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averon

Crit #2

Tech22

HMW allow people to have positive digital interactions

while feeling safe and empowered?

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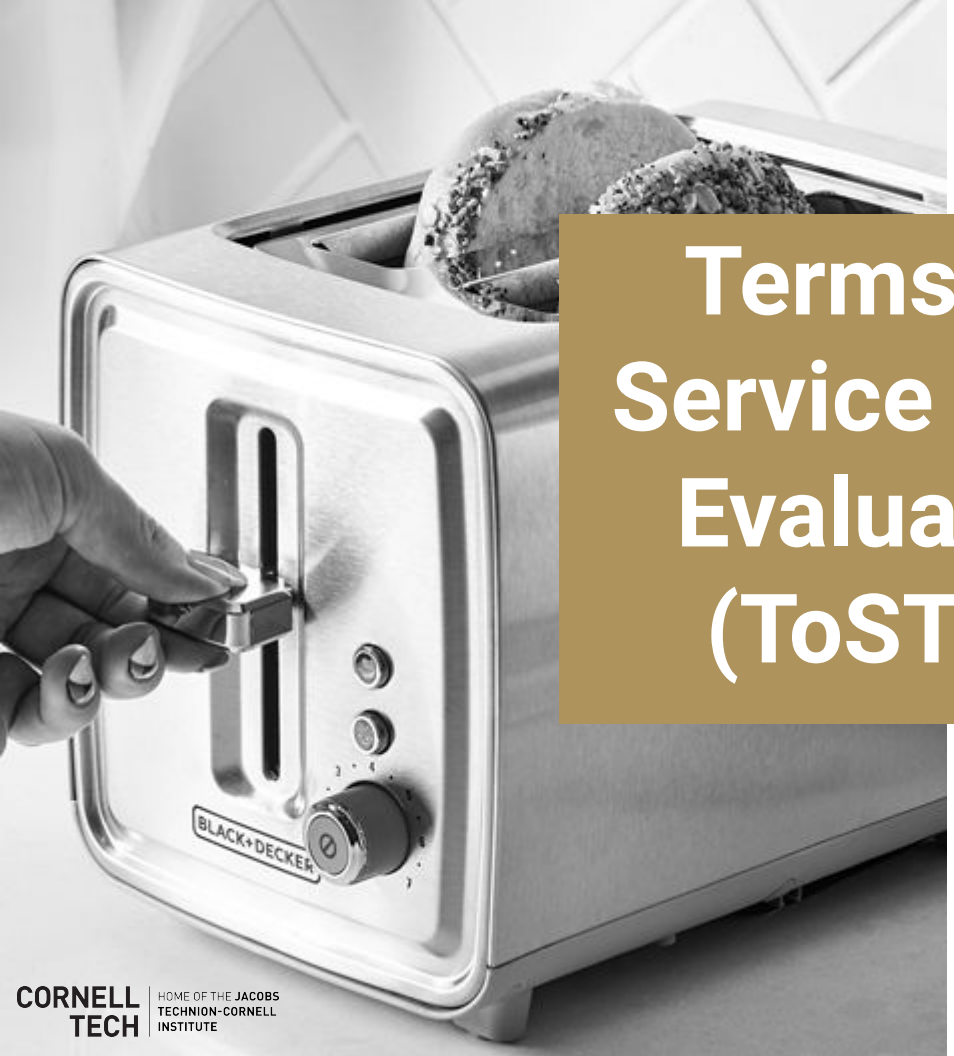

Terms of Service Text Evaluator (ToSTE)

"I HAVE READ AND AGREE TO THE TERMS". DO YOU ACCEPT?

It is a web extension that uses **machine learning** to analyze complicated privacy clauses in **ToS** and presents key points in simpler language to users.

Top 3 Risks and Experiments

Key Risks	Risk Mitigating Task	Experiment Type	Experiment Description	Time
Do users want our product?	Run a paper prototype experiment to gauge potential users on their interest with ToS.	**Paper Prototype**	Provide users with both sample ToS and output of ToSTE, check reaction	**2 days**
Company might block our product	More research: check if we can read ToS is image vs text	**Small-world pilot**	Run a dummy, custom script that can read the text off of a website, detect if the dummy script is blocked.	**1 week**
Is B2B model feasible?	Find out if startups are willing to pay for ToSTE instead of reading the whole ToS and spend more resources on it	**Equivalent experiment**	Run an experiment using a free book and a comprehensive note, but the users pay for it.	**2 days**

Paper ToSTE

Q: Will People Use ToSTE?

Terms and Conditions (Template)

In using this website you are deemed to have read and agreed to the following terms and conditions:

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This Company does not however exclude liability for death or personal injury caused by its negligence. The above exclusions and limitations apply only to the extent permitted by law. None of your statutory rights as a consumer are affected.

Cancellation Policy
Minimum 24 hours notice of cancellation required. Notification for instance, in person, via email, mobile phone 'text message' and/or fax, or any other means will be accepted subject to confirmation in writing. We reserve the right to levy a £30 charge to cover any subsequent administrative expenses.

Termination of Agreements and Refunds Policy
Both the Client and ourselves have the right to terminate any Services Agreement for any reason, including the ending of services that are already underway. No refunds shall be offered, where a Service is deemed to have begun and is, for all intents and purposes, underway. Any monies that have been paid to us which constitute payment in respect of the provision of unused Services, shall be refunded.

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VS.

Key highlights from each agreement:

- Included information about Pandora's new Voice Features and Pandora Community
- Revised and clarified your options regarding the collection of location data
- Explained how information is shared among Pandora's parent corporation, Sirius XM Radio, Inc., and its subsidiaries
- Added a section about your privacy rights under certain state laws
- Updated our contact information

Paper Prototype

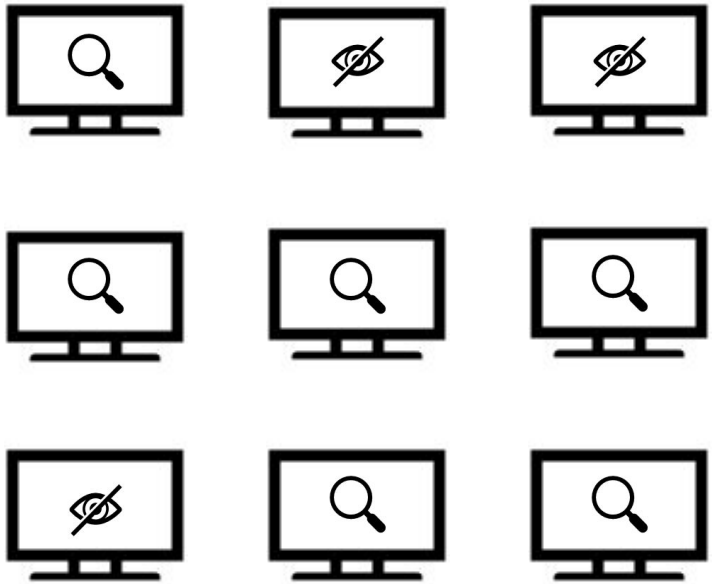
Provide users with both **sample ToS** and **output of ToSTE**, check reaction

Possible Outcomes

- People only read long ToS ⟶ **ToSTE** ☹
- People only read short Tos ⟶ **ToSTE** 😄
- People read both ⟶ **ToSTE** 😄
- People read neither ⟶ **ToSTE** ☹

Dummy Script

Q: Can we access the data to build ToSTE?



Small-World Prototype

Run a **dummy, custom script** that can read the text off of a website, detect if the dummy script is **blocked**.

Possible Outcomes

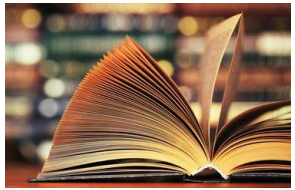
- All websites allow dummy script to read ⟶ ToSTE 😄
- Some Websites blocks dummy script ⟶ ToSTE 😐
- All Websites block dummy script ⟶ ToSTE ☹️

Book Experiment

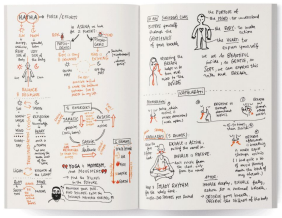
Q: Is B2B model feasible?

Equivalent Experiment

Free Book



Note with a price



- Save **cost**
- Save **time**
- **Comprehension**

Target

Start-ups

Experiment

Book – Take **Five hours** to read

Note – Take **half hour** to read

Willingness to Pay ?

- People only want free book → **ToSTE** ☹
- People pay for summary → **ToSTE** 😄

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Thank You

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Experiment	
Objective of the experiment	Do users want our product?
Experiment Type	Paper Prototype
Experiment Description	Paper Prototype - provide users with both sample ToS and dummy output of ToSTE, check reaction
Treatment	Option of Long ToS vs short Tos
Sample	Students at Cornell Tech
Key Metrics	Possible Outcome: 1) people only read long ToS -> ToSTE useless. 2) people only read short ToS. ToSTE - yay .3) people read both - yay. 4) people read neither :(
Threshold of Success	All tested people show their preference and over half of them prefer the short version of ToS. (2,3)

Paper ToSTE

Experiment

Objective of the experiment	To check if we can read the Tos and whether companies' websites might block us in reading the ToS
Experiment Type	Small World Pilot
Experiment Description	Run a dummy, custom script that can read the text off of a website, detect if the dummy script is blocked.
Treatment	Websites will be classified into several categories. For example, social media, user-generated-content websites, or e-commerce websites
Sample	Social Media: Facebook,Twitter User content: YouTube, Blogs Retail: Nike, Bloomingdales
Key Metrics	The rate of failing to read the content on websites
Threshold of Success	The contents on most of the website are readable

Dummy Script

Experiment

Objective of the experiment	To find out whether companies are willing to pay for service which saves their time on checking the long-form ToS
Experiment Type	Equivalent Experiment
Experiment Description	Users: startups, would they pay for spark notes if book is free, if they are willing to pay, then how much?
Treatment	Thick book (five hours) vs. spark notes (half hour)
Sample	Startups people
Key Metrics	Willingness to pay
Threshold of Success	If they pay for spark notes - yay. Else, we have not need for B2B

Book Comparison

Type	Key Risks	Degree of Doubt	Importance of Risk	Total Risk	Risk Mitigating Task	Experiment	Type of Experiment	Cost of Task	Risk Factor/Mitigating Cost
demand/market	Do users want our product?	3	3	9	Offer a crique box if users/companies think that. Define features that users know. Offer an option where users can * if they agree with ToS	Paper Prototype - provide users with both sample ToS and dummy output of ToSTE, check reaction	prototype (paper) (5 company samples, each need one page for actual ToS and one page for dummy output)	5	1.8
supply	Company might block our product	3	3	9	more research: check if we can read ToS is image vs text	Run a dummy, custom script that can read the text off of a website, detect if the dummy script is blocked.	small-world pilot (test "only first page" of 10 websites)	1	9
demand/market	Does user want to pay for it (B2C)?	3	2	6	Create a survey asking the users whether they want to pay for the product		data collection	1	6
demand/market	Pricing model	3	2	6	Find out the how sensitive our customers (both B2B and B2C) are to such service via a survey		data collection	1	6
demand/market	How appealing in referring system (B2B)	3	2	6	Show companies how many users are willing to choose the service with better ToS	Can we attract users to a different serivce given knowldege of the service e.g. two bars of chocolate/food at same price (one is fair trade, one is not --> which one do they choose)	equivalent experiment	20	0.3
product	Medium of product (app/plug-in)	2	3	6	Implement user tests and collect feedbacks	Paper prototype to see what consumers prefer: apps vs plug-in	prototype	5	1.2
product	What is the Interface?	2	3	6	Run user experiments to gauge effifacy of interface + follow common good practices when it comes to UI	User tests with different possibilities of the user interface and observe their reactions and efficacy at doing tasks	prototype	5	1.2
product	Payment processing	2	2	4	Try to embed existing services (i.e. PayPal) so that payment processing is done by a 3rd party	seeing if the payment actually transfers money properly	pilot	1	4
product	Scalability: product can be applied to a wide range of ToS.	3	1	3	Run multiple training simulations on ML model, use k-fold cross validation with training data	Run ToSTE on existing ToS documents, compare the results with the original	pilot	1	3
product	Accuracy of prediction	1	3	3	Run multiple training simulations on ML model, use k-fold cross validation with training data	Run ToSTE on existing ToS documents, compare the results with the original	pilot	1	3
supply	Is there a licensing issue	1	3	3	Verify with distribution platforms about the necessity of owning a license. Manually check if the software we will use will require a licensing arrangment		data collection	1	3
demand/market	Who cares more about privacy (demographic)	2	1	2	Do a survey with users or random population sample about what they think about the topic and if they care about privacy		data collection	1	2
supply	Law related resources	1	2	2	Start networking early for possible relationships, maybe just rely on our own knowledge	See how accurate NLP is and if we are missing somethings	Pilot	1	2
product	Maintain & Update the product	1	1	1	Do tests to find how much time and resource do we need to update our product	Trained our product based on a ToS database and defined the best practice for updating using new(untrained) ToSs	pilot	1	1
supply	Avaliability & cost of servers	1	1	1	Funding			1	1

Full Risks and Mitigating Risks Table