

# The impact of litigation visuals

The effect of litigation  
visuals on case  
outcomes, client  
satisfaction and case  
comprehension.



We combined client feedback with a dataset of 200+ litigation visuals projects to get an understanding of their impact.

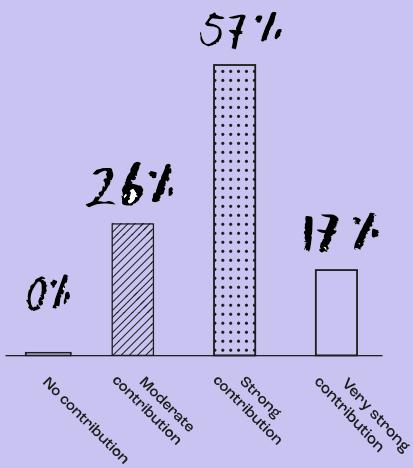
This report contains the results of our research.

On the following pages you'll find expert insights, detailed analysis, real world examples and practical guidance.

# Key findings

## Positive case outcomes

Our research points to a strong correlation between the use of litigation visuals and positive case outcomes.



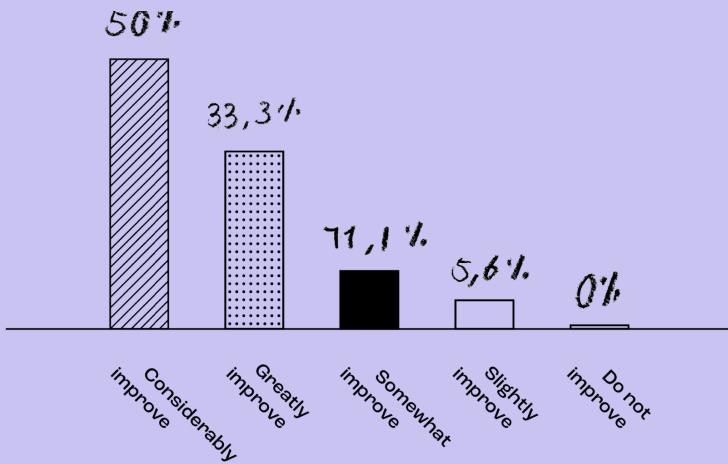
## Enhanced client satisfaction

Over half of the respondents (52%) reported that visuals led to a significant increase in client satisfaction. 37% said the use of visuals

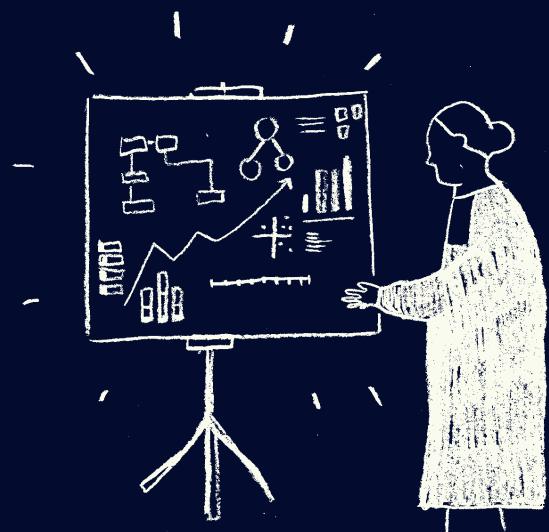


## Improved case understanding

The process of creating visuals was found to contribute significantly to lawyers' understanding of their cases.



The value of litigation visuals lies in their ability to improve comprehension, enhance persuasion, and simplify complexity.



Litigation involves conveying complex information, arguments, and detailed evidence to judges and arbitrators. The effectiveness of this communication has a significant impact on case outcomes and client satisfaction. It should be a key aspect of any litigation strategy.

### **Improved comprehension**

Firstly, one must consider the impact of visuals on comprehension. Legal professionals are frequently required to explain complex facts, theories, or legal principles, many of which can be hard to grasp through verbal explanations alone. By presenting this information visually, they can provide a clear, concise depiction of their arguments, making it easier for decision-makers to understand and retain the information. Visuals can illustrate sequences of events, demonstrate relationships between facts, or provide a simplified overview of complex processes, thereby improving comprehension and retention.

### **Persuasive power**

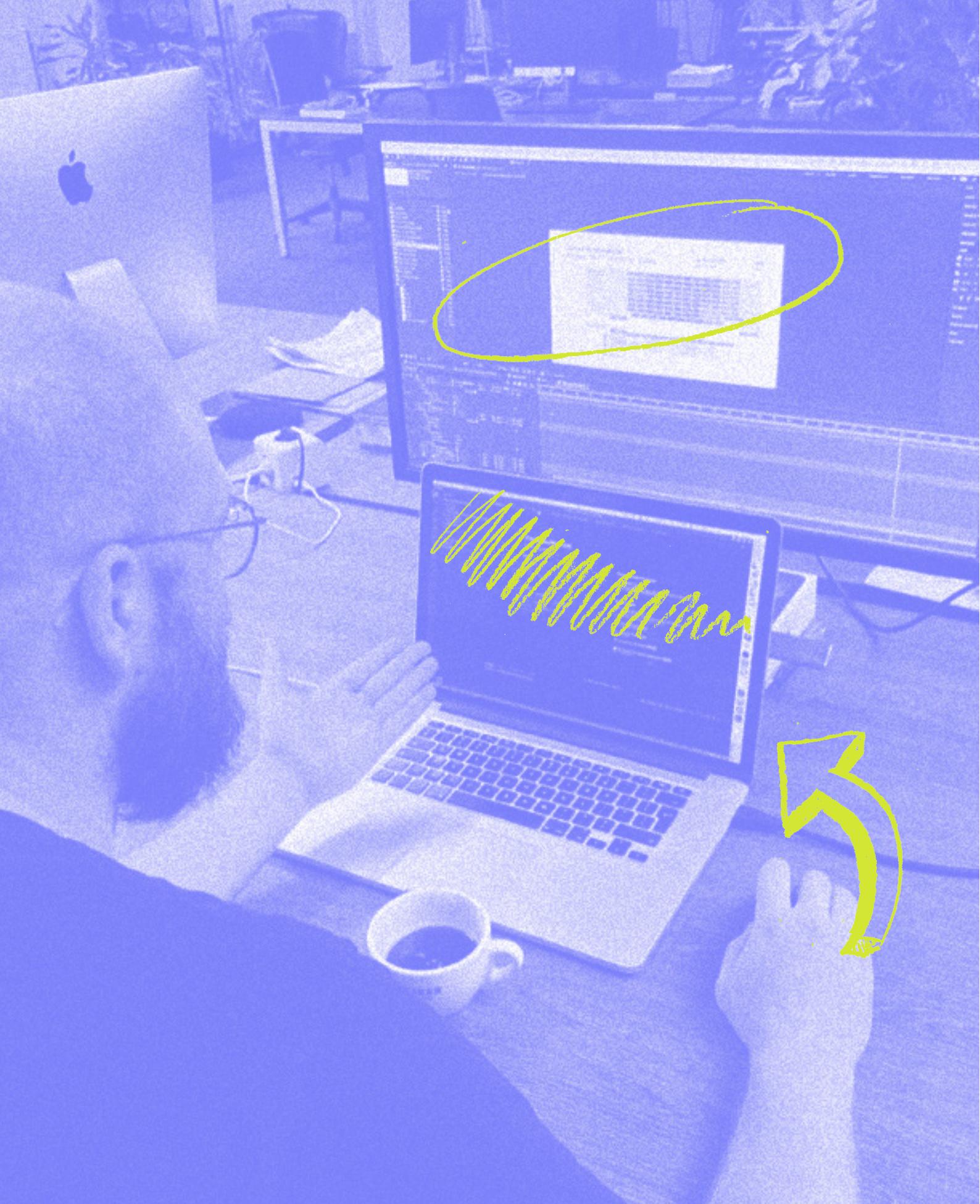
Secondly, the persuasive power of visuals is a critical factor. Humans are inherently visual creatures, and visuals can often communicate messages more quickly and memorably than words alone. Well-designed litigation visuals

can tell a compelling story, highlight key evidence, and evoke emotional responses, all of which can strongly influence the audience's perceptions and decisions. They offer an effective way to guide the audience's attention, reinforce key points, and create lasting impressions that may shape the final outcome.

### **Simplifying complexity**

Thirdly, visuals can aid in simplifying complex concepts. Many legal cases involve intricate issues that can be challenging for a lay audience to comprehend. By breaking down these complexities into visual representations, legal professionals can ensure that the key aspects of their arguments are understood, even by those with little to no expertise in the subject matter. This can be particularly valuable in cases involving technical or scientific evidence, intricate financial transactions, or extensive timelines.

‘By using high-quality litigation visuals, law firms can differentiate themselves, attract more clients, and achieve better results.’



# Measuring the impact of litigation visuals

## Client survey

To measure the impact of litigation visuals in specific cases or scenarios, we turned to the most valuable source of information: our clients.

## Analysis of dataset

We combined this feedback with our dataset of 200+ litigation visuals projects. These cases vary in their nature, ranging from civil suits to criminal trials, and the value of the cases spans from modest to huge.

## No direct cause-and-effect evidence

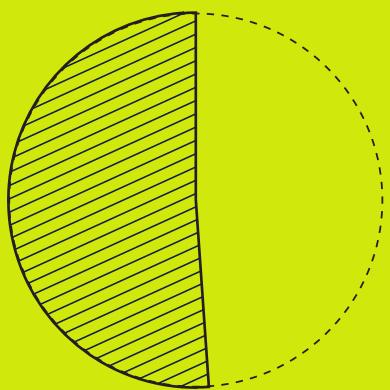
The direct impact of litigation visuals on case outcomes is difficult to quantify precisely. The objective is not to provide definitive cause-and-effect evidence but to explore potential correlations, patterns, and trends that may suggest the impact of visuals on case outcomes. The effect on client satisfaction however is easier to measure.

**'Litigation visuals'** refers to the use of graphical elements - such as charts, diagrams, timelines, animations, and more - to communicate complex information in a courtroom setting.

# “To what extent do litigation visuals contribute to positive case outcomes?”

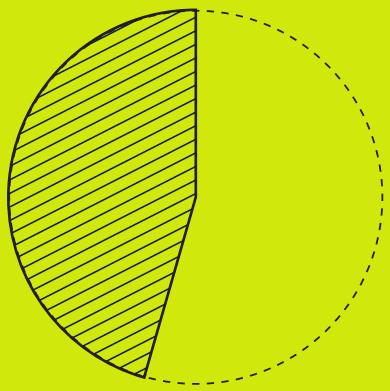


# “How has the use of litigation visuals affected client satisfaction?”



52%

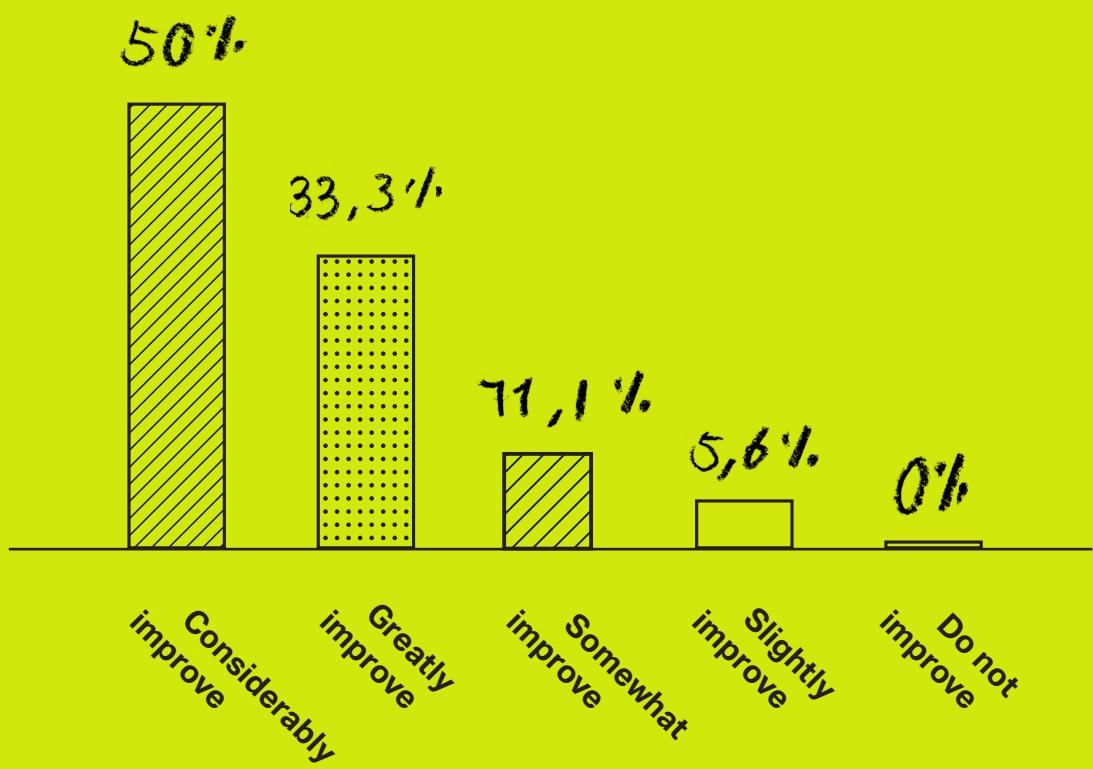
says the use of litigation visuals significantly increased client satisfaction.



37%

says the use of litigation visuals moderately increased client satisfaction.

# “Do you believe litigation visuals improve your own understanding of the case?”



# “What are other benefits of using litigation visuals?”

## Better case outcome

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“Easier and faster understanding of the case by judges.”

“Time-saving and efficient when explaining (part of the) case.”

“It helps to improve the comprehension of the facts, especially in complicated technical matters.”

## Improved communication in pre-litigation phase

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“It makes the advice more digestible and thereby more accessible by a wider audience.”

“Streamlining discussion with client by honing in on key points.”

“Sharpens discussion and thinking in drafting phase.”

# “Do you have any other comments, questions, or concerns about the use of litigation visuals?”

**‘Want to use them (even) more!’**

‘Everyone should use them! And until that time, the party that uses them has a significant advantage’

**‘Convincing clients of investment can be an issue.’**

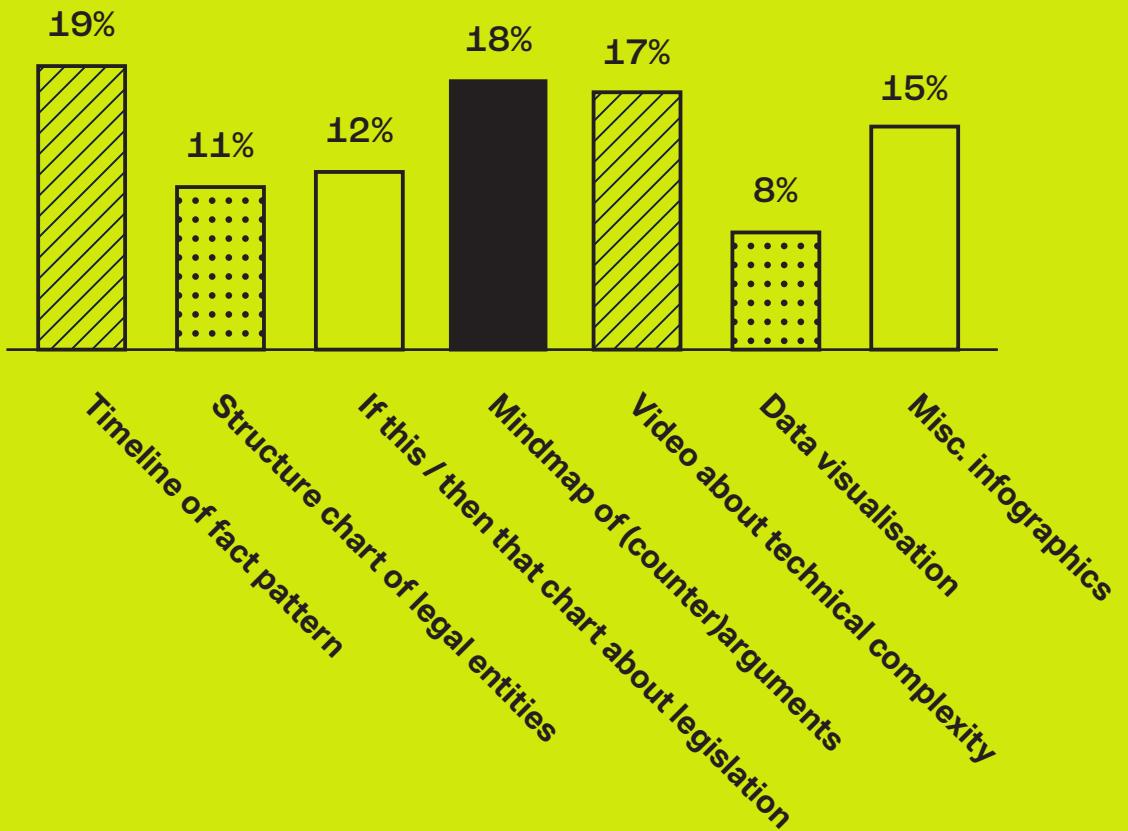
‘You have to manage the risk of oversimplification, and therefore overstepping possible nuances.’

**‘Videos and graphics will become more and more useful in litigation.’**

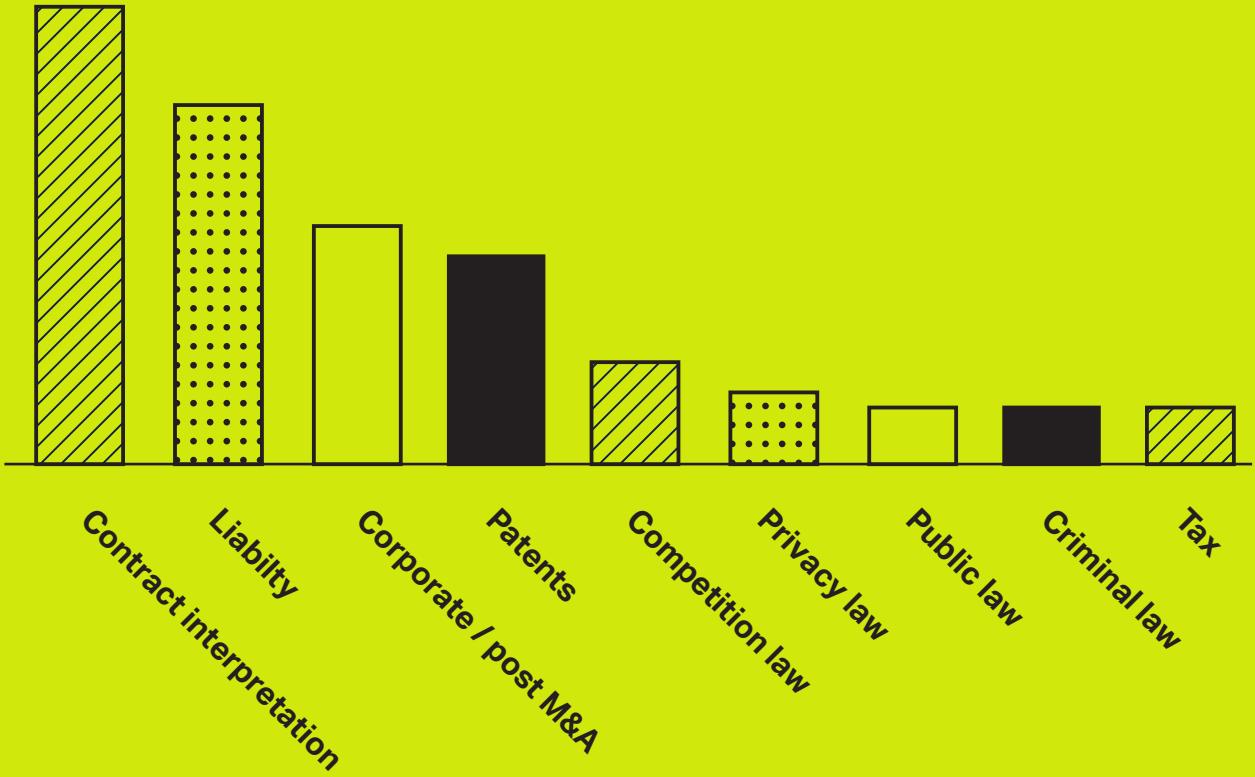
‘I’ve experienced great added value in advice -- it helps to make the work product more accessible for people who are not lawyers or have less time to digest the advice’

‘I think we should make using them a standard part of litigation, but most of us were not trained to do so.’

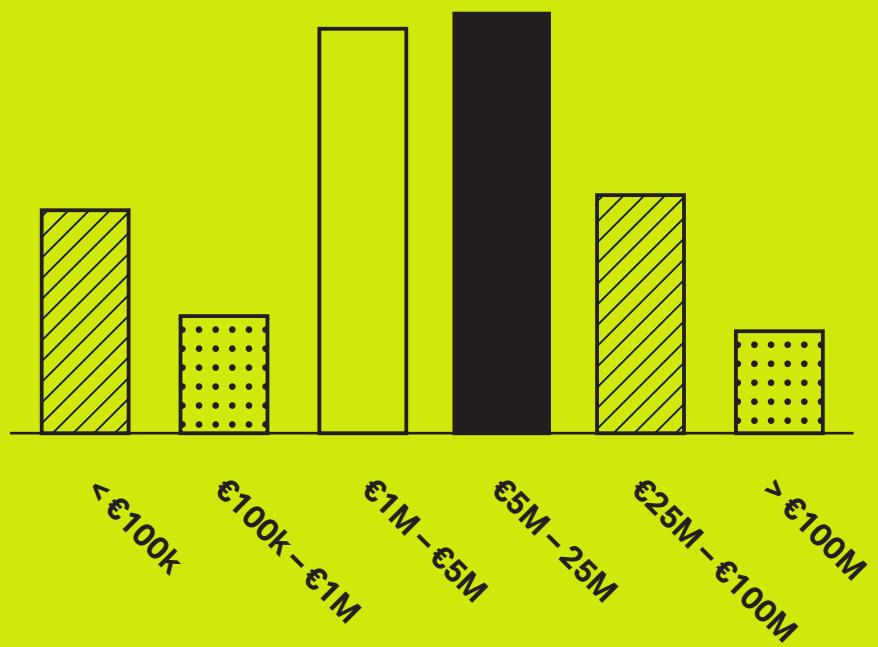
## What types of visuals are most commonly used in litigation?



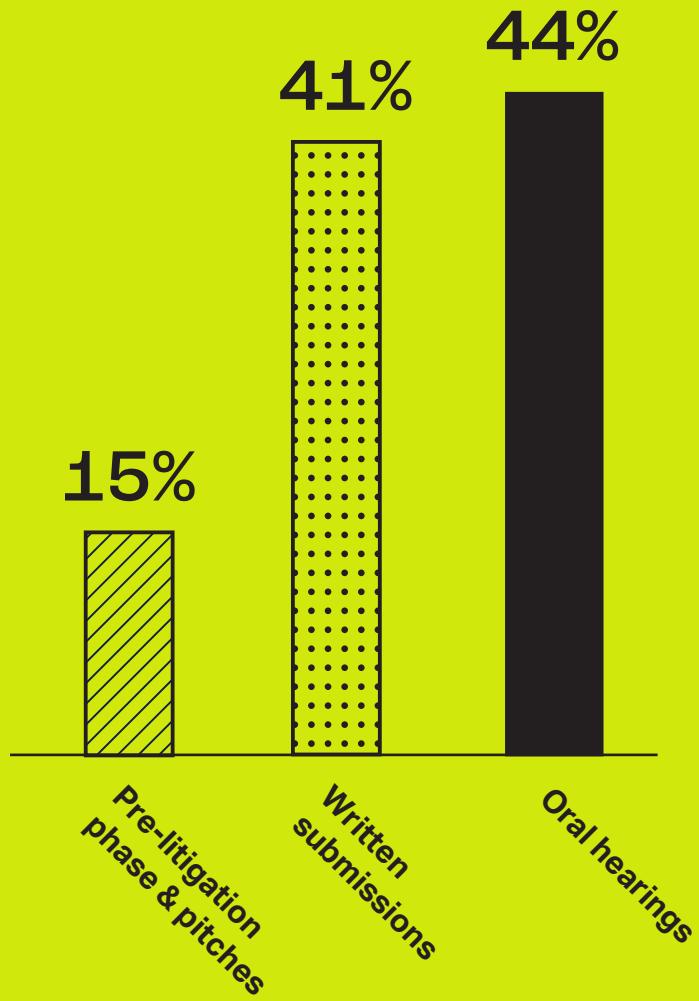
In which categories of disputes are visuals most commonly used?



What are the typical claim amounts in cases where litigation visuals are used?



In which phase of the litigation process are visuals most commonly used?



Property  
law aspects of  
offshore wind  
parks

Mapping out  
evidence of  
director's fraud

Data  
visualisation  
of financial  
performance

# No topic too complex for clarity

Visual depiction of  
share structure and  
STAK

Predatory  
pricing

Visual summary of  
regulatory regime for  
fintech

Contract  
analysis in  
dispute with  
bankruptcy  
trustee

Application  
of commercial  
mechanism  
in agency  
agreement

Scop  
within  
hear

t

# Data visualisation of total claimed amount

Scope of business filings

Visual breakdown of complex arbitration clause

What is a 'tying market'?

Overview of business models and applicable legal regimes

Video about data handling and alleged GDPR infringements of social media network

The EU definition of 'undertaking' versus the civil law 'company entity'

CO2 reduction pathways

What is the 'relevant market'?

How does this

Comparison between patent and alleged infringement

Overview of sanctions and their effect on transaction

Document disclosure stepplan and guardrails

Video about building contract and infrastructure project

How does his earnout work...?

# case study 1

# A COMPLEX PATENT INFRINGEMENT CASE

## Background

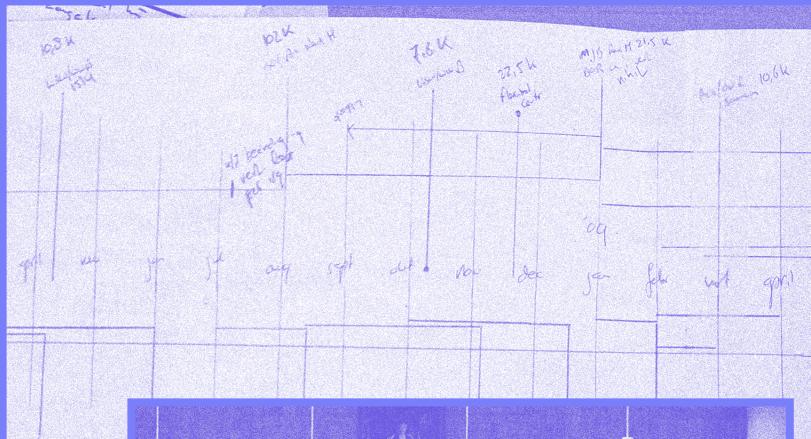
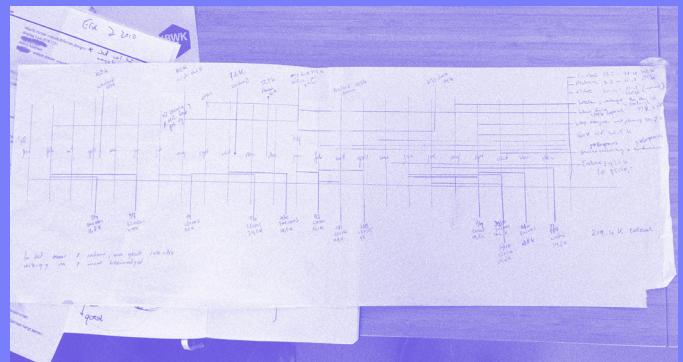
Party A and Party B were involved in a patent dispute over a sophisticated technological device. The case was dense with technical specifications, engineering data, and patent claims, making it complex for a court to comprehend.

## Visuals used

Party A's legal team leveraged diagrams to explain the technical nuances, flowcharts to indicate the sequence of the infringement claim, and animations to simulate the functioning of the device, illuminating the areas of alleged infringement.

## Impact

These visuals clarified the intricate technical details for the court, making it easier for them to understand the key arguments and alleged infringements. This clarity contributed to a favorable outcome for Party A, emphasizing the value of visual aids in a technical litigation context.



## case study 2

# A HIGH-STAKES COMMERCIAL CONTRACT DISPUTE

### Background

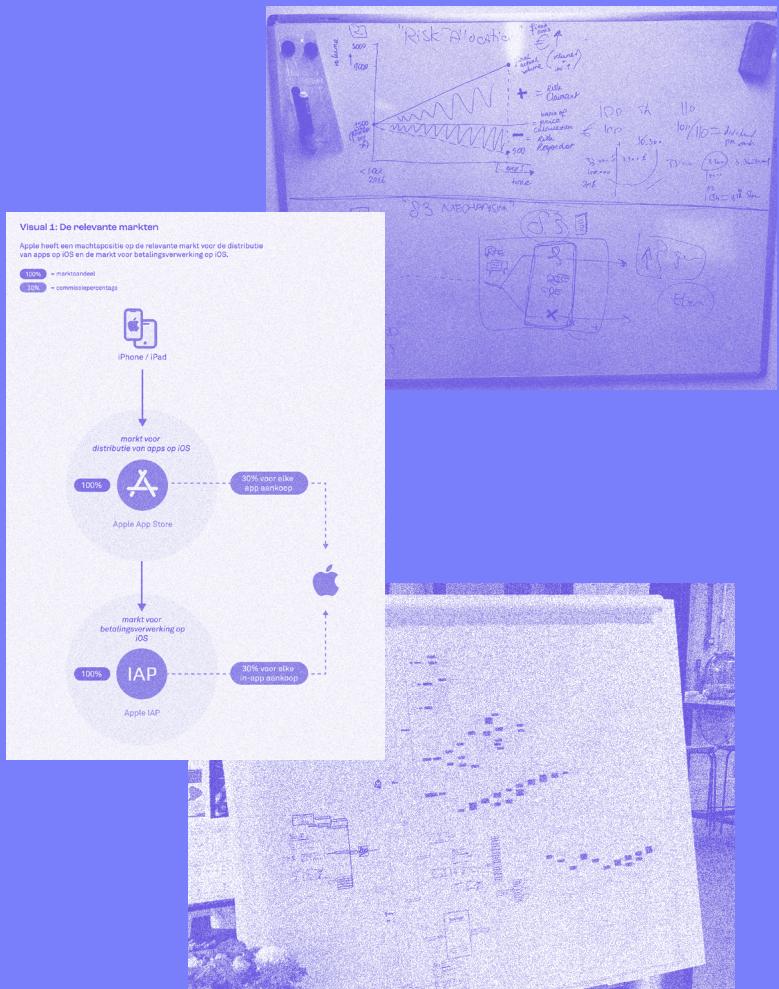
In a major contract dispute involving Parties A and B, the disagreement hinged on a series of complex commercial transactions and the interpretation of various contractual clauses about the earn-out.

### Visuals used

Party A's legal team used timelines to illustrate the sequence of transactions, charts to represent financial data, and diagrams to clarify contractual obligations and interpretations.

### Impact

The visual aids helped the court understand the complex transactions, unravel the implications of the contractual terms, and follow the financial flow. As a result, the legal team was able to clearly communicate their interpretation of the contract and secure a favorable settlement for Party A.



# **Building your visual litigation strategy**

**Creating a visual litigation strategy involves more than simply adding pictures or graphs to your case. It requires a thoughtful approach, involving the identification of key concepts, selection of appropriate visual formats, and careful execution of the visuals' design and presentation.**

## 1. Assessing the need for visuals

Begin by evaluating whether your case could benefit from the use of visuals. Complex information, abstract concepts, or a case that hinges on understanding a sequence of events are all situations where visuals can enhance comprehension. Likewise, if the decision-makers (be it a judge or arbitrator) lack expertise in the subject matter of your case, visuals can be particularly beneficial.

## 2. Identifying key concepts and themes

Once you've determined the need for visuals, identify which aspects of your case they should clarify or emphasize. This could be key pieces of evidence, the timeline of events, or a complicated process or procedure. It's important to stay focused on the critical elements and avoid overwhelming your audience with unnecessary visual information.

## 3. Selecting the visual formats

Choose the type of visual that best communicates the information you wish to highlight. Flowcharts or timelines can show sequences of events, graphs and charts are ideal for presenting data, and diagrams or animations can simplify complex processes or mechanisms.

## 4. Collaborate with visual experts

Engaging with professionals who specialize in legal visuals ensures that your visuals are clear, effective, and engaging. These experts can provide invaluable insight into how best to represent your case visually and may offer fresh perspectives that can enhance your overall litigation strategy.

## 5. Creating effective and persuasive visuals

The most effective visuals are simple, clear, and relevant. Avoid overloading your visuals with information and ensure they directly contribute to your narrative or argument. Consistency in design elements such as color, font, and style can also enhance the overall effectiveness of your visuals.

## 6. Testing and refining visuals

Before using your visuals in the courtroom, consider conducting 'mock trials' to test their effectiveness. This can provide useful feedback and give you an opportunity to refine your visuals for maximum impact.

## 7. Presenting visuals in the courtroom

When it is time to present your visuals, consider the pacing needed to make them as effective as possible. Practice your presentation to ensure you can smoothly integrate your visuals into your arguments.

## 8. Adapting visual strategies to different legal contexts

Keep in mind that the use of visuals may need to be adapted to suit the nature of the case and the decision-makers. Court proceedings and arbitrations may require different types of visuals.



Patroon is a legal design agency composed of a multidisciplinary team of lawyers and designers. By merging these complementary disciplines, we offer an innovative approach to high-stakes litigation.

### **Litigation Visuals**

Our team specializes in developing litigation visuals that are both visually engaging and technically sound. Working alongside leading law firms and specialized boutiques, we clarify complex legal concepts through compelling visuals.

### **Training Programs**

Our training initiatives are designed to accommodate legal professionals at all stages of their careers. These comprehensive programs provide valuable insights into the effective creation and deployment of legal visuals.

**Maurits Fornier**, a co-founder of Patroon, is specialized in litigation visuals. Prior to launching Patroon, he was a litigator at Freshfields. With a focus on simplifying complex legal narratives, Maurits helps lawyers and their clients in transforming complex legal concepts into compelling visuals.

Have a complex case that needs clarifying? Reach out to see how we can help.

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patroon.nl/litigation