountered.

### The interview

After completing the pre-task, Mustard's moderators reviewed each participant's session to understand what they had engaged with and how they experienced both the Legal Choices website and their independent research. This was followed by a 45-minute online interview, guided by the discussion guide and featuring tailored probes based on the participant's pre-task interactions with Legal Choices.

Participants were given the option to complete both the pre-task and the interview on either a mobile device or a desktop computer, with both platforms used in the research.

### Analysis and debriefing

The Mustard team analysed each interview to understand the outcomes participants gained from using Legal Choices, including whether their knowledge had increased, they experienced any emotional response, they anticipated a change in behaviour or would have changed their approach if they had encountered the site earlier. They also determined their propensity to recommend the site to others.

Mustard and the SRA team collaborated on the analysis of the results to ensure we benefited from the team's contextual knowledge, and we jointly agreed the structure of the report.

The final debrief of the project took place on the 16 October 2025, which was open to all members of the Legal Choices Steering Group.

## The participants' journey with their potential legal need

Through recruitment, we aimed to include participants at different stages of their journey in resolving a potential legal need, reflecting the diversity of users likely to visit the Legal Choices website.

The design of the recruitment screener and discussion guide and subsequent analysis have been informed by a behavioural science model the **Stages of Change model** which outlines how people move through a series of stages when changing a behaviour. The model describes different stages within a journey, from recognising a problem but not yet taking steps, to beginning to act, to taking more concrete action, and finally to resolving or managing the issue. For the Legal Choices website, this perspective is valuable because it shows that users have different information needs at each stage. Some may require simple signposting and reassurance when first identifying a legal issue, while others need detailed, practical guidance once they are actively trying to resolve it. By considering these stages, the website can try to match its content to users' readiness to act, helping them progress with confidence.

People do not always move through the different phases in a straight line. They may progress forward, but can also loop back, for instance if they encounter barriers. In our interviews we saw that shifts between phases were often triggered by a variety of factors, such as receiving new information, an approaching deadline, or other external prompts.

We found that people at the beginning of their journey often wanted to gather as much insight as possible, frequently consulting multiple sources to check their perspective and validate their understanding. In contrast, those further along were less interested in broad

overviews and instead wanted to move quickly to more actionable, practical content such as clear step-by-step guidance.

Number of participants	Stage in journey	Category
4	It's a recent issue and I haven't taken any steps yet	Pre-contemplation
3	It's been an issue for a while but I haven't taken any steps yet	
10	I'm actively exploring my options	Preparation
10	I've started taking steps to deal with it	Action
5	I've tried but haven't managed to find the right solution/help yet	
8	The issue has been dealt with	Maintenance

## How participants interacted with Legal Choices

### Clear signposting and concise content shaped how participants engaged with Legal Choices

Legal Choices was navigated to via a link we provided participants with during the interview. Participants began at the top of the page, using a skim-and-scan strategy to locate content relevant to their issue. They relied heavily on headings, bullet lists, and short summaries to quickly assess relevance before deciding whether to read further. Rather than reading pages sequentially from start to finish, they used top-level headings, the left-hand contents menu, and bulleted highlights to jump directly to sections of interest.

Participants responded positively to clear visual signposting (e.g. blue links, boxes, and banners) which helped them quickly identify relevant content. They also preferred information presented concisely in plain English, with bullet points and short paragraphs, as this supported faster scanning and decision-making. On some occasions, we found that participants would abandon paths if the content felt too repetitive, too wordy or where they easily identified that content was aimed at a different audience (for example, Welsh or English pages in the landlord vs tenant content).

Participants often backtracked to previous sections to double check information or cross reference to something they had learnt earlier. Some stayed on Legal Choices for the entire task, whereas some chose to use the provided links to move between Legal Choices pages and multiple external sources, especially when they were looking for more specific information. A minority of participants explored the site across multiple tabs in their browser, and took screenshots and kept notes of the most relevant information.

### Legal Choices used primarily as a signposting hub rather than a one-stop solution

Whilst some participants did find all of the information they required on Legal Choices, others used it like a directory, looking for further information on the “other sources of help” links (Citizens Advice, Shelter, Law Centres, national helplines) and then continued navigation on those external sites.

Some of the participants had already accessed sites such as Gov.UK or Citizens Advice, but there was often at least one link to external support they had not considered or encountered. On some occasions, the participant would start looking on an external site but give up because they could not find information specific to their needs quickly enough, or found the presentation of the information on the external site too overwhelming.

For the user modes that were included within this research, the relevant Legal Choices pages all signpost users to other places of support. However, other pages on Legal Choices do act as a stand-alone information source and do not signpost users onwards.

### **Twelve users watched an embedded YouTube video on Legal Choices**

A YouTube video is embedded on all but one of the Legal Choices pages corresponding to the user modes included in this research. Of the 34 participants who had the opportunity to view a video, 12 chose to engage with it - approximately a third of participants.

For visual learners, or people who dislike reading large chunks of text, videos were an easily accessible form of learning. Participants who watched a video noted the subtitles were useful for those hard of hearing. Participants were more likely to watch videos when searching for quick summaries of information, or alternatively, more detailed and actionable feedback.

“I think most of the time we all like to watch clips of information. I think they tend to stick more. I like the fact that you have the website trying to include videos... we can listen to information. Some people find it hard to read a lot of information, but they can take the time to watch the clips.” Issue at work, England

“It's a shame, it's only a minute long and there's only one of them, I would like to see some more of these.” Issue at work, England

“I also like the fact that it's showing a video transcript here because some people might have a hearing impairment that they won't be able to hear the video. It's a nice way to be able to have the video and then have a little transcription so they can read it as they're watching the video.” Poor rental living conditions, England

### **There was mixed feedback on if the videos were able to give them the extra detail they were searching for**

Participants hoped that videos would offer more information, such as case studies, comparison examples, and specific steps to follow. Providing more context on the content of videos may help to

manage expectations and including more specific steps to follow or case studies may help with decision making.

“I would say potentially more video format with potentially some real-life stories. Yeah, I think doing that would make it a bit more personable for people researching because, again, Gov.UK, Citizens Advice felt very generic. Whereas I think if Legal Choices want to try and be really be trustworthy, I think having some more real life case studies or scenarios or stories and then tie that alongside, maybe some video or video footage I think would be really good.” Poor rental living conditions, England

“I did some [unrelated] training yesterday and it had three videos of the same situation, and it had a sort of, a not so good way to have handled it. An okay way to handle it. A therapeutic way to handle it. They were all short and that was really, really good. It highlighted the difference. But when I looked at your videos, I'm having trouble remembering them.” Issue at work, England

“I thought it might have specific steps of ‘this is what you should do and then this and then that’. So yeah, I thought I'd check it out to see if it would just give me some steps and that maybe I would have missed one of those steps or skipped over it. But there wasn't those sort of specific steps on that video.” Rental eviction, England

### **Videos acted as quick-entry shortcuts but were unevenly noticed/used**

The videos were sometimes unnoticed until they were highlighted by the researcher; with several participants noting they would only watch if placed at the top of a page or clearly signposted. Some participants felt that videos lacked an introduction which made them less likely to click on it as they didn't understand what part of the surrounding information on the page it related to. Some participants

also assumed the video content repeated the written content that they had already read.

"I didn't really notice that video to be fair, until you pointed it out."  
Poor rental living conditions, England

"Because the video wasn't introduced in effect, it just seems to be plonked there." Redundancy, England

"No, I find if a video is embedded in, I tend not to watch it, regardless of what it is." Poor rental living conditions, England

### **Ten participants used the dictionary feature on Legal Choices**

The dictionary feature includes the definition of various legal terms that consumers might see in legal documents or hear from legal advisers.

A few found it a useful feature to define legal terms.

"The dictionary, like if you had any kind of words that you wanted to find out, that was quite good." Redundancy, England

"I'm glad they've got a law dictionary because then at least if I was going to go down with it, I'd be able to understand that before I made a call, I mean, it's useful." Issues at work, England

However, some participants reported it was not an obvious feature and would often scroll past it, regardless of user mode. It was also commented that they did not need simple terms defined for them. For example, a link to the definition of the word 'rent' is included on the 'Repairs and Poor Living Conditions' page.

Participants who clicked through to the law dictionary typically spent only a short time on the page, which is to be expected considering the type and volume of content available.

"I didn't really read all this [dictionary section] because I didn't really need anything like that." Rental eviction, England

"That [dictionary page] doesn't really show me anything much. Let's go back the other page, it was more interesting." Poor rental living conditions, England

### **Confusion over the role of the dictionary**

Some participants struggled to understand how the dictionary feature would be useful for them, especially when they already knew the definition of the word they were looking at. Some participants clicked on an embedded link in pursuit of further explanation around a specific topic and were surprised when given a dictionary definition of the word. This mismatch caused interrupted journeys, with most participants backtracking to their previous page to continue their search. Clearer signposting above dictionary links may help to avoid confusion and set expectations.

"Claims isn't a legal term, it's nothing I need help understanding."  
Issues at work, England

"I was looking for information about it, not a definition of it... I clicked in and it just gave me the definition of the word. So, I thought it would take me into another page of information, take me down the next path. Not just an index definition." No win no fee, England

"When I'm looking for like solicitor, I don't want a definition of the word solicitor. I want, 'Here are the solicitors who are experts. Here's how you can contact them'." No win no fee, England

### **Only a few made use of the tools available on Legal Choices.**

Only a small number of participants used the interactive tools on the website. The discrimination quiz was appreciated by participants for providing clear and easy to understand information.

“The discrimination quiz, that was really good actually. It was just two statements which are quite clear, and it clearly showed what was and what wasn’t discrimination. It introduced the protected characteristics. Yeah, I really liked it. It was a lot clearer.” Issue at work, England

**However, the interactive guide was perceived to be too general**

“I suppose the idea of it being an interactive guide to whether or not you've been evicted... just didn't quite make sense to me. Ultimately all it can say is very generalised information that will be applicable to everyone... it'll probably just be my assumption questions such as have you received an eviction notice? Yes or no... that kind of thing feels like something that's not massively helpful.” Rental eviction, England

“The interactive guide was a little bit limited... it's a sort of one size fits all, your situation must fit into one of these boxes or the computer says no, we can't give you advice. There was no ability for the input to be outside of the square.” Rental eviction, England

**One of the most common compliments of Legal Choices was its usability**

The organisation and structure of the content made it easy for participants to navigate and quickly locate the information they needed. Most participants used the available navigational tools to make their journey on Legal Choices more efficient.

“I liked how it was in bullet points to help me with reading because although I'm not dyslexic, I get bored if I have a lot of chunks of information thrown at me. I won't be able to remember anything. So, I really like that in terms of the information, it was straight to the point. It was structured in a way to make it easy for me to read.” Poor rental living conditions, England

“Yeah, I like when it has these contents almost at the top and you can immediately click and find that bit rather than going through the whole thing. I think this section at the top is great and you can kind of get an overview of what will be on the page.” Debt, England

“I feel like it broke it down, it made it really simple and navigate it within seconds to find the information that you needed.” Rental eviction, Wales

**Good usability was strengthened by Legal Choice’s similarity to other sites, and external links to them**

Links to Citizens Advice, Gov.UK, Shelter, ACAS, Money Helper and legal service provider registers made content feel authoritative and helped users know where to go next. The site also resembled these sites in format, and style which made participants feel more comfortable.

“Because it did have links to other platforms that can help you... by the end of it, you kind of knew where you needed to go next.” Poor rental living conditions, Wales

“It's in line with two websites which I think are good, Citizens Advice and Which?. The way the Legal Choices website was laid out and structured is similar to Which? and Citizens Advice, they're all visually really easy to navigate.” Rental eviction, England

### **Most found the information and content to be easily accessible**

Pages on Legal Choices vary in design and content density, with some pages being more readable and easier to digest than others. Nevertheless, the majority of participants praised the clean design, size of font and use of headings, all of which were thought to enhance accessibility.

“I mean I like the font. I think it's quite user friendly in terms of like, it's not too black and white and in your face.” No win no fee, England

Some of the participants thought the design and usability of Legal Choices was better than the sites it links to, such as Gov.UK or Citizens Advice.

“Think this was presented, I don't know, more for a layperson. This is easier to understand [than information found through Google] and it was presented better and it felt more informative. Yeah, I think it's because of the bullet points, because it breaks up the text and then you've got the individual, paragraphs as well.” Redundancy, England

“I even went on to Gov.UK. I thought that would be a one stop shop for information and I thought it would be easy to read, absorb and understand. The format that they use is pretty decent. But again I preferred the first one, I did prefer Legal Choices” Rental eviction, England

### **Small suggestions for improvement focused on signposting links opening in a new tab**

Some of the participants found it frustrating that links to external sites opened within the same page, which meant they lost their location within Legal Choices. Sometimes participants were not

ready to move away from the site, or alternatively they found it difficult to find their way back onto the relevant page on Legal Choices. In these cases, they would have preferred if external links opened in a brand new tab within their browser.

“Very simple thing, if I'm clicking onto Citizens Advice, make it another tab, because then you'd go back to it and then you'd probably click on the Money Helper. If I click on Money Helper now I'm off on Money Helper and I've probably forgotten about Legal Choices” Debt, England

“Yeah, it's just sometimes good to have links and ones that go to a new tab. I hate it when it just goes to a new page and you're on a completely different website because then you lose your old page, don't you?” Rental Eviction, England

### Participants requested more interactive, tailored content

Suggestions for improvement commonly focused on more tailored, actionable content to help users progress with their issues, including the use of newer technologies like AI chatbots. While Legal Choices cannot provide legal advice, these findings suggest that users would appreciate more interactive or responsive ways of accessing information.

“They might want to focus on a chat bot. Just so if you feel stuck, it's a ‘Hey, ask me’ type in and it takes you right there.” Rental Eviction, England

“I felt as though I was going to get a link to click. If you want to talk to someone, click here. There wasn't any, like, online chat box or anything like that.” Redundancy, England

“This is quite niche but maybe a web chat with someone. Anything you haven't found on this website, ask us. I don't know if that's possible or give us a ring.” Issue at work, England

Some of the new features requested by participants fell outside the legal scope of their issue, suggesting that users did not always understand the purpose of Legal Choices. Providing clearer information about the site's role could help manage user expectations.

“I think what would be better if it had some kind of not questionnaire but... like a loan calculator to work out people's circumstances... a small questionnaire that would maybe make it better and then you bring up the information related to that.” No win no fee, England

“A calculator to figure out exactly how much you need to pay back and what plan of repayments that you're on and things like that.” Debt, England

### How control participants navigated their information searching

Control users, those that were not initially directed to Legal Choices, often began on Google, typing in key words about their issue or problem to look for basic information. They would also type in specific questions hoping to find direct answers.

“I just Googled ‘No win, no fee Solicitor to do with housing disrepairs’. And then it brought me up a list of different solicitors. Obviously, I start from the top and just scroll down until I feel comfortable to click on different solicitors.” No Win No Fee, England

“I think I just typed in ‘debt management plan’. And I'm pretty sure I've Googled it in the past. When I see a sponsored link, sometimes it puts me off just because you think is someone trying to earn money off you or it's like an Amazon thing. Sometimes I don't trust that as much. So, I went down, I think I recognized Step Change. So that made me go in and have a quick look.” Debt, England

This is **not** notably different to how non-control users were approaching the information finding stage.

However, Legal Choices would often give users a better idea of what terms to search for, meaning their searches were more specific.

“I know [after using Legal Choices] what I don't need to be looking for now because my issue is more specific to student debt. So, looking into like more stuff, terms related to debt, that's not as relevant for me. So, I know that I need to be searching specifically for my issue because it's not the same as regular debt, I guess. So I need to use more specific terminology when I'm trying to do research.” Debt, England

### Perception of information provision

#### **Legal Choices was described as an informative site that offers a broad range of information.**

It was considered as a particularly good starting point, proving most beneficial to those that were at the start of their journey.

"I think the Legal Choices, if I didn't really know what information I needed, would have been a really good starting point because it provides more of an overview and links you to other sources. Whereas in the free search, if I didn't know what I was looking for, I'd be a bit stuck" Debt, England

"It's all valid information. I think it's all straightforward enough to read through and it just feels like the right level of balance between depth and simplicity." Rental eviction, England

"It was really a clear, straight to the point and the fact we had the headings at the top. It's got a section where it had links attached and I just felt like if I'd come across that first instance when I would have felt so much better because the answers were just there and it was so straightforward and as I said, there wasn't a lot of scrolling, it was very clear. And then it's like for more information there's a link here and really helpful. In such a stressful situation, I think if I'd come across that it would have been a huge help and it would have taken a lot of distress away." Rental eviction, Wales

#### **Praised for providing clear information**

Participants appreciated the lack of legal jargon, with most noting that the content was easy to read and understand. In potentially stressful or emotional times, this clarity was valued, supporting participants to process information more easily.

"You might not be in your most normal or stable point of mind, but still it's quite easy to understand. It's not very jargon heavy and when you're dealing with the law, those things can be quite off putting if the jargon is heavy." Rental eviction, England

"There was nothing complicated about it. Language wasn't complicated, it wasn't pretentious." Issues at work, England

### A minority were looking for better accessibility

It can be difficult to suit everyone's preferences, and this was reflected in a minority of participants feeling that the information on Legal Choices could be made more accessible, noting that the presentation felt very text heavy. With limited attention spans, some users are looking for short, focused journeys that allow them to quickly identify the information most relevant to them. Large blocks of text were described as overwhelming and a barrier to this.

"There was so much. It wasn't direct enough. There was so much waffle on a page. Do you know what I mean? And it was trying to explain everything, but I needed to get to the point quicker." Issue at work, England

"Was very wordy and not very interactive. So, it was a lot of text-based information with a lot of FAQs and it was kind of, I'd say busy but not busy with loads of different things. It was just text after text after text and I think maybe on a computer screen it would be a lot easier to read, but on a mobile, there's nothing to break up that text." No win no fee, England

A minority of participants also suggested simplifying the language and increasing the number of dictionary links to make the content easier to understand.

“Very, like legal, law, focused... I didn't find the wording across different sections that accessible or easily understandable.” Debt, England

“I didn't know what CMC is, a claims management company. Okay. But it might be good to have that as a link or as like a little icon where like acronyms are. You can actually see what the word is or the acronym.” No win no fee, England

### **The information was described as being quite general in scope**

The site needs to find a balance between providing information that is easy to understand and interpret and offering content that is detailed, comprehensive, but potentially overwhelming. At present, this balance appears to be working well for most participants, particularly those at the beginning of their journeys.

“It's easy to follow. People with different capability, even if you're at the lower end in terms of your capability, I think you'll be able to follow that. It is easy to follow it. It's easy to read. It is easy to navigate as well.” Rental eviction, Wales

“Although it wasn't in proper detail. I like that because it did redirect us to places where you can get further information from. However, it kind of gave us a brief idea of like what to expect. And that's what I like because obviously nobody's going to be able to read a whole essay and understand what the message they're trying to portray.” Poor rental living conditions, England

### **Most visits resulted in a learning outcome**

Out of the 40 participants, 29 reported that they had learnt something as a result of visiting Legal Choices. Of these, 23 felt they had gained some new insight, while six reported learning a lot.

For many participants, the site added pieces of information that complemented their existing knowledge, helping to build a more complete understanding of their issue.

“Red flags. I didn't even think about the red flags associated with it. So giving me new information.” No win no fee, England

“So, looking at the grievances on here, I think I learned just a little bit more about the sort of steps and the process that you follow and how that would look.” Issues at work, England

“You've just got clear bullet points straight away about what is the landlord's responsibility, which also falls under obviously the letting agent's responsibility. And then here it says if you're a tenant, these are the things you need to make sure you're keeping in check with. Whereas just where it's broken down into those two very clear bullet point lists. I don't think I saw that on Citizens Advice or Shelter or Gov.UK. So I did really like that.” Poor rental living conditions, England

### **For some participants, information was not specific or actionable enough**

For participants who reported not learning anything, or only a little, this was sometimes because the information was perceived as not being specific enough, or they were unsure how it applied to their own situation.

“I'd say this information on the Legal Choices website was good for kind of highlighting that as someone renting, you have these rights,

and you have the right to complain if you're not happy with the situation and things can be done about it. But I wouldn't say from this website I gained information that would have made me know what to do in terms of the university accommodation provider.” Poor rental living conditions, England

“It gave me a bit more clarification and kind of understanding where I stood. There were obviously still grey areas, like I said, where it just says reasonable notice. For example, I said, one company could say four weeks is reasonable notice, and one company could say, one. Like, yes, that itself is kind of open to a person's interpretation.” Issues at work, England

In other cases, participants had already completed their journey, so it is perhaps understandable that they did not find any new insights.

For those more advanced in their journeys, it was noted that the content did not provide enough insight on what steps they should take next, leaving them without actionable information to move forward.

“I would have just liked it to have a few more categories there which didn't exist. My main two gripes that I was trying to find out were, is that where do I go from here? Which I found out from that was the Ombudsman. But then again, I wanted to find about redress and compensation. Was I entitled to that? I couldn't see anything on there related to it.” Poor rental living conditions, England

“I would say I got the answers to sort of the basic questions. I think I was asking quite straightforward open-ended questions. I wouldn't say that I would know right now how to go about it.” Issue at work, England

## **Navigating the complexity of a No Win No Fee claim**

Of the seven No Win No Fee (NWNF) research participants, most were either in the early stages of exploring a claim, or midway through the process, with only one having completed a claim recently.

Their information needs ranged from seeking a general overview to undertaking a more fact-focused mission, for example, understanding potential compensation and risks. They also wanted tailored information relevant to their specific issue, for example, in relation to housing problems or medical negligence.

“I was kind of searching for whether they could take on my case initially and also what type of compensation I could get for this. But also, what could be done, I know ultimately, it's a case against the doctor.” No win no fee, England

There was some recognition that NWNF is quite a complex area of law, with a high concentration of legal jargon and acronyms, which some found challenging.

“If you're a bit thick like me and you don't understand legalese or you're just not in that industry, it can be quite difficult.” No win no fee, England

## **Most NWNF participants experienced a learning outcome as a result of engaging with Legal Choices**

Six of the seven NWNF participants felt that they had learnt something as a result of engaging with Legal Choices, with three saying they had learnt a little, and three saying they had learnt a lot.

Crucially, each participant took away something different from the Legal Choices NWNF pages, highlighting the value of offering a broad range of content. Several mentioned that their understanding

of risks, costs and insurance had improved as a result of using the site.

“Like with the insurance. I wish I'd known about the insurance from someone like Legal Choices before I had said yes to my solicitor.”  
No win no fee, England

“The empty insurance is something I'm not familiar with and I need to review that. I need to think of any expenses at all that I might be liable for, whether there's any out-of-pocket expenses.” No win no fee, England

“I think a lot of the information was helpful. There were certain things that I didn't know which was this part, is it really free that no win, no fee isn't actually like no cost at all. So I wasn't actually aware of that.” No win no fee, Wales

For some, visiting Legal Choices meant they found out new information, which they wanted to explore through further research.

### **Participants highlighted the need for better accessibility and greater specificity on the NWNF pages**

Due to the level of detail on the NWNF pages, they received more feedback than others, particularly around making the content less overwhelming and easier to digest. Participants suggested adding more headings to break up the text, and including additional links to the dictionary for acronyms such as claims management companies (CMC). One participant suggested turning some of the content into a more interactive questionnaire.

“So, it could be like a 5, or 10 question questionnaire or something like the first one like are you thinking about a no win, no fee? Have you started to make a claim? Have you checked the solicitors register and just that kind of thing. So it's still asking these questions but it's making it in a way where I'm getting involved and

then it's also more relevant to me. Because a lot of this, I mean it has to be an overview, but sometimes people don't have time to read all of this and they just want quick, factual, relevant information. So, I think with a small questionnaire, it would just be a little bit better, a little bit quicker and a little bit more personalised.”  
No win no fee, England

Although participants sometimes found the NWNF pages overwhelming due to the volume of content, they also felt the information was quite general and lacked specificity. Suggestions for improvement focused on providing content tailored to their specific type of claim, including real-world case studies or scenarios, as well as including more direct links to relevant information.

“There was information that I got when I did my own research that wasn't on the page, for example, like testimonials or personal experiences or things like that, I thought could have been quite relevant actually.” No win no fee, England

“Now they've got Consumer Voices down here, a link, but there were no specific resources for the type of claim. I think that would have been really helpful because obviously mine was clinical and consumer rights and it probably would have fallen into a few other categories.” No win no fee, Wales

### Seeking clarity on the problems at work pages

The eight participants visiting the problems at work pages on Legal Choices were seeking clarity and guidance on a range of workplace issues, with discrimination and mental health being the most common.

They wanted to understand whether particular behaviours by employers would be considered discriminatory, and whether their own conditions, such as Parkinsons, as well as mental health conditions would be covered under employment law.

“So, to be honest, a lot of it was kind of looking [at] discrimination because I think that's one thing that I mentioned in the pre-task as well, it's not a very black and white thing as to whether it is discrimination or not.” Issue at work, England

“So, discrimination at work I don't know how that you see whether I was discriminated at work, because I was put under pressure to come back. I mean a solicitor or a lawyer can dissect that. I don't know, finding out about employment law. I'm pretty big up on employment law but when you're in that situation you realise that everything goes a bit fuzzy.” Issue at work, England

“Well, I was looking for mental health and anxiety specifically. So, I scrolled down looking for key words and looking for rights of the employee or like responsibilities for the employer.” Issue at work, Wales

Participants were looking for specific information relating to their own circumstances, as well as more general information about their employment rights. Ultimately, they were looking for validation that their problem represented a legitimate legal issue. This information could have significant personal consequences, influencing whether they stayed in their current role, whether they sought further legal advice, or looked for new employment.

### More real-world examples requested for the problems at work pages

Seven out of the eight participants reported learning something from the problems at work pages on Legal Choices. Six said they had learnt a little, while one felt they had learnt a lot.

Although participants valued the information provided, there was a sense that the pages could go further by offering content that was more tailored to individual circumstances, as well as more actionable guidance. In particular, they wanted clearer detail on the next steps or processes involved if they chose to challenge their employer.

“There's nothing concrete here as far as I can see about what I can use for proof, what counts, what doesn't.” Issue at work, England

Several also highlighted the desire for more real-world examples to make the information easier to apply. For instance, participants wanted explicit illustrations of what types of behaviour count as discrimination and which do not, as well as concrete examples of what ‘reasonable adjustments’ might look like for people with mental health conditions or physical conditions.

“Suppose I was going through to actually find some examples to fill in that fine detail of when somebody's been doing this, this has been recognised as an issue.” Issue at work, England

“Their website, it was very sort of like an umbrella. I understand why my condition is totally different. So maybe there should be an area there for people with a disability and not a condition, or a condition and not a disability.” Issue at work, England

## **Participants seek confidence and clarity regarding their redundancy process**

Participants within the redundancy user mode (five in total) were primarily seeking reassurance that their employers were following the correct legal procedures. They wanted to understand whether the process was being handled fairly and in accordance with employment law. Beyond legal guidance, many participants also had broader information needs, particularly around practical aspects of redundancy, such as how financial compensation would be calculated.

“For me, it was mainly like, is there anything I can do to come out of this or is there any way that I can stop it? I think that was my main concern at that point. Are they allowed to do this? That was the one thing that was floating around in my head. But then when I came to terms with it, I did want to know the pay side of it, how much I would be getting paid, what are my rights on that? My notice period. Those are the things that I was looking at on the GOV website.”  
Redundancy, England

“I wanted to know a bit more about the background around that redundancy and unfair dismissal and see if basically I had just to kind of confirm in my head whether I've got a case or not. What's the word? Not fight back against it, but, you know, to challenge it.”  
Redundancy, England

## **Suggestions to include more actionable guidance on the redundancy pages**

Out of the five redundancy participants, three said they had learnt a little from the Legal Choices pages, one reported learning a lot, and only one felt they had not learnt anything. Overall, participants were broadly appreciative of the information and found it useful, although

some noted that it was not always as relevant to their personal circumstances as they had hoped.

Several participants expressed a desire for more actionable guidance. Rather than being directed to other sources, they wanted the steps of the process to be spelled out in greater detail, helping them to understand what to do next if they were facing redundancy.

“Do you know when it says what do I do next? I know it's got the links, but it might have been nice to actually have the actual steps as well.” Redundancy, England

“It's an information page. Very fact based. If they want to achieve that [informing next steps] then perhaps it needs another page where they almost... have a bot or a page that starts to ask you questions and you select certain things. And it helps shape and guide you to what to do next based on your responses. Again, I appreciate it's not foolproof.” Redundancy, England

There were also suggestions to make the content more practical and relatable. One participant recommended including more personal case studies to illustrate how redundancy situations play out in real life, while another suggested adding links to legal service providers that specialise in employment law.

“I just felt there wasn't enough information available. If I had a problem, I'd want to speak to someone. Or you give it, say, ‘well, you click a link in London, these companies, solicitors are employment law experts.’” Redundancy, England

## **Participants wanted to ensure the proper processes are being followed in terms of their rental evictions**

Participants visiting the eviction pages (six in total) were primarily seeking reassurance that the process was being handled correctly and in accordance with the law. Many wanted to ensure that their landlords were following the proper procedures and that their own rights were being respected.

Most participants had either been warned that they would receive a particular section notice or had already received one. This made understanding the meaning of the notice and their associated rights a key priority. Participants wanted clarity on what the notice entailed and what actions, if any, they could take.

“Probably our number one question is, is the landlord acting in a legal way? If not, why? What do they need to do? If so, why? But I suppose more importantly, what is it that's stopping them being able to pursue what they're doing legally? Is it the way they're trying to pursue it? Is it the fact that they don't have a basis for a claim to evict, etc. Because knowing the answer to all of that is half the job. You know where you stand. Whereas if there's no basis for a legal eviction, then there's no point in waiting, wasting time, money or energy.” Rental eviction, England

Another significant area of interest was the timescales involved in the eviction process. Participants wanted to know what to expect in terms of timing and next steps, helping them plan and manage the situation more effectively. In many cases, once participants had established that the eviction was legally valid, they recognised that there were no further steps they could take to contest it.

“I suppose initially I was more focused on just what does this mean for me, what sort of timescale should I expect?” Rental eviction, England

## **Broadly, the rental eviction information met needs**

Among English participants, all four reported learning something from the rental eviction page on Legal Choices. In contrast, the Welsh participants did not feel they had learned anything from the site; however, one of them had already completed their journey.

“Like I said, they give you clarification on things. Yeah, it sort of ensures you're understanding, doesn't it? I've read this. This is what it says on here. They've given me X, Y and Z notice and it says this, that, and the other. And they're going, yes, that is right. So, I suppose I would have learned, you know, clarifying what I've already read.” Rental eviction, Wales

Broadly, participants who visited the eviction pages were satisfied with the information available on Legal Choices, with most able to locate content relevant to their personal situation. Most participants also appeared comfortable exploring more specific insights and guidance through the provided links.

However, one participant noted that it can be challenging to get support from external organisations such as Citizens Advice or Shelter. They suggested that more information on what these organisations can offer could be included on the Legal Choices website, to help with decision-making.

“It's great signposting someone to Shelter, Citizens Advice etc, but 9 out of 10 times they're just going to end up more frustrated because if they try and get through and have one on one help, they're not going to succeed unfortunately in most cases. So maybe some pointers and tips on Citizens Advice. Here's a link. By the way, they have these places, not all of them are open for walk in. However, they also offer this service. I know you'll find that if you go to their website, I get that, but maybe a bit more elaboration on what these organisations or charities offer before you actually click

onto their site. Because if I'd known how hopeless Citizens Advice is, unfortunately I'd never have bothered wasting any time in the past. So yeah, maybe a bit of elaboration might be useful." Rental eviction, England

Suggestions for further information were minimal. One participant recommended additional guidance on what to do on the day of an eviction, or clearer signposting in terms of who to contact for support.

"Maybe emergency, like on the day of eviction? If there's information that you can acquire or a number that you can call. Yeah, I didn't see that. And that's what springs to mind as something that would be helpful." Rental eviction, England

### **Seeking practical guidance on a range of housing issues**

The seven participants were generally seeking practical guidance on landlord responsibilities, particularly in relation to problems within their homes that required attention. They reported a range of issues, including structural problems, mould, and damage caused by building work, and were keen to understand what steps they could take to resolve these matters and move forward.

"What legally do they have to do regarding when they do work on the house and what's included and isn't included? And what they have to repair and what they can put off? And if I have any redress for compensation for living in a building site with scaffolding around the house for 23 days. Feels like I'm living in a builder's yard. So, I'm trying to find out what, if anything, I have redress and also the poor quality of work that's been done that's damaged things in my house like floor tiles, skirting boards, cracks in the walls for the work they've done outside. What is the responsibility of a landlord?"

Poor rental living conditions, England

"Like I would say our rights and responsibilities. I think that's one of the main kind of pointers. In terms of my landlord, they did say to us, you make sure that the place is kept tidy and stuff, we don't want any damages and stuff like that and everything. Fair enough. But just being aware of what your role is and what the landlord's role is, I think that something that should be advocated and I think me being a little bit sceptical to seek support sometimes because of my own mental health and stuff, I don't really like to ask too much."

Poor rental living conditions, England

One participant, who was further along in their journey and had been dealing with issues for two years, was looking for insight on how to escalate the process legally, including the steps involved and whether they might be entitled to financial compensation.

“Looking into any sort of advice for when something has happened, something's gone wrong and you need to go a step further. Information was really at the base level. No one was really giving me any advice on what next. And of course, the logical thing is, okay, contact a solicitor, but obviously that's not always financially possible.” Poor rental living conditions, England

### **Seeking additional context to resolve their housing problems**

Out of seven participants, four felt they had learnt something from the ‘repairs and poor living conditions’ page on Legal Choices. Three said they had learnt a little, while one reported learning a lot.

“I just understand better that it is my landlord's responsibility at the end of the day to fix it and that I shouldn't feel worried to report it.” Poor rental living conditions, Wales

Despite these positive learning outcomes, several participants felt the content was too generic to be useful for their specific situations. Some described the information as vague, making it difficult to apply to real-life situations.

“I mean, sometimes it's slightly vague. Like here it says you need to give your landlord reasonable time to make repairs. How long you give them depends on the seriousness of the problem. Like, I think some people might be feeling like, okay, well, how long is there like, length of time after which it's considered the landlord is ignoring you?” Poor rental living conditions, England

The pages were seen as being quite focused on housing rented from private landlords, which created uncertainty about whether the advice would also apply to other contexts such as university halls or housing associations.

Participants also wanted more guidance on what tenants can do next to actively resolve their issues. Questions remained around

what to do if landlords ignored their concerns and whether pursuing compensation was a realistic option.

“There needs to be a section about what to do if the landlord ignores the problem. Because that's something that I had to deal with. I liked earlier when I found out the time frame, maybe like a flowchart or something or a step. I feel like I would really benefit from a step-by-step bit of help of my next steps. Where to go for the next steps.” Poor rental living conditions, Wales

“If links to reputable property solicitors would probably be good even if they were set out by price range or if they offer free preliminary advice and then you can go forward with that. I think that would be good because that's an issue, you never really know who's going to be terribly helpful. Large organisations at least could be sort of vetted and like, okay, these people can definitely help you as opposed to having to try and research that yourself. I think that would be really helpful.” Poor rental living conditions, England

## Participants were actively looking to resolve their debt problems

Most participants (seven) had been dealing with debt issues for some time and had either resolved their problems or were actively exploring their options. As a result, their information needs were more advanced, moving beyond basic insights toward practical solutions that could help them reduce their debt.

Few participants were considering the legal aspects of debt, which they felt only became relevant once problems had escalated. Instead, they were focused on guidance tailored to their specific type of debt, such as credit card debt, student loans or council tax arrears, and how best to manage these. This impacted their perceptions of the relevancy of content available to them on the Legal Choices website.

“Yes, I'd already gone to Step Change, I'd already looked on the government websites, and I'd already got National Debt Line, Citizen Advice, Money Helper. I was aware of the law centres.”  
Debt, England

“Well, at the moment I definitely don't have a legal issue and I would hope that I'd never do in the future.” Debt, Wales

## Opportunities to enhance signposting on the debt page

Of the seven participants within the debt user mode, four felt they had learnt a little from the Legal Choices website, while three said they had not learnt anything at all.

The debt pages are designed primarily to act as a signpost to other credible sources of information, and most participants recognised that Legal Choices did provide links to potentially useful external sites. However, because many were not aware that signposting was

the core function of this page, some were more critical, describing the content as offering only a very general overview of debt.

“I wasn't quite sure... whether this site was a sort of a central hub... or whether Legal Choices was themselves a legal firm... I was a little bit frustrated that there wasn't more.” Debt, Wales

“Basically, I don't feel like I am finding the information that I need specifically because for me it was due to council tax. So maybe if I search council tax in the search box, maybe that will help to direct me a bit more. No, I mean again, it's not really showing any, it's not giving me anything, any information that I need surrounding council tax arrears and who I can chat to about it. So it's not useful. It's definitely not useful.” Debt, England

Several participants suggested ways to improve the signposting. These included providing more detail on what each external site offers so that users can better prioritise which links to follow, and being clearer about which sources provide free support or guidance.

“Like I say there's three links there to free help sites, but it doesn't make clear that they are free. There's one there to the law centres network sites. It doesn't make clear that it's more than likely going to be a fee charging site. But again, it's not very clear whether it is or not and more than likely because it says lawyers it probably will be fee charging. I think there should be more links there and made more obvious which are free.” Debt, Wales

“If it is Money Helper, am I going there first? Is that the best thing? And if I don't like that, well, I'll go to Citizens Advice. If not National Debt Line. Do I need to go to all three? Or can I just go to one of them? Because no one wants to go to all three.” Debt, England

### **The information helps some participants understand whether or not they had a legal issue**

The majority of participants were able to report whether they had a legal issue after using Legal Choices:

- 26 participants confirmed that they either did or didn't have a legal issue.
  - Of these, 13 participants felt that Legal Choices had helped them come to this conclusion.
- 14 participants were unsure if they had a legal issue.

For those participants who felt that Legal Choices had helped them to understand if they had a legal issue or not, this was mainly due to Legal Choices providing information confirming or reinforcing their suspicions that their situation was indeed a legal issue, providing up-to-date information and clear definitions of what constitutes a legal problem, highlighting specific rights or responsibilities that made participants realise their case was valid or listing options and examples that matched participants' experiences, giving them clarity and reassurance.

"I guess I had an inkling because I've heard about duty of care, but I needed that reinforcement that that was the case and still the case."  
Issue at work, England

For those participants that remained unsure if they had a legal issue after using Legal Choices, this was mainly because the information felt too generic and didn't address their specific situation, or it was too early in their journey to make this judgement.

"No, I don't think with this issue that there was much specific information about my issue on Legal Choices." Debt, England

## **Legal Choices was recognised to be a useful signposting tool**

Legal Choices was recognised by the participants as being a helpful signposting tool. Many of the participants valued the curated approach, valuing how the site brings useful links together in one place.

“It takes you to those three pages at the bottom [of the page] . I would have found Shelter Cymru straight away. And reading that and then going to Shelter Cymru, that would have saved like, I mean, hours and hours of time trying to find that.” Rental eviction, Wales

“I remember clicking this and going on something that I would need and then just automatically scrolling down and looking at the information provided for the rest of the thing. I think as I said it feels a lot more chronological which I really, really like. And then I remember on the other page there was like Gov.UK click out links as well. And that's definitely something like I remember.” Redundancy, England

Many of the links are to well-recognised organisations, which participants found helpful as reminders of places they already knew. Importantly, these credible links enhanced the overall trust and credibility of Legal Choices.

The site also introduced participants to sources they had not previously considered, which was seen as particularly useful in broadening their options and perspectives.

“Anyway, it was good really because there is other places as well, like Shelter and I didn't know that that was a place where you could go and get support. I thought Shelter was for homeless people,

which I know is housing, but I didn't really think of it as helping people who rent and stuff like that.” Rental eviction, England

## **A minority did however question the inherent value of Legal Choices**

Some would have gravitated towards the signposted resources regardless, and participants that were already naturally inclined to contact Citizens Advice, or go on Gov.UK saw little need to engage with Legal Choices first.

“The core thing that I feel like this site did was like redirect me to different places and then once I would be redirected to like Citizen Advice, then everything would resolve itself in a way. But I didn't feel like the actual site was giving me the information directly. It just redirected me to other sites that already had that information, if that makes sense.” Debt, England

## The emotional outcomes of visiting Legal Choices

The majority of participants reported an emotional outcome as a result of visiting Legal Choices.

- **Positive emotional outcome:** 30 participants
- **Negative emotional outcome:** 2 participants
- **No emotional outcome:** 8 participants

However, most of these were **slight emotional responses**:

- Slight emotion shifts: 26 participants experienced a change in 1 or 2 emotions as a result of visiting Legal Choices
- Greater emotion shifts: 6 participants experienced a change across 3 or more emotions as a result of visiting Legal Choices.

## Participants most commonly reported feeling more confident and informed as a result of using Legal Choices

As part of the discussion, we were keen to understand if participants felt particular emotions due to their experience of engaging with the relevant pages on the site.

We found the most common emotions after visiting the site were:

- **More confident:** 20 participants
- **More informed / equipped:** 14 participants
- **More empowered:** 13 participants
- **Less worried:** 11 participants
- **More reassured:** 6 participants

### **Validation achieved on Legal Choices boosts confidence**

For participants who reported feeling more confident as a result of using Legal Choices, this confidence often comes from participants seeing their situation reflected in the information on the site, providing reassurance that they do in fact have a legal issue that warrants attention. For some, this confidence was reinforced because they had already researched their issue elsewhere, and finding the same information on Legal Choices confirmed they were on the right track and boosted confidence. Legal Choices also helped them to feel more in control by clearly showing what actions they can take and where to seek help, giving them a more concrete sense of their next steps.

“I'm more confident in my position. Prior to this, I would have been just like, ‘I'm the tenant, I don't want to escalate this really far, so I'm just going to have to put up with it.’ Whereas now, knowing my full rights and full understanding, I think I would be more confident to be like, you actually have to get this fixed. Otherwise, I can go down this route of taking legal action.” Poor rental living conditions, England

“I feel more in control because I know the actual process more. I have a better understanding [because of what I read on Legal Choices].” Redundancy, England

“I feel more confident just with where to go and what to do now.” Rental eviction, England

### **Confidence increased for participants at every stage of their journey**

We found that visiting Legal Choices boosted participants' confidence across different stages of their journeys. This effect was particularly strong for those at the beginning, with all four early-

stage participants reporting increased confidence. Nevertheless, among participants who had already resolved their issues, four out of eight also felt more confident, as the site helped validate their decisions.

**New knowledge gained through Legal Choices helped participants feel more equipped**

This sense of being better equipped comes from gaining new knowledge or confirming existing understanding about legal processes, terminology, and next steps, which in turn helps participants feel more prepared and confident to act.

“I definitely feel more informed. There's a lot of clear information and it felt like updated information; it felt like the information from a reputable source. So, I feel very informed because I felt like I was finally getting the information I'd been looking for.”

Poor rental living conditions, England

“I feel more informed because [certain rules were] in the back of my mind, but I didn't know they were relevant for this [context].”

Poor rental living conditions, England

### **A minority felt more empowered to make decisions or actions**

The Stages of Change model recognises that individuals often require specific events or triggers – referred to as ‘turning points’ to progress between different stages of change. For some participants, the information they engaged with on Legal Choices had the potential to serve as that trigger, encouraging them to actively consider next steps. One participant who had already completed their journey, reflected that the site might have helped them take action sooner.

“It’s empowered me a little bit more...Sometimes you feel like you're on your own, you're isolated, maybe I'm just being overzealous on what I expect to be achieved. But this is saying to me, ‘you've got legal rights’. They should be doing their job. They're not doing their job. Stick by your guns.” Poor rental living conditions, England

“I felt more confident to tackle the situation because I have just brushed it to the back, but the information made me feel more confident to sort it out.” Poor rental living conditions, Wales

“Maybe I would have felt more encouragement making my own decisions to look at that and go, right, I'm going to do something about this, I'm just going to make a phone call.” Issue at work, England

### **Some felt more reassured, with a perception that they were not alone in their experiences**

Seeing their issues reflected on the Legal Choices website validated some of the participants’ concerns, showing that others have faced similar problems and reduced feelings of doubt.

“I guess [I felt] relieved, because it shows that you're not alone. There's a website dedicated to it. So, you're not the only ones who's had the problem.” Issue at work, England

### **Reduced anxiety or worry was an emotional outcome for a minority**

Whilst many participants reported not feeling reduced anxiety or worry, for some the site provided clarity about their situation, and available options, helping some of the participants to feel calmer and more confident about next steps.

“I probably feel less stressed because it tells me where to go and it tells me that I am right to get help, because I am on the right tenancy and stuff. And I can get help with it.” Rental eviction, England

“I did feel better. Like there was a sense of relief that I was finally getting the answers that I was hoping for or the answers that I've been looking for... There was definitely a sense of relief that I was getting somewhere closer to where I needed to be.” Poor rental living conditions, England

“If this was the first site I'd read, I would have felt a little bit more at peace with the fact that nothing could happen, like withholding keys, changing the locks. I was thinking about the worst-case scenarios, I didn't realise that didn't apply to the eviction notice that I'd received. So, if I'd gone on this page, it's the second heading, straight away

it's all there. So, it would have taken away that worry. That would have just put my mind at rest." Rental eviction, Wales

### **The content on Legal Choices inspired both positive and negative emotional shifts**

While many participants left the Legal Choices website feeling confident, informed, and empowered, these positive emotions were not always exclusive. Some also reported feelings of anxiety or overwhelm alongside these more positive emotions.

This is because participants were made aware of the potential severity of their situation and the risks involved.

"Informed... But I mean, in some ways it made me more worried because I felt I need to do something about it, and I need to put something in writing." Issue at work, Wales

"Worried because it was the reality that there are actually risks involved that I wasn't previously privy to, I didn't know these things." No win no fee, England

### **Legal Choices triggered exclusively negative options for a minority**

Two participants reported feeling only negative emotions as a result of using Legal Choices. This was particularly noticeable when the information highlighted disappointing scenarios or was otherwise unfavourable for their situation. In these cases, this left participants feeling distressed, upset, or frustrated about their issue.

"I think I became more annoyed because the website confirmed some things that the landlord should have done or should be and hasn't. Which by definition makes the case non-pursuable. So, I probably became more annoyed, although equally that's a positive,

knowing that my suspicions were confirmed in that regard rather than having to hear that from a solicitor" Rental eviction, England

"This [NWNF risk] isn't good for anyone with any sort of like neurodivergence or trauma or anything like that. Because that tiny, tiny, tiny percentage of risk is just horrifying. We may end up having to pay a very high cost. That's even more horrifying... If your claim doesn't succeed and you need to pay the other side's costs... If that happens to people, that is a really sick and twisted system. Especially people who are seeking support." No win no fee, Wales

### **Challenges to find information led to frustrations**

When participants were unable to find helpful information, it often led to more negative emotions rather than positive ones. This was particularly common among participants in the debt user mode, where the page primarily functions as a sign poster rather than a direct source of detailed information.

"I felt frustrated simply because I know there's more advice out there which isn't on this site now. I wasn't sure coming onto the site whether this site was supposed to be like a central hub to point you in the direction of other websites, or whether Legal Choices was themselves a legal firm that they were offering their services. I wasn't quite sure. Is Legal Choices a comparison site? I wasn't quite sure. So, I was a little bit frustrated that there wasn't more information" Debt, Wales

"I feel annoyance. They don't have anything on there that could help me up front without me going to other sites... They didn't have anything. Even taking out the stuff that I already knew about Citizens Advice, I did genuinely expect that info, at least a version of the info that I already knew from Citizens Advice to be on here. And it just isn't." Debt, England

### **Not all participants experienced an emotional shift due to visiting Legal Choices**

While the majority of participants experienced some form of emotional shift, positive or negative, eight participants reported no change in how they felt about their situation. In some cases, these participants appeared to have become emotionally detached from their issue.

For certain situations, such as redundancy or in some cases eviction, participants had less control and fewer actions available to influence the outcome.

“I think in these situations you've got to try and take the emotion out. I think you've got to try and just be sensible and just work through it.” Redundancy, England

“I wouldn't say it massively helps reduce any kind of feeling of... I don't want to say, like, anxiety or stress, because that's not really how I feel about it. It's something that ultimately, I just kind of accept. I know I can't control it. So, for me, it can't really reduce something that isn't really there. But it's always good to have it confirmed more. More so that you are in a position where you've done all you can do, and if anything isn't done properly, that you have some recourse that can be taken.” Rental eviction, England

### **Those later in their journeys were also less likely to experience an emotional change**

Those later on in their journeys, who knew lots about the process, or had decided on next steps were less likely to report emotional changes as a result of visiting the website.

“No, I would say there's no change. I think the frustration feels very much the same.” Poor rental living conditions, England

“It wouldn't make me feel worse. If anything, it'd make me think other people have got similar problems.” Debt, England

“No, I think most of them are going to be the same because I'm already outside of that situation. So, yeah, the same.” Debt, England

## The impact of Legal Choices on behaviour

### Visiting Legal Choices had an impact on one-third of participants' behaviour.

- 15 participants noted their behaviour will change/would have changed as a result of what they read on Legal Choices

The most common behaviours after visiting Legal Choices are:

- **Contacting organisations/legal service provider:** 6 participants (3 legal service providers)
- **Seeking further information:** 5 participants
- **Being less likely to do nothing or delay action:** 4 participants

### The most common behaviour change was to follow up with the support services Legal Choices recommends

Using Legal Choices as a launchpad to other sites such as ACAS, Citizens Advice or Moneyhelper was common. Three also noted that, because they had it confirmed that they had a legal problem, they would next be contacting a legal service provider.

"It's given me all the directions, but I need now to go, okay, right, let's find legal representation and speak one to one to a person and say, right, what are my rights? Which is the best way to go forward with this?" Issues at work, England

"[My next steps will be] to contact ACAS and let them take it from there." Redundancy, England

Some participants preferred talking to a person, whether at Citizens Advice, or with other legal advisors, for personalised advice and reassurance, meaning, for some, the site alone cannot fully drive action.

"I want to speak to someone just to make sure that all is as it should be...Maybe other people would just be satisfied reading what they read on a website and go, oh yeah, that's correct, that's fine. Whereas I'm like, well, if I need to fight this, I will. Are they right? Can they do this to me? So that's probably more so why I would always want to speak to someone." Rental eviction, Wales

### Many planned to seek additional information after visiting the site

Some participants still had unanswered questions about their specific issue. To address this, they planned to spend more time exploring the links provided on Legal Choices. Or alternatively, using Google, to ask specific questions about their problem.

"I feel like I could take the bold step (of speaking to my employer about discrimination), I just need to gather more information. I need to know what to say. I need to know what to do [at] that point in time to actually bring this up." Issue at work, England

"I don't really have any steps right now, but I do want to do more research, I guess. And yeah, like the website that I had to look at for the pre task thing, that was pretty good. So yeah, I think I'm going to be looking at that more." Debt, England

**For some, although they haven't planned their specific next steps, they felt less inclined to do nothing or delay action**

This is due to confirming they do have rights, knowing that information and support is available, and reading about limited timelines to take action in some cases.

"I just get the sense of leaving things to the last minute is something that I'll be less likely to do because information is there." Rental eviction, England

"I guess I probably would have just been less likely to ignore the problems we were facing or see them as not sort of bad enough to do anything about. So, I think my perception of further problems we face, I would be less likely to think, oh, it's just I have to brush it off again." Debt, England

**After reviewing guidance or suggested actions on Legal Choices, some participants changed their initial plans to act – or not act**

Trust in Legal Choices as a reputable source, combined with clear guidance on what to do or who to contact, gave some participants the confidence to take action.

"So I'm going to give it to the end of the week, and I think I'll go to the Ombudsman, draft up a diary of what they've said they've done, and then what they have done and my grievances and see what the Ombudsman has to say." Poor rental living conditions, England

**Many did not plan to take new action or change their behaviour after engaging with Legal Choices**

Legal Choices is not able to provide guidance tailored to specific circumstances, and some participants felt that a lack of information in terms of next steps was a barrier to moving forwards.

"I'm no further forward having spent time looking at this website and I'm thinking is it anywhere else I can go for advice?" Debt, Wales

"I don't think so, the lack of clarity around a lot of things in terms of what I can and can't do with it. So, I think my thoughts on the situation have stayed the same, I don't know if a legal choice is the right choice for me at the minute or whether it's just better to cut my losses and go somewhere else" Issue at work, England

This demonstrates the expectation for detailed steps on the Legal Choices website. Although Legal Choices cannot give legal advice, this expectation explains why some users leave without being able to change their behaviour or next steps.

"The reason why I would still go and contact Citizens Advice is because they will be able to support me in terms of what to do next kind of thing. Whereas here, although it supports me in terms of my knowledge and understanding and what my rights are and my responsibilities are, it's not necessarily put in an action plan in place for me." Poor rental living conditions, England

**Some were concerned about cost or consequences of taking action, meaning they were less likely to change their behaviour**

The possibility of an unfavourable outcome caused some participants to feel hesitant and nervous about progressing to the next stage of their journey.

“How much is this actually worth? Am I really blacklisting myself for the sake of very, very little? Is this truly worth my time and the potential stress and aggravation it could cause me?” No win no fee, England

“I kind of find it a bit hard sometimes getting in contact with external people. I don't know, I get a bit anxious and stuff, like what if my property gets taken away from me? Under the housing association, which we have been in the past, and we've been given a worse property.” Poor rental living conditions, England

**Others didn't experience a behaviour change because Legal Choices confirmed the plan or ideas that they already had**

Therefore, they didn't need to alter their plans for the future and could proceed with confidence.

“It did confirm some things, which is a positive.” Rental eviction, England

“You've got extra clarification that what you're thinking is actually correct.” Issue at work, England

“I think it confirmed [my idea on what to do next] and it's giving me more of a clearer understanding of what I need to do.” Redundancy, England

**Stage in journey is also important when considering the behavioural impact of Legal Choices**

For participants at the start of their journey, some felt they lacked sufficient information to determine their next steps. As a result, Legal Choices did not influence their behaviour at this stage, since they were still in the information-gathering phase.

“It was just sporadic information coming at me that I'm absorbing. I hadn't got to that part on the timeline, which is okay - next steps, so to speak...it was just that early days of perusing through information, finding out what's particular to you or not. So it was at that moment of gathering and throwing away. Gathering and throwing away knowing that there are next steps and knowing that, you know, if I get deeper into this, then that's really when the power of Legal Choices will show itself.” Rental eviction, England

For participants at the end of their journey, Legal Choices would not have changed their behaviour, as many were satisfied with the steps they had taken and would likely follow a similar path again.

“No, I don't think there would have been anything I would have been less likely to do. As I said, I would have contacted Citizens Advice because I would want to speak to somebody. That's the thing. I like to verbally have a conversation.” Rental eviction, England

## Perceptions of Legal Choices

### **The majority felt that Legal Choices was a credible, trustworthy site**

Its name and domain, professional design, and links to other established websites all contributed to this impression.

“But the fact that they’re org.uk gives you some confidence that they are legitimate rather than just trying to sell you something. Also, the format of the information is more like a government format. The headers and the fonts used and the way it’s laid out, similar to sort of like government.”  
Issues at work, Wales

“It felt familiar. It felt like the Gov UK website just because you know, I know that’s black and white but there’s like it’s just textual and then blue links. Textual blue link. It felt familiar.” No win no fee, England

“The links to kind of other websites and the links to Citizens Advice or that kind made it feel reliable that it was backed up by other places and that they link to other places which are kind of well-known and respected sources of support.” Debt, England

### **But, limited awareness of Legal Choices amongst participants undermined its credibility**

Participants generally placed their trust in organisations they already knew or that had a strong reputation. We know that 3.6 million people have visited Legal Choices in the last three years (June 2022 – June 2025), however most of our participants had never heard of Legal Choices. This impacted their trust in the site and created uncertainty about its role and purpose.

“With a lot of organisations they’re always paid off by someone. I’d have to look in and investigate their background, who funds them, what sort of backing they have. You can never truly trust anything, which is sad.” No win no fee, Wales

“I wasn’t sure coming onto the site whether [it] was central hub to point you in the direction of other websites or whether Legal Choices, you know, was themselves a legal firm that they were offering their services or is Legal Choices like a comparison site or something like that?” Debt, Wales

In a minority of cases, participants were ambivalent about the information, assuming that Legal Choices might benefit financially from external links or referrals to legal service providers. Highlighting the site’s provenance more clearly could help build trust in its content.

“There’s a couple of links here, but it hasn’t really told me much really. So, I suppose I’d be thinking, well yeah, I could click on these links I suppose, but it doesn’t make clear that they’re not going to charge me.” Debt, Wales

“It does feel potentially commercial. It kind of feels like maybe if you click enough links they’re getting a kickback. It doesn’t give like nonprofit charity vibes at all.” Poor rental living conditions, England

“It seemed not so much an advice website but more a collection of links to other places, it felt very much sponsored. Here’s a bunch of links, you click on the links and we’re going to point you towards legal experts, rather than giving you advice for nothing.” Debt, Wales

## Most were open to recommending Legal Choices to others

We assessed likelihood to recommend the Legal Choices website on a score of 0-10, where 10 was highly likely. Interestingly, the scores remain consistently high at 8 for all sections of the website – except for debt users, which scored lower. Whilst the average was consistent, there were differences in the ranges between scores per user group.

- Average likelihood to recommend score overall: 8 (38 participants\*)
- Average likelihood to recommend score for rental eviction: 8 – range from 6-10 (6 participants)
- Average likelihood to recommend score for issues at work: 8 – range from 4-10 (8 participants)
- Average likelihood to recommend score for NWNF: 8 – range from 7-10 (6 participants\*)
- Average likelihood to recommend score for poor rental living conditions: 8 – range from 5-10 (6 participants\*)
- Average likelihood to recommend score for redundancy: 8 – range from 5-10 (5 participants)
- Average likelihood to recommend score for debt: 5 – range from 1-8 (7 participants)

\*Not all users provided a numerical score. Base sizes vary from whole sample size.

## Recommendations driven by relevancy of information and ease of use

It is especially valuable for those earlier in the journey, helping them quickly grasp the basics. Plus, the content feels familiar and similar to what they expected from other trusted websites, which makes it approachable and reassuring. One participant felt her employer should have directed her to Legal Choices as part of their redundancy process.

“I think employers should give this information to their staff that they’re making redundant. I think they should say, well, I’ll give a leaflet if you need any more information. You can go on the .Gov.UK or you can go into this. I think they should give this information to their staff.” Redundancy, England

“I think for most people when you’re looking to find information straight to the point, or something you want to use yourself, the Legal Choices website is a good go to option.” Issue at work, England

“I would say that it’s well laid out, it’s easy to follow. There’s lots of information on there that’s put in a simplified way that’s easy to understand.” Rental eviction, Wales

## Lower likelihood to recommend stems from gaps in detail

Limitations in Legal Choices’ content, particularly the absence of advice and practical next steps, suppressed participants’ likelihood to recommend the site. For some, these limitations meant the site did not go far enough in answering their questions, especially compared with other, more informative sources

“I still didn’t get all the information I needed from there. If somebody was to come to me and say, ‘oh, I’m having the same situation as you’, I’d say, ‘You could look at this website, but I can’t guarantee

that you're going to find exactly what you want to do or what you need to do next'." Poor rental living conditions, Wales

'Because again, in general, if I'm looking at a website for information and that website [Legal Choices] doesn't provide it up front and instead redirects me to other websites, what is the point of that website in the first place? One or two [score]" Debt, England

### **Those focused on debt were the least likely to recommend Legal Choices**

Participants were less interested in the legal aspects of debt and wanted more practical insights on how to move forwards. This could be addressed by clearer messaging about the purpose of Legal Choices.

"Just didn't seem as if I was any further forward if I was in this position now trying to arrange help for my debts, I don't think I'd be any further forwards after looking at it as I was before" Debt, Wales

"For the issue of student debt, I wouldn't recommend it necessarily. I think there are better websites. It can signpost you, but maybe for different types of debt, it would be good to understand legal terms better." Debt, England

## Participant-led recommendations

Throughout the interviews, participants were invited to suggest ways to improve Legal Choices to enhance their user experience and better support them in addressing their legal issue. While some suggestions may fall outside the remit of Legal Choices, they nevertheless provide valuable insight into participants' needs as they navigated their legal journey. In addition to these participant-led suggestions, Mustard has also included some recommendations based on our observations of how visitors engaged with the site.

### How participants interacted with Legal Choices

#### Video content

- Participants wanted videos to include more detailed and practical content, such as case studies, comparison examples, and clear steps to follow.
- Providing short descriptions or context for each video could help manage expectations and make their purpose clearer.
- Some participants did not notice the videos until prompted by the researcher and suggested placing them at the top of pages or signposting them more clearly.
- Some were unsure how videos related to surrounding content or assumed they simply repeated written information, which reduced engagement.

#### Dictionary

- Some participants were unclear about the purpose of the dictionary feature in terms of who it would be useful for or

did not find it relevant when they already understood the term.

- Participants suggested clearer signposting or labelling of dictionary links to set expectations and prevent confusion, as some experienced interrupted journeys when clicking a link expecting detailed explanation but only seeing a dictionary definition.

#### Accessibility

- Some participants suggested that external links should open in a new tab, as navigating away from the site interrupted their journey on Legal Choices.

#### Interactive content

- Participants suggested providing more tailored, actionable, and interactive content, such as AI chatbots or other tools, to help guide them to relevant information.
- Some participants suggested including web chat options or providing telephone numbers so they could speak to a person.
- These suggestions often arose when participants felt they had to digest large amounts of text and were looking to access relevant content more quickly. Providing more responsive tools, such as simple surveys, could be one way for Legal Choices to better meet user needs within its remit.

### **Perception of information provision**

- Participants suggested the content could be more specific and practical, so that it clearly applies to their situation and provides actionable guidance to help them progress with their legal issue.

### **No Win No Fee (NWNF)**

- Participants suggested the content could be easier to digest by breaking up long text with more headings.
- One participant suggested adding links to the dictionary for terms and acronyms such as claims management companies (CMC).
- Some recommended turning content into interactive formats, such as questionnaires, to make it easier to access relevant content.
- Participants requested tailored content for their specific claim type, including real-world case studies or scenarios and more direct links to information relevant to their claim.

### **Problems at work**

- Participants suggested the content could be more tailored to individual circumstances and include more actionable guidance, particularly around next steps if challenging an employer.
- Participants recommended adding real-world examples, such as what types of behaviour count as discrimination and concrete illustrations of “reasonable adjustments” for mental or physical health conditions, to make the information easier to apply.

### **Redundancy**

- Participants wanted more detailed, actionable guidance, with clear step-by-step instructions on what to do next rather than being directed to other sources.
- Suggestions included making the content more practical and relatable, such as adding personal case studies and links to legal service providers specialising in employment law.

### **Rental evictions**

- One participant highlighted the challenge of accessing support from external organisations such as Citizens Advice or Shelter and suggested including more information on what these organisations can offer to aid decision-making.
- One participant suggested providing guidance on what to do on the day of an eviction and clearer signposting for who to contact for support.

### **Problems with rented housing**

- A participant further along in their journey wanted insight on how to escalate issues legally, including steps involved and potential entitlement to financial compensation.
- Some felt the content was focused on private rentals, creating uncertainty about applicability to other contexts, such as university halls or housing associations.
- Participants sought more guidance on next steps to actively resolve issues, including what to do if landlords ignore concerns and whether pursuing compensation is realistic.

## **Debt**

- Most participants, unaware that the page's main function was signposting, described the content as very general and suggested more information on how to move forward on addressing their debt.
- Suggestions included providing more detail on what each external site offers, helping users prioritise which links to follow, and clarifying which sources provide free support or guidance.

## **Perception of Legal Choices**

- Legal Choices could highlight its provenance more clearly to build trust, as some were ambivalent about the information and concerned the site might benefit financially from external links or referrals to legal service providers.

## Appendix: evaluation framework

For each user mode, the following tables set out the issues users may have, the types of information they could be looking for and the pages they might access (outputs). This is followed by the anticipated outcomes and impacts.

### No Win, No Fee (NWNF) user mode

The legal Issue	Is looking for...?	Pages visited on Legal Choices website	Content accessed (excl. reading text)	Any resources accessed from Legal Choices website
<ul style="list-style-type: none"> <li>I'm thinking about entering into a 'no win, no fee agreement.</li> <li>I entered a no win, no fee agreement and have been charged a fee even though my claim was unsuccessful.</li> <li>I would like to terminate my no win, no fee agreement.</li> <li>I entered a no win, no fee agreement but have run into issues with my legal</li> </ul>	<ul style="list-style-type: none"> <li>Information around the options and risks I should be aware of before entering a NWNF agreement.</li> <li>Information around the options and risks I should be aware of before entering a NWNF agreement.</li> <li>Information about what to do if charged with unfair fees and how to challenge them.</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.legalchoices.org.uk/at-home/i-want-to-make-a-claim/no-win-no-fee">https://www.legalchoices.org.uk/at-home/i-want-to-make-a-claim/no-win-no-fee</a></li> <li><a href="https://www.legalchoices.org.uk/about/legal-costs/conditional-contingency-fee-agreements">https://www.legalchoices.org.uk/about/legal-costs/conditional-contingency-fee-agreements</a></li> <li><a href="https://www.legalchoices.org.uk/at-home/i-want-to-make-a-claim/no-win-no-fee#isitfree">https://www.legalchoices.org.uk/at-home/i-want-to-make-a-claim/no-win-no-fee#isitfree</a></li> <li><a href="https://www.legalchoices.org.uk/law-dictionary">https://www.legalchoices.org.uk/law-dictionary</a></li> <li><a href="https://www.legalchoices.org.uk/about/legal-costs/conditional-contingency-fee-agreements">https://www.legalchoices.org.uk/about/legal-costs/conditional-contingency-fee-agreements</a></li> <li><a href="https://www.legalchoices.org.uk/about/contact-a-legal-regulator">https://www.legalchoices.org.uk/about/contact-a-legal-regulator</a></li> </ul>	Dictionary	<ul style="list-style-type: none"> <li><a href="https://www.sra.org.uk/consumers/register/?searchFilter=&amp;searchText=RAW">https://www.sra.org.uk/consumers/register/?searchFilter=&amp;searchText=RAW</a></li> <li><a href="https://www.fca.org.uk/firms/financial-services-register">https://www.fca.org.uk/firms/financial-services-register</a></li> <li><a href="https://www.barstandardsboard.org.uk/for-the-public/search-a-barristers-record/the-barristers-register.html">https://www.barstandardsboard.org.uk/for-the-public/search-a-barristers-record/the-barristers-register.html</a></li> <li><a href="https://cilexregulation.org.uk/practitioners-directory/">https://cilexregulation.org.uk/practitioners-directory/</a></li> <li><a href="https://cilexregulation.org.uk/law-firms/">https://cilexregulation.org.uk/law-firms/</a></li> <li><a href="https://consumervoice.uk/">https://consumervoice.uk/</a></li> <li><a href="https://www.moneysavingexpert.com/reclaim/">https://www.moneysavingexpert.com/reclaim/</a></li> <li><a href="https://www.moneyhelper.org.uk/en">https://www.moneyhelper.org.uk/en</a></li> </ul>

adviser/CMC's insurance.

- Information about indemnity insurance.

I entered a no win, no fee agreement and my claim was successful, but I have been charged a high success fee

Information about the benefits of no win, no fee agreements.

## No Win, No Fee user mode: outcomes and impacts

Leaves Legal Choices feeling about their issue...?	Leaves Legal Choices knowing...?	Leaves feeling the following about Legal Choices...?	Leaves Legal Choices and might consider doing...?	Leaves Legal Choices and will be less likely to do...?	Net benefit of engaging with Legal Choices?
<ul style="list-style-type: none"> <li>• More confident.</li> <li>• Have a better understanding of the issue / situation (which could include price, process, timings).</li> <li>• More informed or better equipped to make their decision.</li> <li>• Empowered to decide what the next steps should be (if any).</li> <li>• More reassured (i.e. there has been a change in their emotional state: less worried / less anxious / not as overwhelmed).</li> </ul>	<ul style="list-style-type: none"> <li>• What a 'no win, no fee' claim is.</li> <li>• The options and risks involved when making a 'no win, no fee' claim.</li> <li>• The do's and don'ts involved with 'no win, no fee' claim agreements.</li> <li>• Why I might choose a 'no win, no fee' agreement.</li> <li>• That I can choose between a CMC, a regulated legal adviser or submit a claim myself.</li> <li>• What questions I should ask a CMC or legal adviser.</li> </ul>	<ul style="list-style-type: none"> <li>• It's a site I can trust.</li> <li>• Confidence in the quality / validity of information provided.</li> <li>• It's a useful / valuable information source.</li> <li>• I would recommend it to others that think they may have a legal problem.</li> <li>• It's useful signposting tool.</li> </ul>	<ul style="list-style-type: none"> <li>• Engaging with named organisations for additional information or help.</li> <li>• Nothing - as visiting the site has resolved my issue / I've realised there are no further steps to take.</li> <li>• Something different than I previously anticipated (i.e. there has been a behaviour change).</li> <li>• Research different CMC or other legal advisers (e.g. read online reviews, check providers are regulated, enquire about costs) Or whether to</li> </ul>	<ul style="list-style-type: none"> <li>• Make an uniformed decision about whether to sign.</li> <li>• Enter into an agreement with an unregulated provider.</li> </ul>	<p>I am able to make an informed decision about whether or not I want to take some further steps with a 'no win, no fee' claim.</p>

## Sensitivity: General

- Where to go for help.
  - That reputable legal service providers will be guided by a set of standards.
  - There are some protections (e.g. professional indemnity insurance) if something goes wrong.
  - I understand that no win, no fee does not mean cost free.
- submit a claim myself.
  - Entering a no win, no fee agreement.
  - Challenging fees from a no win, no fee agreement.
  - Asking my legal adviser/CMC further questions or for supporting documentation.

## Debt user mode

The legal Issue	Is looking for...?	Pages visited on Legal Choices website	Content accessed (excl. reading text)	Any resources accessed from Legal Choices website
<ul style="list-style-type: none"> <li>I'm in debt and I want to know more about the options available to me.</li> <li>I am at risk of defaulting on payments, struggling to pay bills.</li> <li>I'm at risk of losing my home or possessions/have been visited by a bailiff.</li> <li>I am considering taking out a payday loan/using a loan shark etc.</li> <li>I'm at risk or considering bankruptcy.</li> <li>I have a court fine.</li> </ul>	<ul style="list-style-type: none"> <li>Information to help me get my life back under control.</li> <li>Information about what might happen as a result of the financial situation I am in.</li> <li>Information about whether my financial situation may lead to me losing my home.</li> <li>Information about my options and the risks of those options.</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.legalchoices.org.uk/at-home/i-have-debt-problems">https://www.legalchoices.org.uk/at-home/i-have-debt-problems</a></li> <li><a href="#">What does Liability mean ?   Legal Choices dictionary</a></li> <li><a href="#">What does Harassment of debtors mean ?   Legal Choices dictionary</a></li> <li><a href="#">What does Distrain / distress mean ?   Legal Choices dictionary</a></li> <li><a href="#">I'm due in a civil court   Legal Choices</a></li> <li><a href="https://www.legalchoices.org.uk/about/types-of-legal-advisers">https://www.legalchoices.org.uk/about/types-of-legal-advisers</a></li> <li><a href="https://www.legalchoices.org.uk/at-home/housing/evictions-england">https://www.legalchoices.org.uk/at-home/housing/evictions-england</a></li> <li><a href="https://www.legalchoices.org.uk/at-home/housing/evictions-wales">https://www.legalchoices.org.uk/at-home/housing/evictions-wales</a></li> </ul>	<ul style="list-style-type: none"> <li>Dictionary</li> <li>YouTube: The money advice service: People you owe money to.</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.citizensadvice.org.uk/debt-and-money/">https://www.citizensadvice.org.uk/debt-and-money/</a></li> <li><a href="https://www.moneyhelper.org.uk/en">https://www.moneyhelper.org.uk/en</a></li> <li><a href="https://nationaldebtline.org/">https://nationaldebtline.org/</a></li> <li><a href="https://www.lawcentres.org.uk/">https://www.lawcentres.org.uk/</a></li> <li><a href="https://www.citizensadvice.org.uk/debt-and-money/">https://www.citizensadvice.org.uk/debt-and-money/</a></li> </ul>

- Information about going to court.

## Debt user mode: outcomes and impact

Leaves Legal Choices feeling about their issue...?	Leaves Legal Choices knowing...?	Leaves feeling the following about Legal Choices...?	Leaves Legal Choices and might consider doing...?	Leaves Legal Choices and will be less likely to do...?	Overall impact?
<ul style="list-style-type: none"> <li>• More confident.</li> <li>• Have a better understanding of the issue / situation (which could include price, process, timings).</li> <li>• More informed or better equipped to make their decision.</li> <li>• Empowered to decide what the next steps should be (if any).</li> <li>• More reassured (i.e. there has been a change in their emotional state: less worried / less anxious / not as overwhelmed).</li> </ul>	<ul style="list-style-type: none"> <li>• That there is help available to help me work out my options.</li> <li>• Where to go for help.</li> <li>• More about my problems / issues.</li> <li>• That they do or don't need to do something else.</li> <li>• That they can (or should) do something next.</li> </ul>	<ul style="list-style-type: none"> <li>• It's a site I can trust.</li> <li>• Confidence in the quality / validity of information provided.</li> <li>• It's a useful / valuable information source.</li> <li>• It's a useful signposting tool.</li> <li>• I would recommend it to others that think they may have a legal problem.</li> </ul>	<ul style="list-style-type: none"> <li>• Engaging with named organisations for additional information or help.</li> <li>• Do nothing - as visiting the site has resolved my issue / I've realised there are no further steps to take.</li> <li>• Something differently than I previously anticipated (i.e. there has been a behaviour change).</li> </ul>	<ul style="list-style-type: none"> <li>• Ignore my issues as I've found out there are places I can go for help.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand there are options available to help me and I know where to go for help</li> </ul>

## Problem with work (Redundancy) user mode

The legal Issue	Is looking for...?	Pages visited on Legal Choices website	Content accessed (excl. reading text)	Any resources accessed from Legal Choices website
<ul style="list-style-type: none"> <li>I am in the process of being made redundant or I have been made redundant.</li> <li>I think I might be made redundant.</li> </ul>	<ul style="list-style-type: none"> <li>Information around the law on redundancy and my rights.</li> <li>Information about what to do when I am being discriminated against.</li> <li>Information about how to tell if I am being discriminated against.</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.legalchoices.org.uk/at-work/redundancy-and-dismissal/redundancy-and-the-law">https://www.legalchoices.org.uk/at-work/redundancy-and-dismissal/redundancy-and-the-law</a></li> <li><a href="https://www.legalchoices.org.uk/law-dictionary">https://www.legalchoices.org.uk/law-dictionary</a></li> <li><a href="https://www.legalchoices.org.uk/at-work/problems-at-work">https://www.legalchoices.org.uk/at-work/problems-at-work</a></li> </ul>	<ul style="list-style-type: none"> <li>Dictionary</li> <li>YouTube: Your redundancy rights explained.</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.gov.uk/redundancy-your-rights/being-redundant">https://www.gov.uk/redundancy-your-rights/being-redundant</a></li> <li><a href="https://www.gov.uk/staff-redundant/compulsory-redundancy">https://www.gov.uk/staff-redundant/compulsory-redundancy</a></li> <li><a href="https://www.gov.uk/staff-redundant/redundancy-claims">https://www.gov.uk/staff-redundant/redundancy-claims</a></li> <li><a href="https://www.gov.uk/redundancy-your-rights/redundancy-claims">https://www.gov.uk/redundancy-your-rights/redundancy-claims</a></li> <li><a href="https://www.gov.uk/employment-tribunals">https://www.gov.uk/employment-tribunals</a></li> <li><a href="https://www.acas.org.uk/redundancy-protection-for-parents#:~:text=Pregnant%20employees%20and%20">https://www.acas.org.uk/redundancy-protection-for-parents#:~:text=Pregnant%20employees%20and%</a></li> <li><a href="https://www.gov.uk/your-rights-if-your-employer-is-redundant">https://www.gov.uk/your-rights-if-your-employer-is-redundant</a></li> <li><a href="https://www.gov.uk/claim-redundancy">https://www.gov.uk/claim-redundancy</a></li> <li><a href="https://www.moneyhelper.org.uk/en/work/losing-your-job/when-facing-redundancy">https://www.moneyhelper.org.uk/en/work/losing-your-job/when-facing-redundancy</a></li> <li><a href="https://www.citizensadvice.org.uk/work/redundancy/youre-made-redundant/check-if-you-can-challenge-the-redundancy-process/">https://www.citizensadvice.org.uk/work/redundancy/youre-made-redundant/check-if-you-can-challenge-the-redundancy-process/</a></li> </ul>

### Problem with work (Redundancy) user mode: outcomes and impacts

Leaves Legal Choices feeling about their issue...?	Leaves Legal Choices knowing...?	Leaves feeling the following about Legal Choices...?	Leaves Legal Choices and might consider doing...?	Leaves Legal Choices and will be less likely to do...?	Overall impact?
<ul style="list-style-type: none"> <li>• More confident.</li> <li>• Have a better understanding of the issue / situation (which could include price, process, timings).</li> <li>• More informed or better equipped to make their decision.</li> <li>• Empowered to decide what the next steps should be (if any).</li> <li>• More reassured (i.e. there has been a change in their emotional state: less worried / less anxious / not as overwhelmed).</li> </ul>	<ul style="list-style-type: none"> <li>• What redundancy is.</li> <li>• The steps involved in redundancy.</li> <li>• The process employers must go through when choosing staff for redundancy.</li> <li>• About voluntary redundancy.</li> <li>• I understand about pay and notice periods when being laid off.</li> <li>• I know what I must do or what I'm entitled to if I accept a different job from my employer.</li> <li>• Where to go for help.</li> </ul>	<ul style="list-style-type: none"> <li>• It's a site I can trust.</li> <li>• Confidence in the quality / validity of information provided.</li> <li>• It's a useful / valuable information source.</li> <li>• I would recommend it to others that think they may have a legal problem.</li> <li>• It's a useful signposting tool.</li> </ul>	<ul style="list-style-type: none"> <li>• Engaging with named organisations for additional information or help.</li> <li>• Get in touch with my employer (if/when necessary).</li> <li>• Do nothing - as visiting the site has resolved my issue / I've realised there are no further steps to take.</li> <li>• Something differently than I previously anticipated (i.e. there has been a behaviour change).</li> <li>• Seek legal advice.</li> <li>• Appeal redundancy.</li> </ul>	<ul style="list-style-type: none"> <li>• I have confirmed if I have or haven't got a legal need.</li> </ul>	

## Sensitivity: General

- Keep evidence of conversation and events.

## Problem with work user mode

The legal Issue	Is looking for...?	Pages visited on Legal Choices website	Content accessed (excl. reading text)	Any resources accessed from Legal Choices website
<ul style="list-style-type: none"> <li>I'm unhappy with something my employer has done.</li> <li>I think I am being discriminated against at work.</li> <li>I have been unfairly dismissed.</li> </ul>	<ul style="list-style-type: none"> <li>Information on my legal rights.</li> <li>Information to help me decide what options are available and whether my problem could be resolved through legal means.</li> <li>Information about what to do next if I have been unfairly dismissed.</li> <li>Information about whether my dismissal is a legal issue.</li> <li>Information about whether the way I am being treated at work is a legal issue.</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.legalchoices.org.uk/at-work/problems-at-work">https://www.legalchoices.org.uk/at-work/problems-at-work</a></li> <li><a href="https://www.legalchoices.org.uk/at-work/problems-at-work/im-not-happy-about-something-my-employer-has-done">https://www.legalchoices.org.uk/at-work/problems-at-work/im-not-happy-about-something-my-employer-has-done</a></li> <li><a href="https://www.legalchoices.org.uk/at-work/problems-at-work/got-a-legal-issue-at-work">https://www.legalchoices.org.uk/at-work/problems-at-work/got-a-legal-issue-at-work</a></li> <li><a href="https://www.legalchoices.org.uk/at-work/problems-at-work/mental-health-in-the-workplace">https://www.legalchoices.org.uk/at-work/problems-at-work/mental-health-in-the-workplace</a></li> <li><a href="https://www.legalchoices.org.uk/at-work/know-your-employment-rights">https://www.legalchoices.org.uk/at-work/know-your-employment-rights</a></li> <li><a href="https://www.legalchoices.org.uk/how-much-do-you-">https://www.legalchoices.org.uk/how-much-do-you-</a></li> </ul>	<ul style="list-style-type: none"> <li>YouTube: Your rights at work: where to find legal advice.</li> <li>Dictionary.</li> <li>Discrimination quiz.</li> <li>YouTube: Unfair or constructive dismissal.</li> <li>YouTube: Protecting your mental health.</li> <li>YouTube: Your mental health rights at work.</li> </ul>	<ul style="list-style-type: none"> <li><b>Unhappy with work resources:</b></li> <li><a href="https://www.acas.org.uk/acas-code-of-practice-on-disciplinary-and-grievance-procedures">https://www.acas.org.uk/acas-code-of-practice-on-disciplinary-and-grievance-procedures</a></li> <li><a href="https://www.acas.org.uk/early-conciliation">https://www.acas.org.uk/early-conciliation</a></li> <li><a href="https://www.gov.uk/employment-tribunals/make-a-claim">https://www.gov.uk/employment-tribunals/make-a-claim</a></li> <li><a href="https://protect-advice.org.uk/">https://protect-advice.org.uk/</a></li> <li><a href="https://www.gov.uk/whistleblowing">https://www.gov.uk/whistleblowing</a></li> <li><b>Got a legal issue at work resources?</b></li> <li><a href="https://www.legalchoices.org.uk/at-work/problems-at-work/mental-health-in-the-workplace">https://www.legalchoices.org.uk/at-work/problems-at-work/mental-health-in-the-workplace</a></li> <li><a href="https://www.legalchoices.org.uk/at-work/problems-at-work/im-not-happy-about-something-my-employer-has-done">https://www.legalchoices.org.uk/at-work/problems-at-work/im-not-happy-about-something-my-employer-has-done</a></li> <li><a href="https://www.legalchoices.org.uk/at-work/problems-at-work/speaking-up-about-sexual-harassment">https://www.legalchoices.org.uk/at-work/problems-at-work/speaking-up-about-sexual-harassment</a></li> <li><a href="https://www.legalchoices.org.uk/dictionary/unfair-dismissal">https://www.legalchoices.org.uk/dictionary/unfair-dismissal</a></li> <li><a href="https://www.legalchoices.org.uk/dictionary/harassment">https://www.legalchoices.org.uk/dictionary/harassment</a></li> <li><a href="https://www.legalchoices.org.uk/dictionary/contract-of-service">https://www.legalchoices.org.uk/dictionary/contract-of-service</a></li> <li><b>Mental health resources:</b></li> <li><a href="https://www.gov.uk/government/publications/employing-disabled-people-and-people-with-health-conditions/employing-disabled-people-and-people-with-health-conditions">https://www.gov.uk/government/publications/employing-disabled-people-and-people-with-health-conditions/employing-disabled-people-and-people-with-health-conditions</a></li> </ul>

## Sensitivity: General

[know-about-discrimination-take-our-quiz](#)

<https://www.legalchoices.org.uk/law-dictionary>

- <https://www.nhs.uk/nhs-services/mental-health-services/>
- <https://www.acas.org.uk/health-and-wellbeing-at-work>
- <https://www.citizensadvice.org.uk/work/discrimination-at-work/>
- <https://www.legalchoices.org.uk/your-small-business/factsheets/employment>
- <https://www.mind.org.uk/information-support/guides-to-support-and-services/seeking-help-for-a-mental-health-problem/where-to-start/>
- <https://www.gov.uk/access-to-work>
- **Know your employment rights resources:**
- <https://www.gov.uk/employment-status/worker> (and other UK Gov links around stat maternity / sick pay etc)
- <https://www.gov.uk/flexible-working>
- <https://www.carersuk.org/>
- <https://www.gov.uk/carers-allowance>
- <https://www.gov.uk/agricultural-sick-pay>
- <https://www.gov.uk/maternity-pay-leave>
- <https://www.gov.uk/maternity-pay-leave/leave>
- <https://www.acas.org.uk/acas-code-of-practice-on-disciplinary-and-grievance-procedures>
- <https://www.acas.org.uk/dismissals>

### Problem with work user mode: outcomes and impact

Leaves Legal Choices feeling about their issue...?	Leaves Legal Choices knowing...?	Leaves feeling the following about Legal Choices...?	Leaves Legal Choices and might consider doing...?	Leaves Legal Choices and will be less likely to do...?	Overall impact?
<ul style="list-style-type: none"> <li>• More confident.</li> <li>• Have a better understanding of the issue / situation (which could include price, process, timings).</li> <li>• More informed or better equipped to make their decision.</li> <li>• Empowered to decide what the next steps should be (if any).</li> <li>• More reassured (i.e. there has been a change in their emotional state: less worried / less anxious / not as overwhelmed).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>In terms of 'unhappy with work' content:</b></li> <li>• The different steps I can take next.</li> <li>• I know how to prepare to take a range of potential steps.</li> <li>• I understand the official channels I can access if I can't resolve the issue directly with my employer.</li> <li>• I know the law around constructive dismissal (if relevant).</li> <li>• I know the law around whistleblowing (if relevant).</li> <li>• <b>'Got a legal issue at work?'</b></li> </ul>	<ul style="list-style-type: none"> <li>• It's a site I can trust.</li> <li>• Confidence in the quality / validity of information provided.</li> <li>• It's a useful / valuable information source.</li> <li>• I would recommend it to others that think they may have a legal problem.</li> <li>• It's a useful signposting tool.</li> </ul>	<ul style="list-style-type: none"> <li>• Engaging with named organisations for additional information or help.</li> <li>• Will consider doing one of the steps referenced: keeping evidence, following up with my manager / HR / employer, seek legal advice, raise a formal grievance.</li> <li>• Do nothing - as visiting the site has resolved my issue / I've realised there are no further steps to take.</li> <li>• Something differently than I previously anticipated (i.e. there has been</li> </ul>		<ul style="list-style-type: none"> <li>• I have confirmed if I have or haven't got a legal need.</li> </ul>

## Sensitivity: General

- The different steps I can take next.
- Where I can go for advice.
- When and where I should get legal advice.
- Whether my problem might have a legal remedy.
- **'Mental health at work':**
- What mental health is and the different problems it could involve.
- What my employer's responsibilities are.
- I understand my options if I need more help.
- Know your employment rights:
- I know about my rights in connection to my particular area of interest (e.g. flexible a behaviour change).
- For a mental health concern - consider calling 111 or making an appointment with a doctor.
- For a mental health concern - consider discussing your mental health problems with your employer.

working, as a carer, sick pay, maternity / parental rights).

- What counts as discrimination at work.
- I understand trial periods.
- I understand notice periods.

## Problem with rented housing (eviction) user mode

The legal Issue	Is looking for...?	Pages visited on Legal Choices website	Content accessed (excl. reading text)	Any resources accessed from Legal Choices website
<ul style="list-style-type: none"> <li>I've been told by my landlord that I will be evicted.</li> <li>I have received a Section 21 or Section 8 notice (England) or a Section 173/173 Notice or Section 181/188 Notice (Wales).</li> <li>I've been told or I think that I'm at risk of eviction.</li> <li>If you are being evicted because you are asking for repairs.</li> <li>I am trying to get repairs done to my rented home.</li> </ul>	<ul style="list-style-type: none"> <li>Information about how the process will work.</li> <li>Information on what my legal rights are in this situation.</li> <li>Information about what I can do to prevent eviction.</li> <li>Information about eviction related to repairs/housing condition.</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.legalchoices.org.uk/at-home/housing/evictions-england">https://www.legalchoices.org.uk/at-home/housing/evictions-england</a></li> <li><a href="https://www.legalchoices.org.uk/eviction-process-england">https://www.legalchoices.org.uk/eviction-process-england</a></li> <li><a href="https://www.legalchoices.org.uk/at-home/housing/evictions-wales">https://www.legalchoices.org.uk/at-home/housing/evictions-wales</a></li> <li><a href="https://www.legalchoices.org.uk/at-home/housing/repairs-and-poor-living-conditions-england">https://www.legalchoices.org.uk/at-home/housing/repairs-and-poor-living-conditions-england</a></li> <li><a href="https://www.legalchoices.org.uk/at-home/housing/repairs-">https://www.legalchoices.org.uk/at-home/housing/repairs-</a></li> </ul>	<ul style="list-style-type: none"> <li>Youtube: Eviction action plan.</li> <li>Engage with the interactive guide to eviction.</li> </ul>	<ul style="list-style-type: none"> <li><a href="https://www.gov.uk/check-legal-aid">https://www.gov.uk/check-legal-aid</a></li> <li><a href="https://www.lawcentres.org.uk/get-help">https://www.lawcentres.org.uk/get-help</a></li> <li><a href="https://www.gov.uk/your-rights-bailiffs">https://www.gov.uk/your-rights-bailiffs</a></li> <li><b>Resources England:</b></li> <li><a href="https://www.gov.uk/evicting-tenants">https://www.gov.uk/evicting-tenants</a></li> <li><a href="https://www.citizensadvice.org.uk/housing/eviction/getting-evicted/renting-privately/if-you-get-a-section-21-notice/">https://www.citizensadvice.org.uk/housing/eviction/getting-evicted/renting-privately/if-you-get-a-section-21-notice/</a></li> <li><a href="https://www.citizensadvice.org.uk/housing/eviction/getting-evicted/renting-privately/check-your-section-8-notice/">https://www.citizensadvice.org.uk/housing/eviction/getting-evicted/renting-privately/check-your-section-8-notice/</a></li> <li><b>Resources Wales:</b></li> <li><a href="https://sheltercymru.org.uk/">https://sheltercymru.org.uk/</a></li> <li><a href="https://www.citizensadvice.org.uk/s/?q=eviction">https://www.citizensadvice.org.uk/s/?q=eviction</a></li> <li><b>Resources England housing repairs:</b></li> <li><a href="https://england.shelter.org.uk/housing_advice/repairs/how_to_report_repairs_to_a_private_landlord">https://england.shelter.org.uk/housing_advice/repairs/how_to_report_repairs_to_a_private_landlord</a></li> <li><a href="https://england.shelter.org.uk/housing_advice/eviction/eviction_notices_from_private_landlords">https://england.shelter.org.uk/housing_advice/eviction/eviction_notices_from_private_landlords</a></li> <li><a href="https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-landlord/">https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-landlord/</a></li> <li><a href="https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-letting-agent/">https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-letting-agent/</a></li> <li><a href="https://www.gov.uk/find-local-council">https://www.gov.uk/find-local-council</a></li> </ul>

[and-poor-living-conditions-wales](#)

- [No win no fee | Legal Choices](#)

- **Resources Wales housing repairs:**
- <https://sheltercymru.org.uk/housing-advice/repairs-and-bad-conditions/repairs-in-private-rented-housing/reporting-repairs-and-allowing-access-if-you-have-a-private-landlord/>
- <https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-landlord/>
- <https://rentsmart.gov.wales/en/tenant/reportingrepairs/>
- <https://sheltercymru.org.uk/housing-advice/repairs-and-bad-conditions/is-my-home-fit-to-live-in/>
- <https://www.gov.uk/find-local-council>
- <https://www.citizensadvice.org.uk/s/?q=private+tenancy>

**Problem with rented housing (eviction) user mode: outcomes and impact**

Leaves Legal Choices feeling about their issue...?	Leaves Legal Choices knowing...?	Leaves feeling the following about Legal Choices...?	Leaves Legal Choices and might consider doing...?	Leaves Legal Choices and will be less likely to do...?	Overall impact?
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## Sensitivity: General

- More confident.
- Have a better understanding of the issue / situation (which could include price, process, timings).
- More informed or better equipped to make their decision.
- Empowered to decide what the next steps should be (if any).
- More reassured (i.e. there has been a change in their emotional state: less worried / less anxious / not as overwhelmed).
- What eviction means.
- Their right in terms of evictions.
- What a Section 21 / 8 Notice (England) or a Section 173/173 Notice or Section 181/188 Notice is (Wales).
- Where I can get help.
- If/when It's possible to fight your case.
- The potential for bailiffs to enter your home if don't exit in time.
- The rules that bailiffs must follow.
- I know what to do if/when it happens.
- If used the interactive content: understand the value that a legal service provider could add.
- What my rights and
- It's a site I can trust.
- Confidence in the quality / validity of information provided.
- It's a useful / valuable information source.
- I would recommend it to others that think they may have a legal problem.
- It's a useful signposting tool.
- Engaging with named organisations for additional information or help.
- Contact my landlord (if / when necessary).
- Do nothing - as visiting the site has resolved my issue / I've realised there are no further steps to take.
- Something differently than I previously anticipated (i.e. there has been a behaviour change).
- Anything that would place them in breach of their rental agreement.
- I have confirmed if I have or haven't got a legal need.

responsibilities  
are as a tenant.

- When my landlord is allowed to terminate my occupation contract.

## Problem with rented housing user mode

The legal Issue	Is looking for...?	Pages visited on Legal Choices website	Content accessed (excl. reading text)	Any resources accessed from Legal Choices website
I live in a rented home and I'm concerned about the condition of my rented house.	Information around the law on repairs and living conditions.  To understand my rights if something goes wrong.	<a href="https://www.legalchoices.org.uk/at-home/housing/repairs-and-poor-living-conditions-england">https://www.legalchoices.org.uk/at-home/housing/repairs-and-poor-living-conditions-england</a>  <a href="https://www.legalchoices.org.uk/at-home/housing/repairs-and-poor-living-conditions-wales">https://www.legalchoices.org.uk/at-home/housing/repairs-and-poor-living-conditions-wales</a>  <a href="https://www.legalchoices.org.uk/at-home/housing/evictions-wales">https://www.legalchoices.org.uk/at-home/housing/evictions-wales</a>	YouTube: Tenant's guide (who should do repairs to a property).  Dictionary	<a href="https://www.citizensadvice.org.uk/s/?q=private+tenancy">https://www.citizensadvice.org.uk/s/?q=private+tenancy</a>  <a href="https://www.lawcentres.org.uk/">https://www.lawcentres.org.uk/</a>  <a href="https://england.shelter.org.uk/">https://england.shelter.org.uk/</a>  <a href="https://www.legalchoices.org.uk/legal-choices">https://www.legalchoices.org.uk/legal-choices</a>  <b>Resources England:</b>  <a href="https://england.shelter.org.uk/housing_advice/repairs/how_to_report_repairs_to_a_private_landlord">https://england.shelter.org.uk/housing_advice/repairs/how_to_report_repairs_to_a_private_landlord</a>  <a href="https://england.shelter.org.uk/housing_advice/eviction/eviction_notices_from_private_landlords">https://england.shelter.org.uk/housing_advice/eviction/eviction_notices_from_private_landlords</a>  <a href="https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-landlord/">https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-landlord/</a>  <a href="https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-letting-agent/">https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-letting-agent/</a>  <a href="https://www.gov.uk/find-local-council">https://www.gov.uk/find-local-council</a>  <b>Resources Wales:</b>

Sensitivity: General

<https://sheltercymru.org.uk/housing-advice/repairs-and-bad-conditions/repairs-in-private-rented-housing/reporting-repairs-and-allowing-access-if-you-have-a-private-landlord/>

<https://www.citizensadvice.org.uk/housing/complaints-about-landlords-and-letting-agents/complaining-about-your-landlord/>

<https://rentsmart.gov.wales/en/tenant/reportingrepairs/>

<https://sheltercymru.org.uk/housing-advice/repairs-and-bad-conditions/is-my-home-fit-to-live-in/>

<https://www.gov.uk/find-local-council>

<https://www.citizensadvice.org.uk/s/?q=private+tenancy>

## Problem with rented housing user mode: outcomes and impact

Leaves Legal Choices feeling about their issue...?	Leaves Legal Choices knowing...?	Leaves feeling the following about Legal Choices...?	Leaves Legal Choices and might consider doing...?	Leaves Legal Choices and will be less likely to do...?	Overall impact?
<p>More confident.</p> <p>Have a better understanding of the issue / situation (which could include price, process, timings).</p> <p>More informed or better equipped to make their decision.</p> <p>Empowered to decide what the next steps should be (if any).</p> <p>More reassured (i.e. there has been a change in their emotional state: less worried / less anxious / not as overwhelmed).</p>	<p>I know what can go wrong in my home.</p> <p>I know who is responsible for what repairs in my rented home.</p> <p>I know my rights if my landlord won't make repairs.</p> <p>I know what to do if my home is unfit to live in.</p> <p>Where I can go for free advice legal.</p> <p>I understand what I can do in terms of decoration.</p>	<p>It's a site I can trust.</p> <p>Confidence in the quality / validity of information provided.</p> <p>It's a useful / valuable information source.</p> <p>I would recommend it to others that think they may have a legal problem.</p> <p>It's a useful signposting tool.</p>	<p>Engaging with named organisations for additional information or help.</p> <p>Would consider taking photos / keeping evidence on the repairs that need to be made.</p> <p>Contact my landlord (if / when necessary).</p> <p>Do nothing - as visiting the site has resolved my issue / I've realised there are no further steps to take.</p> <p>Something differently than I previously anticipated (i.e. there has been a behaviour change).</p>	<p>Anything that would place them in breach of their rental agreement.</p>	<p>I have confirmed if I have or haven't got a legal need.</p>