

Open Canvas

project : Better Than Compliant

Project Execution

Problem Consumers don't read long winded terms and conditions. This causes a trust gap. We want to rebuild the relationship.	Solution Tool that allows brands and consumers to parse, understand and negotiate terms	Unique Value Proposition Our tool will focus on creating benefits for both brands and consumers by bringing them closer together through the medium of terms and conditions. Brands will be able to demonstrate commitment to their customers, and customers will be able to engage fully with their personal data.	
	Key Metrics Usage uptake (from both brands and consumers)	User Profiles Target audience and early adopters Individuals concerned about data privacy Brands concerned with rebuilding trust	User Channels Publicity through events Cambridge Trust in Technology Initiative
Resources Required Expertise in natural language processing and user interface design. Development of browser extension.	Contributor Profiles Contribution types and ideal contributors NLP expert Decision tree modelling expert Trust experts Browser extension design expert		Contributor Channels Slack channel Github issue

Product

Community

See next slide for instructions!