



HOW WE CREATED AN INNOVATIVE **EMERGENCY SERVICE APPLICATION** FOR CLIENTS OF A **LEGAL FIRM**

A Case Study about an emergency service app to support individuals in distress dealing with Immigration and Customs Enforcement Officials.

SUMMARY

We designed a distinctive emergency service app in collaboration with a law firm to provide timely support and assistance to their clients during legal encounters with US Immigration and Customs Enforcement. The iOS app enabled users to notify their community about ICE raids and offered valuable information on immigration rights. This initiative fostered trust between the law firm and its clients.

BUSINESS CHALLENGES

A law firm encountered difficulties in effectively representing a specific undocumented community facing detention and legal emergencies related to actions by U.S. Immigration and Customs Enforcement (ICE). This community lacked adequate resources and support to navigate the complexities of the U.S. Federal System.

The community had specific rights they could invoke during their interactions with ICE while in detention, but the lack of access to this critical information created significant challenges for them and, subsequently, the law firm. ICE routinely detained numerous individuals from this community, making it a challenge to alert and provide legal representation to all affected individuals. This often resulted in individuals facing non-bailable situations.

Consequently, the community required comprehensive legal assistance and support for immigration-related matters

KEY METRIC

A resource that was useful to the community as well as helped relationship building with the law firm



Access to instant legal aid



Avoid unnecessary incrimination of individuals



Educate individuals about their rights



Access to instant legal aid

SOLUTION PROVIDED

In order to offer legal support to the community, we collaborated with the law firm to create an emergency service application designed to aid individuals facing distressing situations involving Immigration and Customs Enforcement (ICE) officials.

This application empowers community members to provide assistance to themselves and others during ICE raids, while also providing access to essential information and resources related to their immigration rights.

The service application offers multiple key features to assist the community:

- **Help Button:** Users detained by Immigration officials can use this button, which includes geotagging to share their location. Trusted contacts are instantly notified, allowing them to reach out to the law firm's attorneys for legal assistance.
- **Alert Button:** This feature enables users to discreetly inform trusted contacts and the law firm about ICE activity and raids in their neighborhood, maintaining user anonymity.
- **Recorded Messages:** Users facing detention can access pre-recorded messages to assert their legal rights instead of making potentially self-incriminating statements to authorities, thereby aiding in the bail process.
- **Immigration Education:** The application provides resources, including recorded and live shows hosted by the law firm, to educate the community about US immigration laws and answer immigration-related questions.
- **Document Management:** Community members who are clients of the law firm can use the application to view, store, and submit their immigration-related documents.

IMPACT ON BUSINESS

This unique emergency app enhanced trust within the community and enabled deeper connections with the law firm. It served as a one-stop resource for immigration issues, empowering community members with legal knowledge, ultimately aiding them in their path to US citizenship.

