

Lexoo pre-product interview script

Can you tell me something about your business?

How often did you hire a lawyer in the last 3 years?

When was the last time you paid for any kind of legal service?

The last time you hired a lawyer, how did you find him/her?

Were there any other ways you initially tried to find a lawyer?

What was the hardest part about needing any type of legal service in the past?

What don't you love about the solutions you've tried?

What, if anything, have you been able to do to solve the problem?

What was the reason you selected this lawyer over others? (online reputation, price, recommendation?)

Did you ask for a fee quote beforehand? If not, why not? If yes, was it a fixed quote?

Did you ask for quotes from multiple lawyers? If not, why not?

Were there times in the past couple of years where you needed legal advice but did not call a lawyer? Why not, and how did you solve the problem?

What would in your mind be an ideal way to fulfil your legal needs?

Is there anything else that might be useful for me to speak to?

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