

Mock Trials & Focus Groups

Mock Trials are designed to measure the strengths and weaknesses of both plaintiff and defense, and then alter and perfect trial strategy according to the feedback from the mock jurors'. In addition, mock jurors' feedback can offer insight about the credibility of key witnesses and the effectiveness of demonstrative evidence. Clients can present their case before jurors who are recruited from the same demographics and geographical area in which their cases are going to trial. Mock trials allow attorneys to present their case in an actual courtroom setting, therefore allowing them to observe juror behavior and attitudes that may impact their case. You or a member of your trial team can play devil's advocate, testing opposing side's arguments. Mock jurors' record their individual responses to the specific issues of the case, deliberate, and then complete a jury verdict form.

Courtroom and Mock Trial Facilities

The Data Company is home to one of the most technologically advanced courtrooms in the country. Our high tech courtroom provides your team an environment in which you can rehearse and clarify important aspects of your case. Conducting a mock trial allows you to walk through your presentation prior to implementation, and make important changes in your trial strategy. Proceedings can be monitored via closed circuit and videotaped for your review. In addition to being used regularly for mediation, arbitration, mock trials, and focus groups, our full-scale courtroom is an excellent facility for witness preparation.



The Data Company's Mock Courtroom

Focus Groups

Our mock courtroom accommodates focus group participants that are led by either a consultant or an attorney. Different from a mock trial, focus groups are informal groups that discuss issues about the case and allow for more flexibility than a mock trial. The discussion protocol in a focus group is case-specific, and is targeted at the exact issues the litigation team is concerned about.