

ExposelQ JuryFit: Reducing Uncertainty in the Most Unpredictable Phase of Trial, The Period After Jury Selection

Human-Verified Virtual Mirror Jury Technology Enables Trial Teams to Evaluate Strategy with Greater Clarity Once the Jury Is Seated

ORLANDO, FL, UNITED STATES, July 8, 2026 /EINPresswire.com/ -- After the jury has been empaneled, many trial teams encounter one of the most uncertain phases of litigation. With limited structured methods to assess how their arguments, themes, or witness presentations are likely to be received by the specific individuals who will decide the case, attorneys often rely primarily on experience and intuition. [ExposelQ](#) today highlighted the growing use of its [Virtual Mirror Jury™](#) capability to bring greater structure and clarity to this critical period.



ExposelQ JuryFit

ExposelQ [JuryFit](#) assists trial teams by analyzing case theories against multiple juror dimensions, including demographic factors, life experiences, attitudes and beliefs, political and social values, personality and cognitive traits, and both implicit and explicit biases. The platform identifies combinations of these factors that may influence how certain jurors are predisposed to respond to a particular theory of the case. All assessments are subject to human verification by licensed professionals to ensure that the analysis remains accurate and strategically relevant.

From this evaluation, ExposelQ JuryFit generates targeted Voir Dire questions, which also undergo human verification before being used during jury selection. Once the jury is empaneled, the platform enables attorneys to test key arguments, thematic emphasis, and witness presentations against a Virtual Mirror Jury™. This simulation is constructed to reflect the personality profiles and group dynamics of the actual seated jurors. All outputs from the Virtual Mirror Jury process are reviewed through human verification to support more informed strategic decisions during the final stages of trial preparation.



After the jury is seated, attorneys can evaluate how different arguments and presentations are likely to be received by the specific personalities on the panel, while maintaining human oversight.”

*Joseph Terp, Co-Founder of
ExposeIQ*

“After the jury is seated, attorneys often have limited ability to test or refine their approach in a structured way,” said Joseph Terp, Co-Founder and CEO of ExposeIQ. “ExposeIQ JuryFit provides a method for evaluating how different arguments and presentations are likely to be received by the specific personalities on the panel, while maintaining human oversight throughout the process.”

The platform supports trial teams in developing more consistent strategies for both jury selection and post-empanelment preparation while preserving full professional judgment over final decisions.

About ExposeIQ

ExposeIQ develops litigation intelligence tools that help trial attorneys examine complex case information and juror dynamics with greater structure. By combining advanced technology with human professional oversight, the company's solutions are designed to support more informed decision-making throughout the litigation process.

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