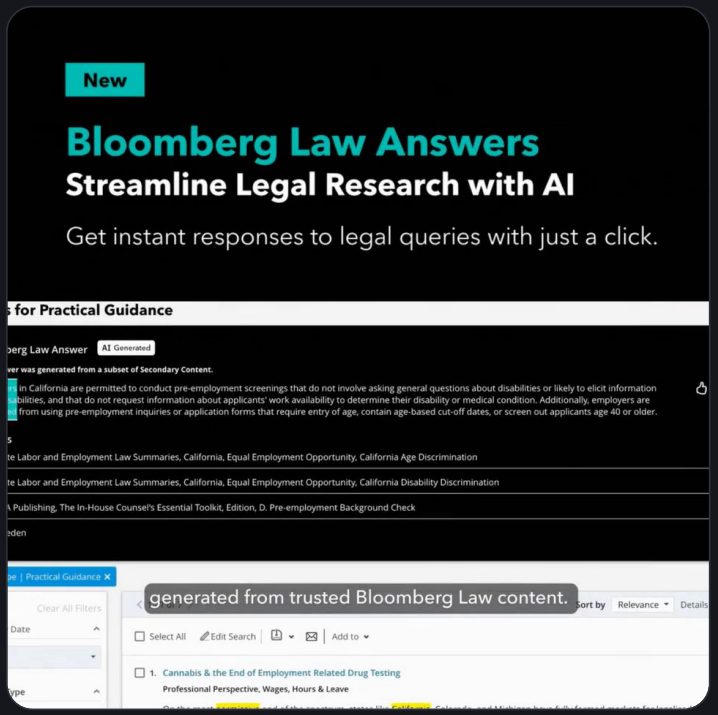
CASE STUDY · BLOOMBERG LAW

Innovation Studio

A hub for experimental AI tools inside Bloomberg Law, and Quick Answers, the first tool it hosted

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THE STARTING POINT

No roadmap. No requirements. Just a problem.

> How do we introduce experimental AI into an established legal research product, and learn fast without disrupting the core experience?

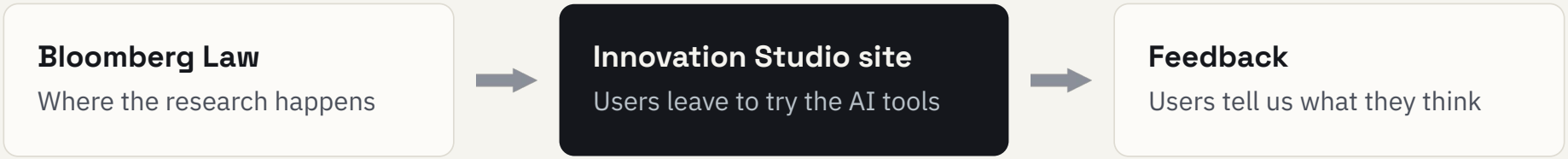
The shift
Generative AI was about to change legal research

The gap
New AI tools were being built, but had no home in front of users

The audience
A select group of users given early access

THE ORIGINAL DIRECTION

The first idea: the hub as a separate site



WHY IT MADE SENSE ON PAPER

Isolated from production

Clear view of who used it

Engineering could move fast

THE CONCERN

Attorneys don’t open Bloomberg Law to experiment

- Researching an issue
- Finding a case
- Validating an argument
- Under time pressure

Asking them to leave that workflow adds friction before they ever touch the feature.

THE MEASUREMENT PROBLEM

Low adoption can mean two very different things

AN INTERFACE PROBLEM

”They couldn’t find it.”

Fixable with placement, a bigger button, tooltips or onboarding.

A PRODUCT PROBLEM

”They didn’t value it.”

No tooltip fixes this. It needs a different answer entirely.

In a separate app, these look identical. If nobody visits, we can't tell whether they disliked the AI or just didn't want to leave their work.

CHANGING THE DIRECTION

Why build another destination at all?

What if the hub lived inside Bloomberg Law, and each tool showed up where it's relevant?

GETTING BUY-IN

From a separate site to a hub inside the product

01

The pushback

A lot of it. Product and engineering worried unproven AI could put the core product's stability and trusted content at risk

02

What I showed them

A standalone tool never gets tested in an attorney's real workflow. Even with great AI output, we'd still have to fit it into the product, which can be harder than building the tool.

03

What landed

Inside the product, we learn if the tool is useful and if it's in the right place. Opted-in users only, clearly marked.

HOW IT FITS TOGETHER

One hub, many tools

Innovation Studio · the hub

A panel inside Bloomberg Law: access, terms, catalog, updates, feedback

TOOL · THIS STORY

Quick Answers

AI answers, shown right in search results

TOOL

Motion Drafter

AI help drafting motions

TOOL

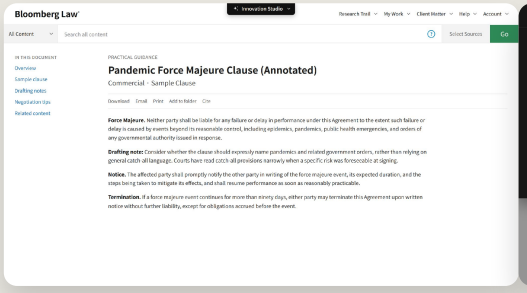
Clause Adviser

AI guidance on contract clauses

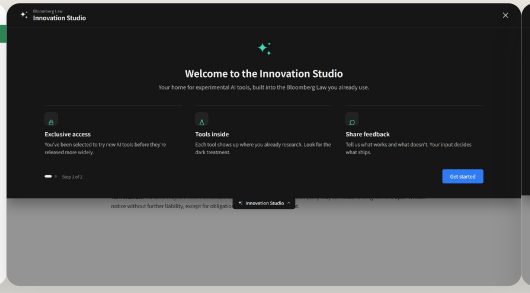
The hub manages the program. Each tool shows up where the work happens.

THE INNOVATION STUDIO HUB

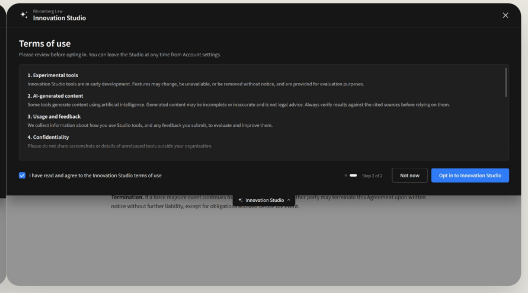
The hub at a glance



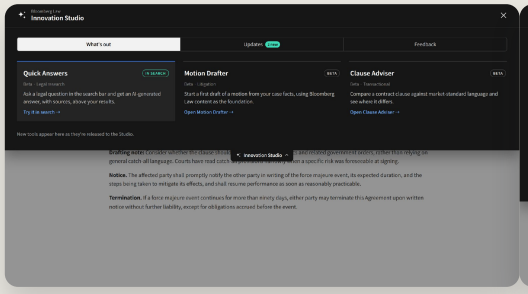
1 Collapsed tab



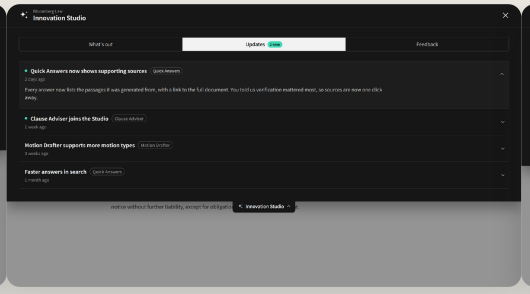
2 Welcome



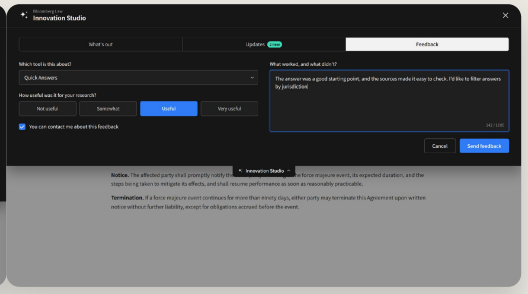
3 Terms of use



4 What's out



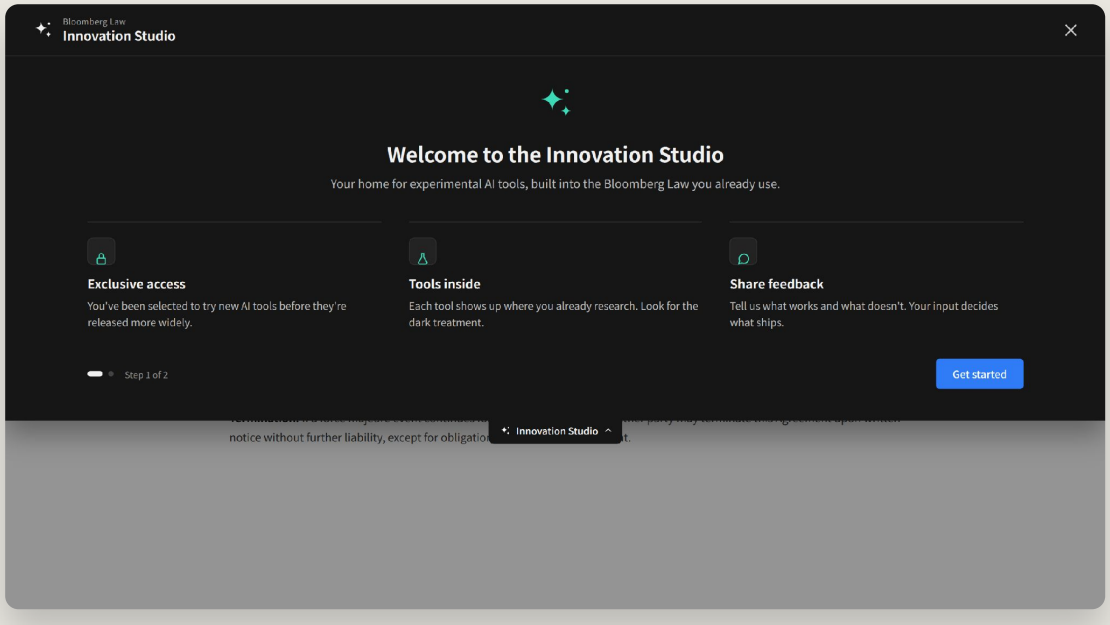
5 Updates



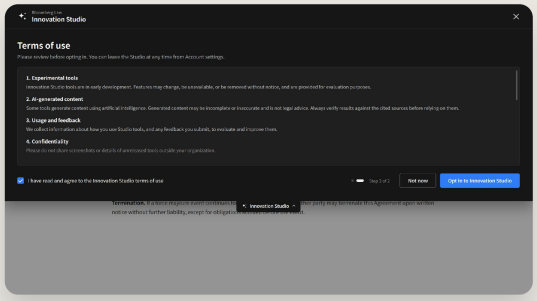
6 Feedback

GETTING IN

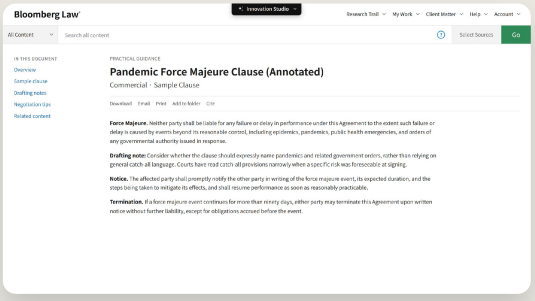
Getting in, then out of the way



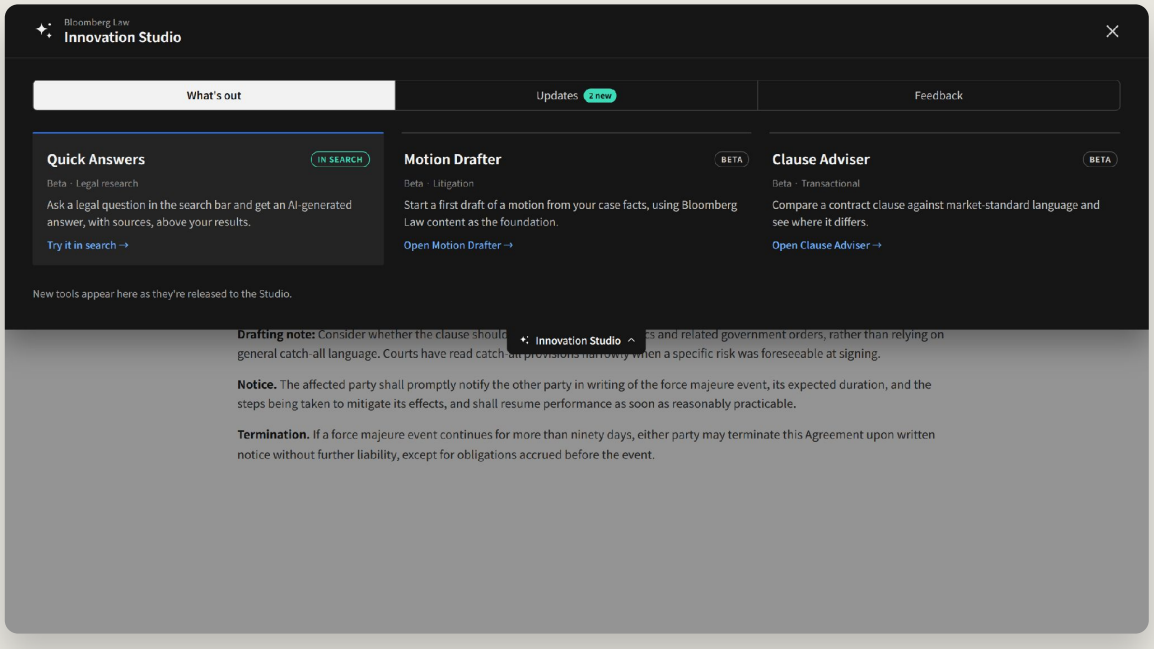
1 Welcome. What the Studio is, in three points



2 Terms. Opt in before any tool



3 Then a tab. Never in the way



WHAT'S OUT

Every Studio tool in one place

One card per tool, with its status and area of law

Quick Answers is marked **In search**: it lives where you research

New tools slot in as a new card

QUICK ANSWERS · THE PRINCIPLE

Contextual AI, not a blank prompt box

”Ask AI anything”

The user has to know what the AI can do

The user has to phrase the question

The user has to decide whether to trust it

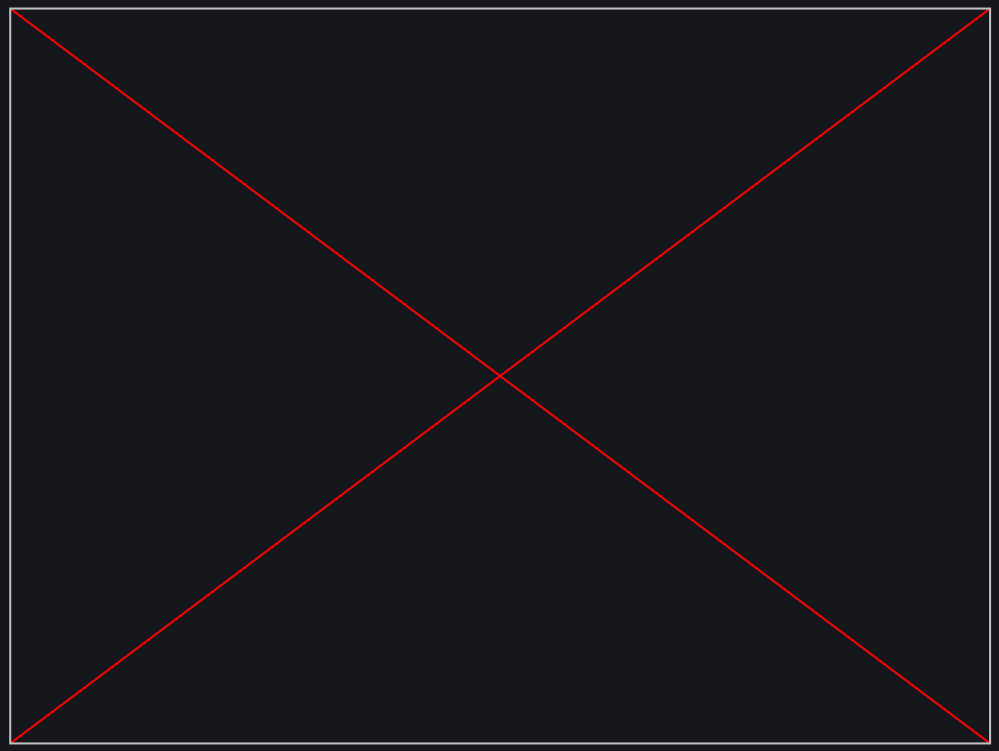
Contextual AI

We already know what they're researching

The experience does the framing for them

AI appears next to results they already trust

Don’t make users learn AI. Bring AI into a workflow they already know.



QUICK ANSWERS, A STUDIO TOOL, IN ACTION

1 A question typed into the normal search bar

2 A dark AI answer above the familiar results

3 Sources underneath, for verification

4 The Innovation Studio hub, one tab away in the header

REAL SIGNAL

Measuring behavior, not just opinions

WHAT WE COULD OBSERVE

Did they expand the answer?

Did they open the sources?

Did they scroll right past it?

Did they come back and use it again?

WHAT THEY SAY

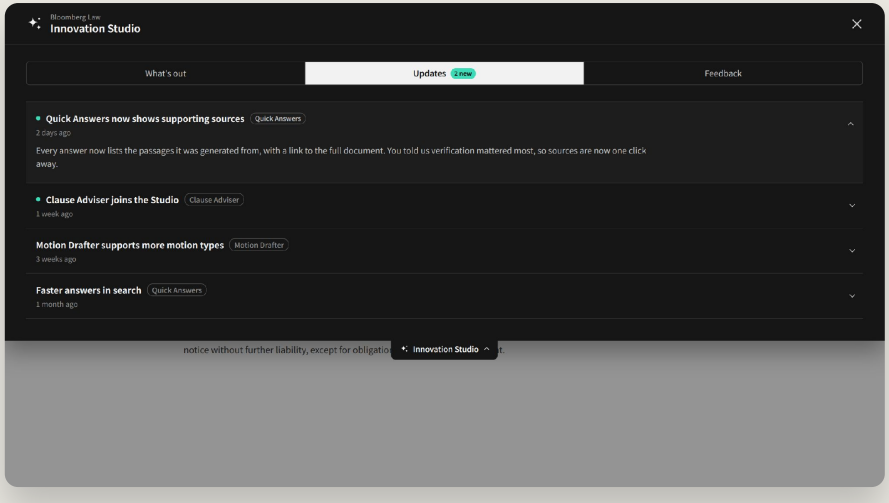
”I like Quick Answers.”

WHAT THEY DO

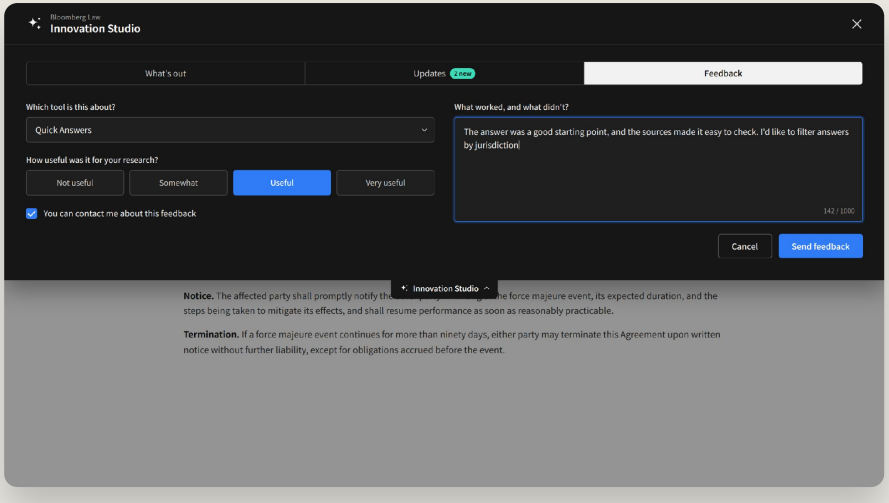
Saw it 30 times. Used it twice.

UPDATES AND FEEDBACK

Feedback & Updates



Updates. What changed in each tool, tagged by tool, with new items flagged



Feedback. Pick the tool, rate it, say why, so what users say sits next to what they do

THE NEXT PROBLEM

Inside the product, how do users know which tools are experimental?

In legal research, AI output can't look identical to content attorneys already trust. And I had real constraints.

One designer

I was the only designer on this work

Tight timeline

No room to stop and build something new

Easy to reuse

Engineering needed one pattern for every Studio tool

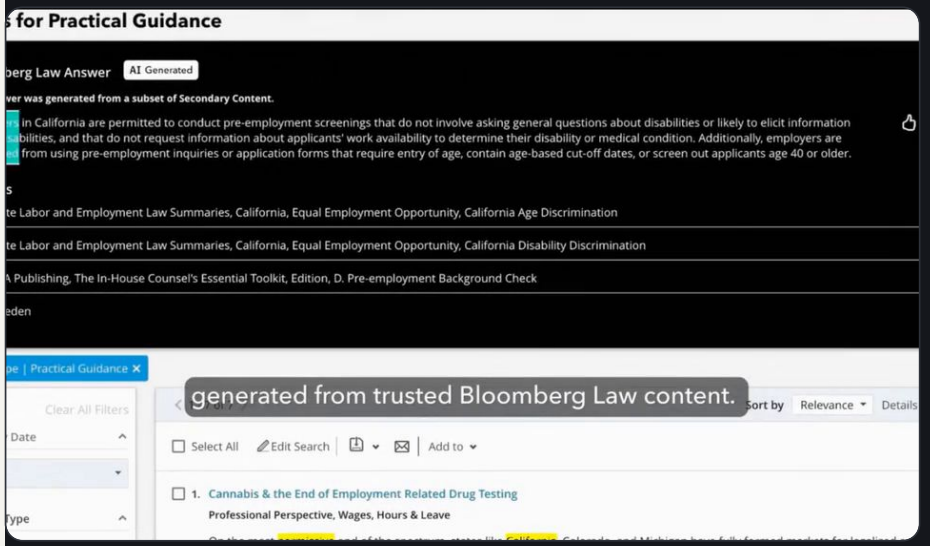
THE SOLUTION

The inverse treatment

Bloomberg Law is light.

The Studio and its tools are dark.

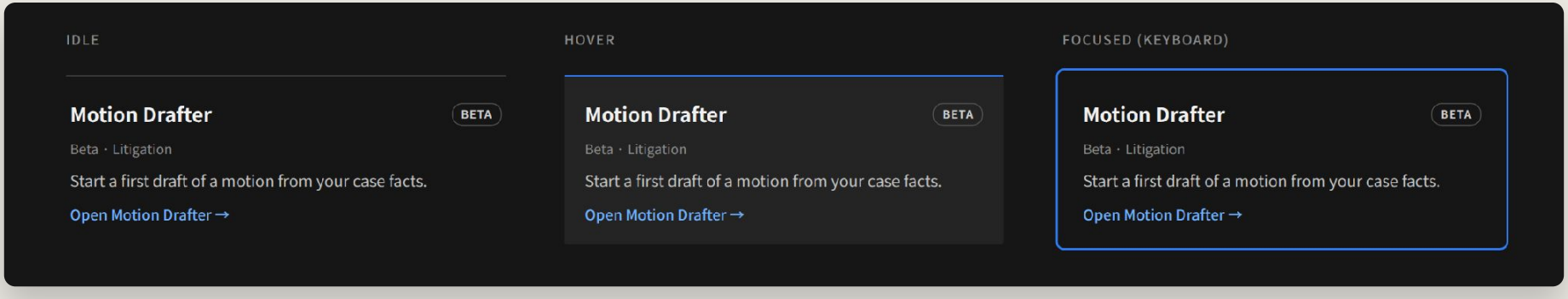
Recognizable at a glance, learned once, and reused by every tool the hub hosts.



INVERTING THE SYSTEM

Going dark broke some fine details

I built the Studio by inverting Bloomberg Law's design system to dark. The components carried over, but subtle cues didn't.



Idle. Light dividers vanished on dark, so I re-tuned their contrast

Hover. The light-gray hover disappeared, so it became a raised surface and blue rule

Focused. The default focus ring got lost, so keyboard users get a clear outline

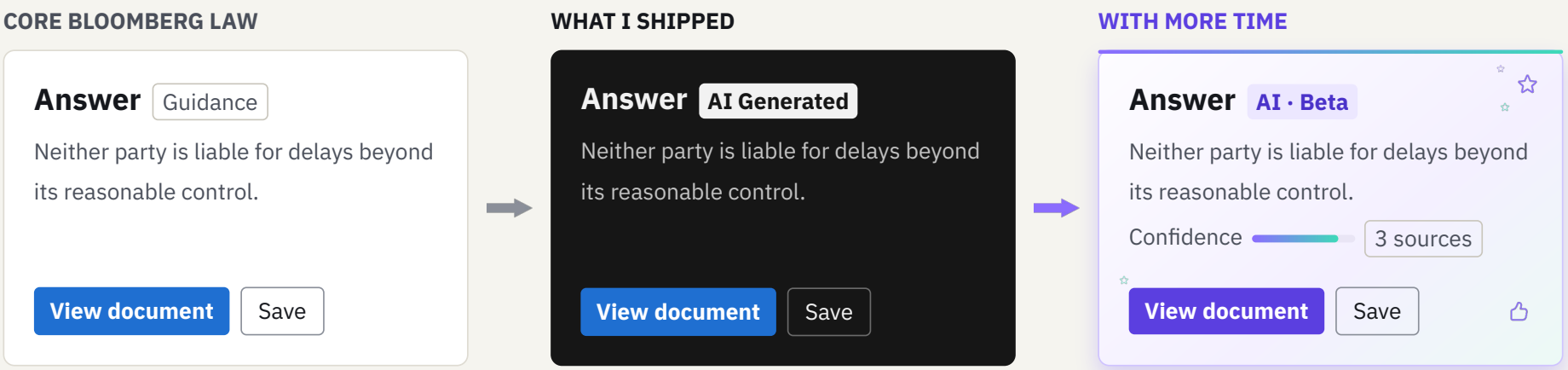
THE TRADEOFF

Was dark the most elegant solution? Probably not.

I chose clarity, speed and consistency over visual polish, because the organization needed to learn quickly.

THE STUDIO DESIGN SYSTEM

Same components, a Studio identity



Shared: type, spacing, grid, components

Shipped: a dark skin and AI label, fast to build

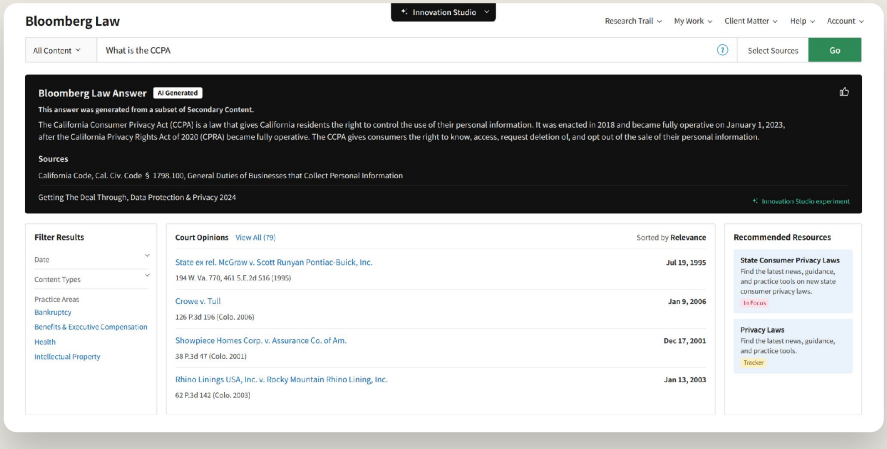
Next: its own palette, confidence, sources, feedback

To graduate a tool, remove the Studio layer. No redesign, no rebuild.

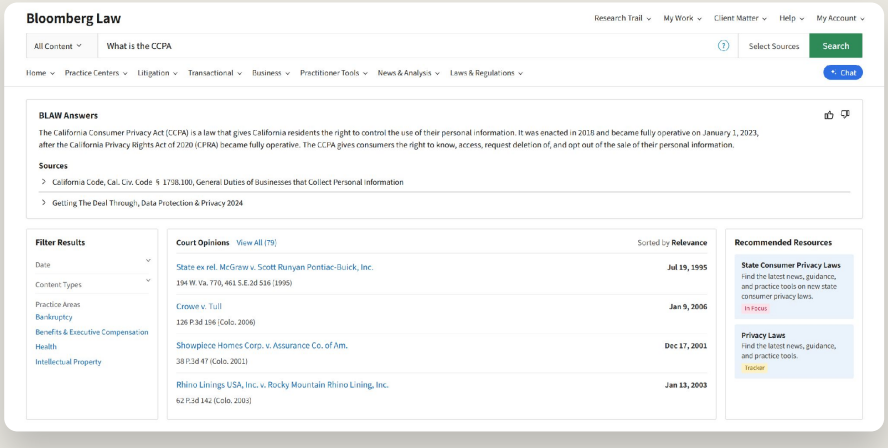
GRADUATION

From Studio experiment to live product

BEFORE · IN INNOVATION STUDIO



AFTER · CORE PRODUCT



Dark to light. The Studio treatment gives way to the core card style

Opt-in to everyone. No Studio flag, available to all subscribers

Refined by feedback. Collapsible sources,

WHAT HAPPENED

Quick Answers graduated from the Studio

JANUARY 2025

Launched to all subscribers as Bloomberg Law Answers

Alongside a new AI Assistant, in beta, at no extra cost

What the data showed

Studio users kept coming back to it, and opened the sources to verify answers

What it decided

It moved into the core product, and embedding became the model for later tools

Source: CRIV Blog, "Bloomberg Law Launches New AI Assistant and Bloomberg Law Answers," Jan 15, 2025

Thank you

Questions?

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