XPLAIN

Elucidates terms and conditions

Sai Vaishnavi

OUTLINE

Why Xplain?

- Terms and Conditions of a website are an essential document that most of us never bother to read.

- Terms & Conditions are way too long, so you don't read them and click accept.

- Now, many software, apps, and products require the user to be ready a long document detailing 'terms and conditions.

- Many users skip this part and go ahead to sign the agreement.

- Sometimes, there are suspicious/unfair terms added to which the user doesn't necessarily agree.

- Xplain app allows users to scan the terms and conditions, which will alert and protect them of any dubious terms and conditions.
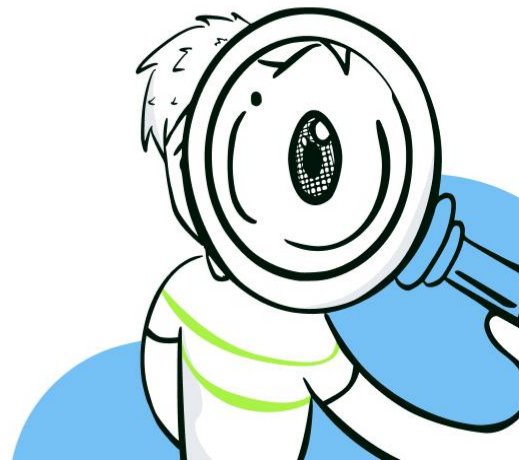
Design Process

- I chose to follow the design thinking methodology for this project.

- It helped me untangle ambiguity, validate ideas, and structure complex problems.

- The process includes gathering insights about the users, prototyping ideas, and validating them.

EMPATHIZE

IDEATE

TEST

DEFINE

PROTOTYPE
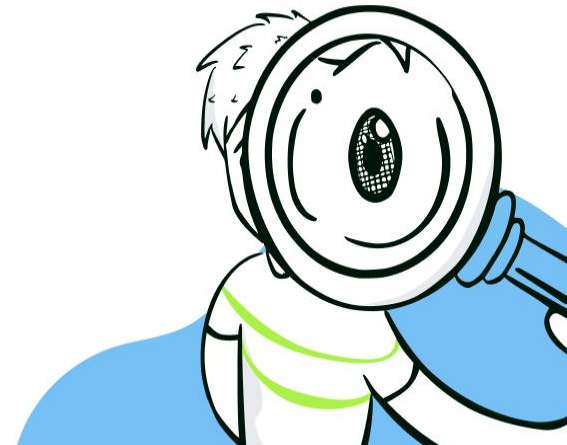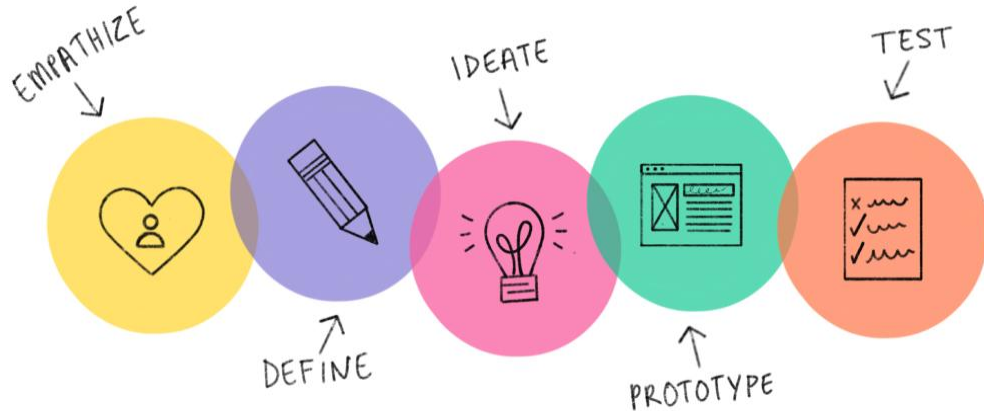
Empathize

- In order to understand the needs of people while reading through lengthy terms and conditions document, I interviewed some targeted users.

- The results show that there is a need to help users understand the contents of the terms and conditions document in a quicker way.

Empathy Maps

Left map
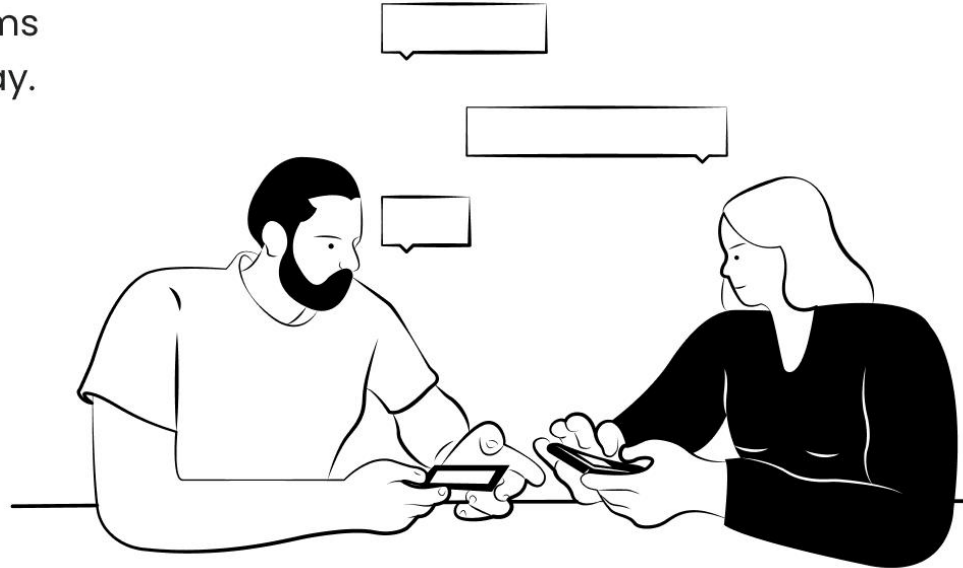
"The countless amount of times I have downloaded an app or signed up for a website and been faced by the massive list of terms and conditions is unbelievable. I, like many others, do not read through the terms and conditions."

They feel that terms and conditions documents are very long

They expect such documents to be made more interactive

Says · **Thinks** · **Does** · **Feels**

They simply scroll through the document and click on agree

Even if they want to read it, they find it hard to understand because they contain technical information

They feel cheated when they find dubious conditions

They feel frustrated when they come across such lengthy documents

Right map

"If it's for school or related to my personal finances, then I'll look through [the terms and conditions]."

They think that it is a waste of time to read terms and conditions.

They think that companies don't expect consumers to read the documents

Says · **Thinks** · **Does** · **Feels**

They simply click on agree as they do not have sufficient time to read through such documents every time they install an app.

They only read legal documnets when they absolutely have to. Eg: rental agreements

They feel bored when asked to read through legal documents

They feel frustrated when these documents contain complex language

User Persona

Persona

Martha

Martha is a student of Masters in Information Science. She works part time at the Wendy's that is located 30 minutes away from her home. She is married and has a kid. She is almost busy most of time with her studies and work. She leaves her kid at the day care during her work hours. The only free time that she has is at work when there are no customers during the off peak hours. She utilises that time to catch up on her daily chores like ordering groceries, medicines etc. She manages most of this using the apps on her phone. She tries to do all of this as quickly as possible before her next customes chimes in.

Age	**29 years**
Job Title	**Student, Waitress**
Status	**Married**
Location	**USA**

NEEDS
Reasons to buy our service

- She doesn't have the time to read through lengthy terms and conditions

- She feels that these documents use words that are hard to understand.

- She wants an app that provides precise information of such T&C documents.

- An app that is fast and doesn't eat up too much of her time.

- An app that is reliable and trustworthy to her needs.

PERSONALITY

Introvert ———————●———— Extrovert

Analytical ——————●————— Creative

Busy —————●—————— Time rich

Messy ——————————●— Organized

Independent —————●——————— Team player

INFLUENCERS
What products or services are influencing

BEHAVIOR TRAITS

`PASSIONATE` `EMPATHETIC`

`CURIOUS` `ADVENTUROUS`

PAIN POINTS
How can our service help

- Xplain app provides easy upload options (manual copy paste or document scan).

- It takes less time to process the documents.

- It is reliable and immediately identifies any suspicious or dubious conditions that might need the user's attention before signing the documents.

- It not only identifies suspicious statements but also highlights the essential ones so that users are aware of what they are getting into.

Define user needs

- The first step was to gather user research data which I completed using empathy maps and I created a handy user persona from that.

- Another helpful way to understand users is to build a user story around their experiences with terms and conditions.

User Story of Martha

As a/an   Student and a part-time waitress

type of user

I want to   Be able to quickly understand the contents of terms and conditions document

action

so that   I can be aware of what I am agreeing to

benefit

Problem Statement

Martha _____ is a/an Student of masters and a part time waitress _____

user name   user characteristics

who needs A quicker way to understand the contents of terms and conditions document _____

user need

because They don't have time to read long documents and they don't understand the language used in such documents .
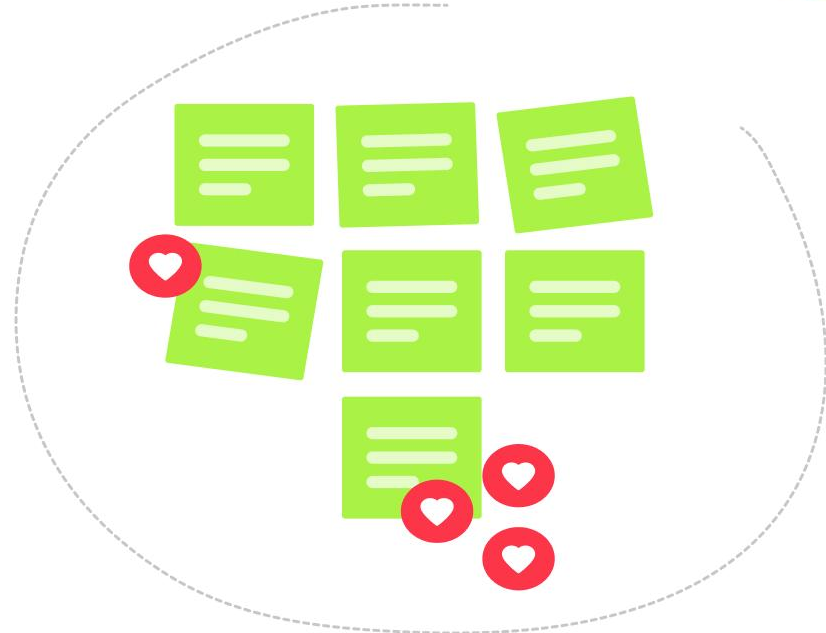
insight

Ideate

- I generated ideas using the How Might We framework to help me generate many ideas that I can choose from to help solve users' problems.

- The goal of this activity is to come up with many possible design ideas. Some will be usable, and some won't, but going through this process gave ,e a better idea of what might work.
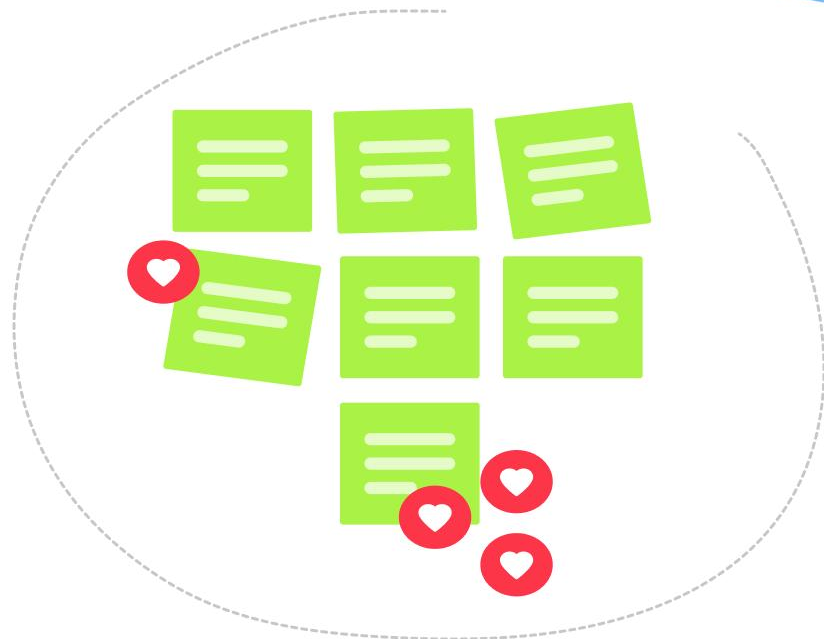
Generating ideas using How Might We questions

- I took the user's pain points learnt from the user research studies.

- Then I used this list from the Stanford d.school to begin generating ideas by asking how might we: Amp up the good? Change a status quo? Break the point-of-view into pieces?

How Might We framework

Insight: Users feel that the terms and conditions document contains words that are hard to understand.
Question 1: How might we help users quickly comprehend the document's contents?

Problem: There are suspicious/unfair terms added to which the users don't necessarily agree
Question 2: How might we implement a service that protects users with dubious terms and conditions?

Problem: Users must not mistake this app for being a scam or a space that violates their trust.
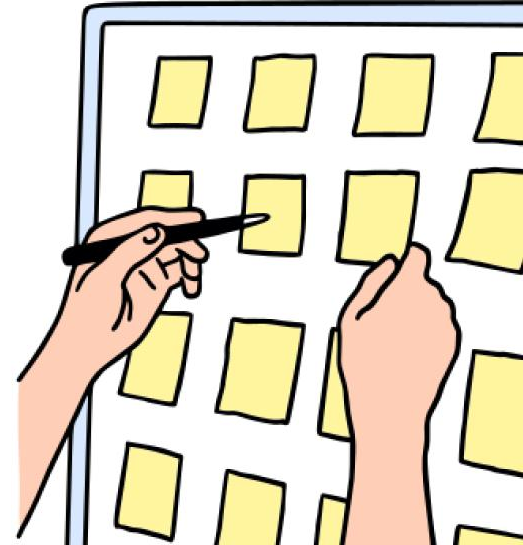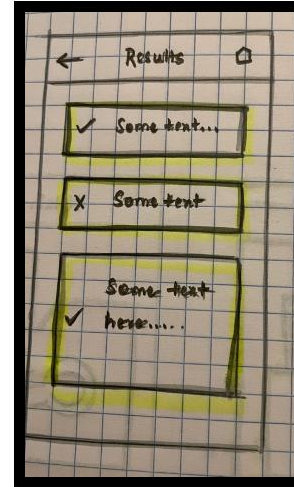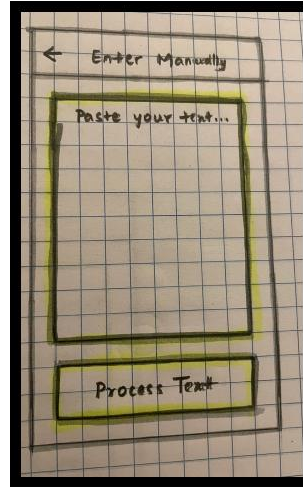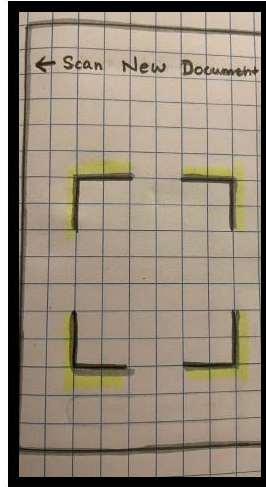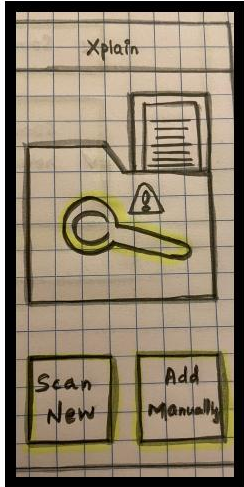**Question 1:** How might we instigate a sense of trust and confidence in the app users?

Insight: Users should find it easy to upload the T&C documents
Question 2: How might we use the space so that users can quickly discover the different upload options and easily use them?
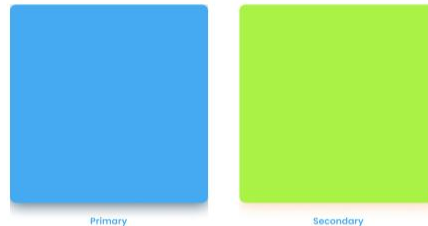
Information architecture
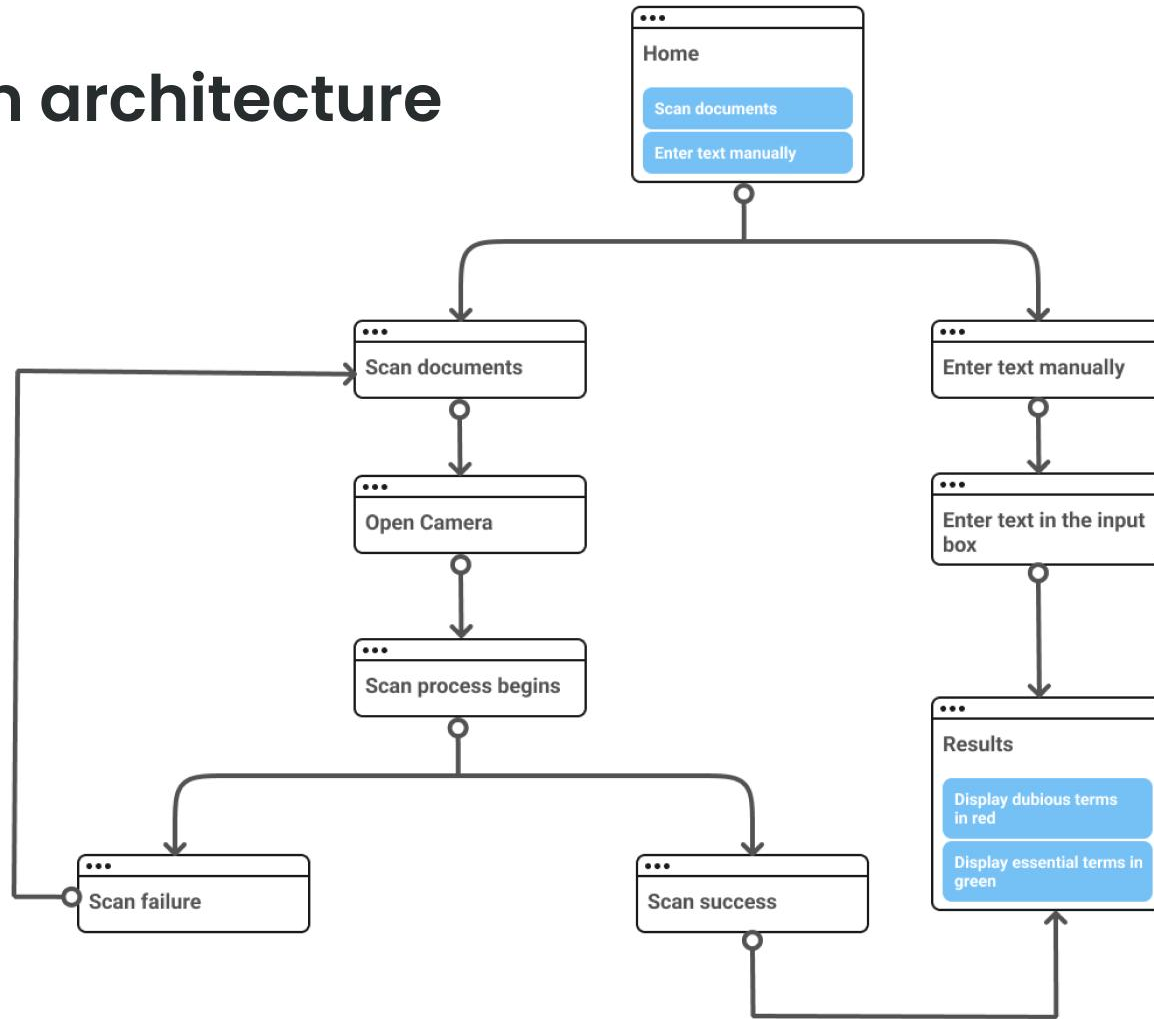
Prototype – P&P Wireframes

Color Style

- Blue has been chosen as a color that law enforcement officers worldwide will use. Do you know why? The idea behind blue uniforms is that blue should represent an authoritative but calm and confident figure, just like its color.

- Blue is the color of trust. It suggests loyalty and integrity, which is why it is a great choice for businesses that want to project dependability, security, and peacefulness.

- I chose blue for the same reason. I want the Xplain app to instigate trust in people. Since blue is associated with trustworthiness and dependability, users should find the app to be comfortable and a safe atmosphere to use.

- With green kicking in as the secondary color, it should evoke a feeling of confidence and security. According to color psychology, green-based colors make people calmer and less anxious. Therefore, I incorporated the color green into my color scheme so that the app gets associated with relaxation, reliability, high-quality product.

Brand Colors

Primary

Secondary

State Colors

Success

Warning

Error

Black Colors

Black 1
#000000

Black 2
#1D1D1D

Black 3
#282828

White
#FFFFFF

Grey Colors

Gray 1
#333333

Gray 2
#4F4F4F

Gray 3
#828282

Gray 4
#BDBDBD

Gray 5
#E0E0E0

Font Style

- Great content is meaningless if not presented well. I am using Poppins font for the Xplain app. Poppins is a Geometric sans serif typeface that has been a popular design tool. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

- Accessibility

- I chose this font because it comes under "sans serif" fonts. A serif is a bit decorative line that is found on some fonts. However, some people find it difficult to read serif fonts because they distract the eyes and the brain from the overall shape of the letter. Sans serif" means "without the decorative line." Poppins are geometric, clean, and include 18 different font weights, from thin to black. Thanks to this range of font styles and the font's open feel (as you can see in the loops of the "p." and "o" above), this font is great to improve readability, and thus it's more accessible to readers.

- Mood and Attitude

- The font's open feel (as you can see in the loops of the "p" and "o" above), this font is excellent for both headlines and paragraph copy to improve readability and style. I am going for a modern, natural, and professional manner by using this font. It makes users feel that the app is forward-thinking. The psychological association of this font with progression and modernity also helps the app appear innovative and a modern approach to solving problems. Sans serifs appear as open and friendly fonts, making them a favorite with businesses that want to appear approachable and of good value.

Headings

H1   This is a heading

H2   This is a heading

H3   This is a heading

H4   This is a heading

System Styles

| Title | This is a heading |
Subheading	This is a subheading
Headline-bold	This is a headline
Headline-regular	This is a headline
Subtitle	This is a subtitle
Body-regular	This is body copy
Body-thin	This is body copy
Callout	This is a callout
Caption	This is a caption
Codeblock	This is for use in code blocks

Logo Design

- I wanted the logo to be a magnifying glass that old-time detectives use to catch the culprits.

- In this scenario, this analogy is a perfect fit because this app catch holds of companies that try to trick users using lengthy terms and conditions and trick wordings in the document.
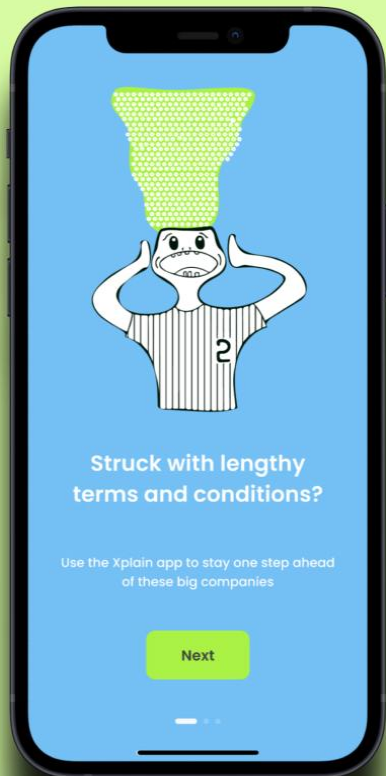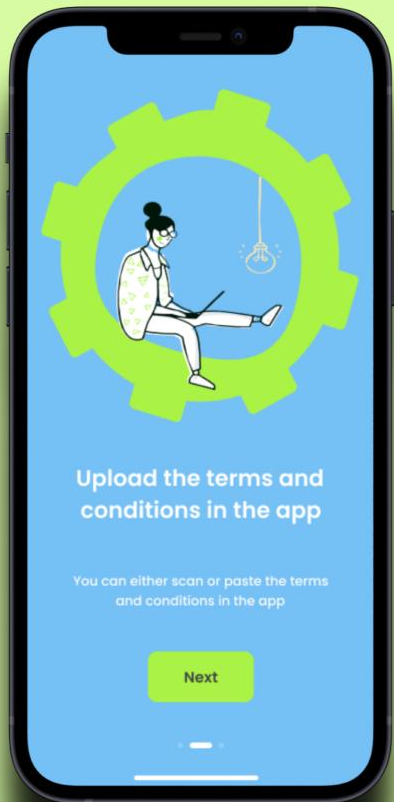
FINAL DESIGNS

Sai Vaishnavi
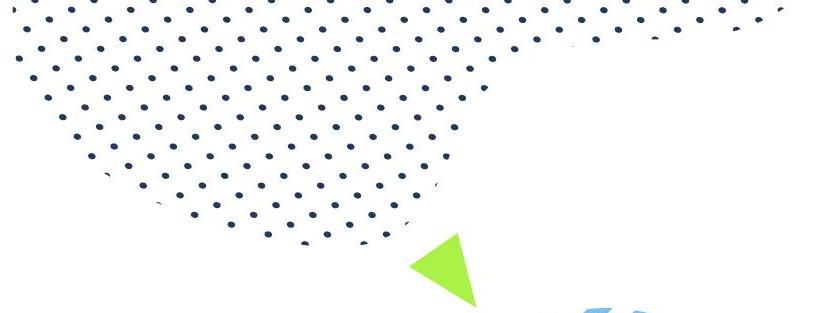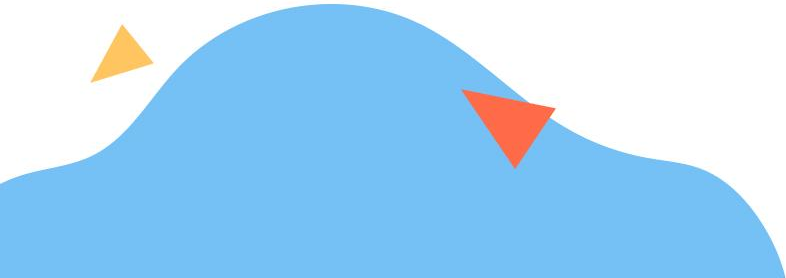
SPLASH SCREEN

- Upon launching the Xplain app, users are greeted by the name of the app and it's logo.
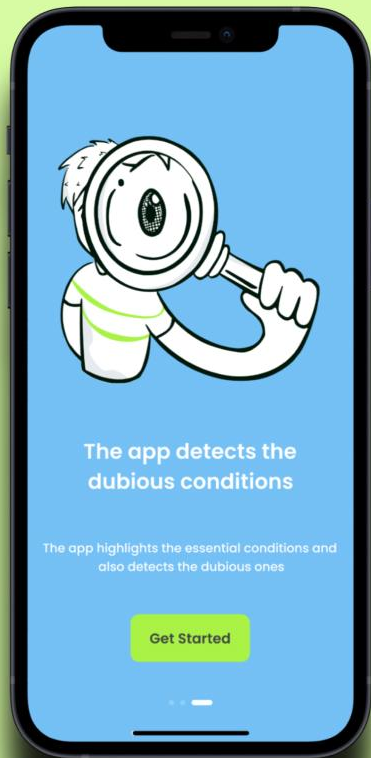
ONBOARDING SCREENS

- An onboarding screen needs to be designed in the most simple, welcoming and user-friendly way possible.

- A walkthrough, aimed to introduce what Xplain does and of course how to use it.

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Upload the terms and conditions in the app

You can either scan or paste the terms and conditions in the app

Next

ONBOARDING SCREENS

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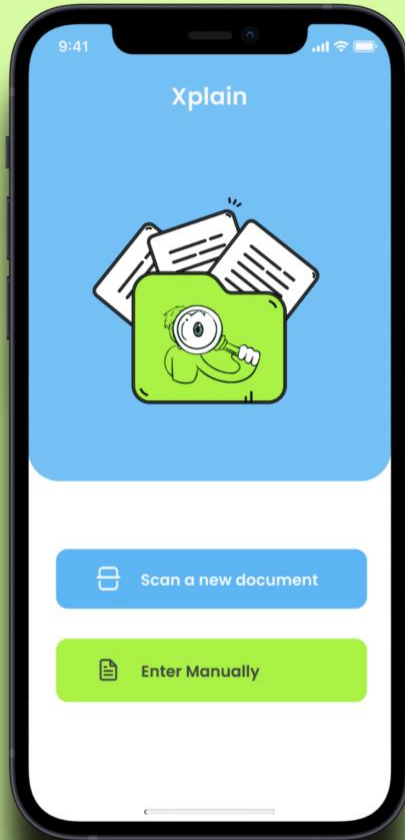
HOME SCREEN

- The Home screen is the starting point to access the features of the Xplain app.

- It contains 2 options: scanning documents using phone's camera and manual upload of documents
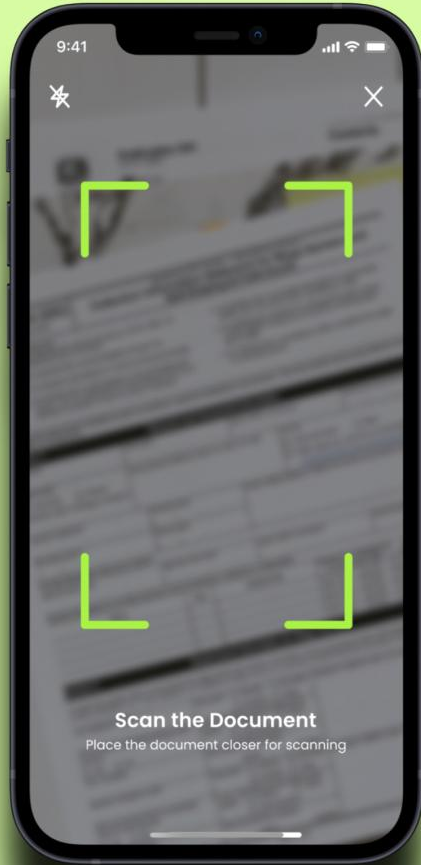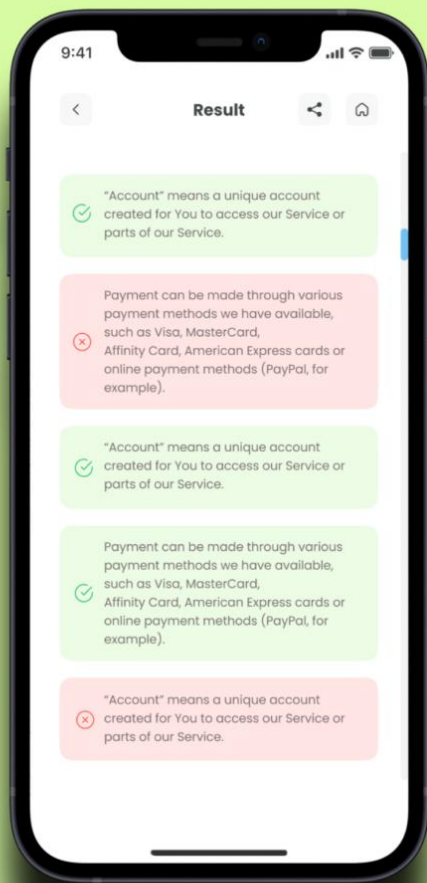
DOCUMENTS SCAN

- The user's camera gets activated in this screen to proceed with the scanning of terms and conditiond document.

- If the scan is successful, then the user will be taken to the results screen directly.
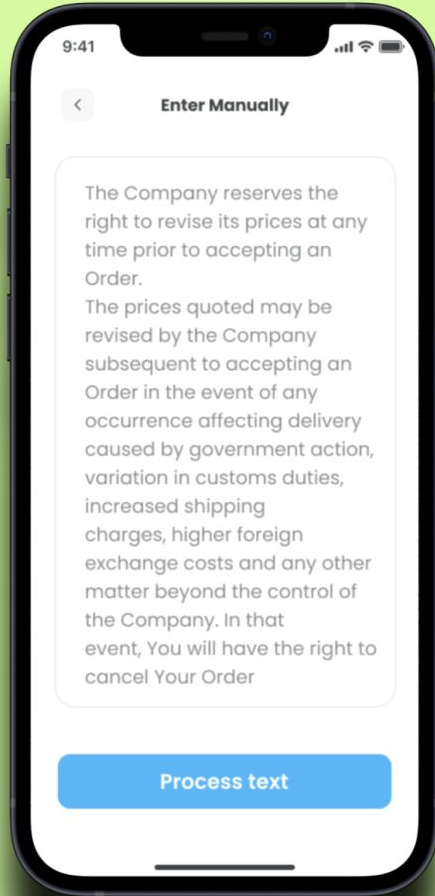
MANUAL UPLOAD

- Users can choose to copy and paste the terms and conditions directly in the text box and click on the submit button for processing.

Enter Manually

The Company reserves the right to revise its prices at any time prior to accepting an Order.

The prices quoted may be revised by the Company subsequent to accepting an Order in the event of any occurrence affecting delivery caused by government action, variation in customs duties, increased shipping charges, higher foreign exchange costs and any other matter beyond the control of the Company. In that event, You will have the right to cancel Your Order

Process text

RESULTS SCREEN

- The essential part of the terms and conditions gets highlighted in two colors.

- Items in the red are suspicious terms and conditions that users might have to look into it in detail.

- Items in green denote that they are essential terms and are not dubious in any way.

Takeaways

- I was able to relate well to the problem statement.

- However, I truly set aside designer bias and I got to experiment with some many innovative features, and narrow down my design process.

- Although I was not able to fully flesh out other features and designs I wanted to within Xplain due to time constraints, it's not to say I won't try to incorporate them in future projects down the line.
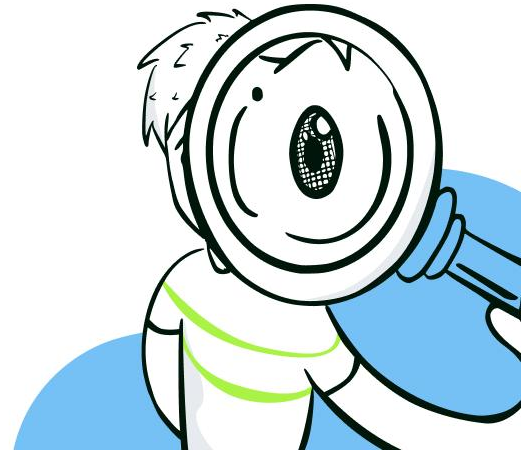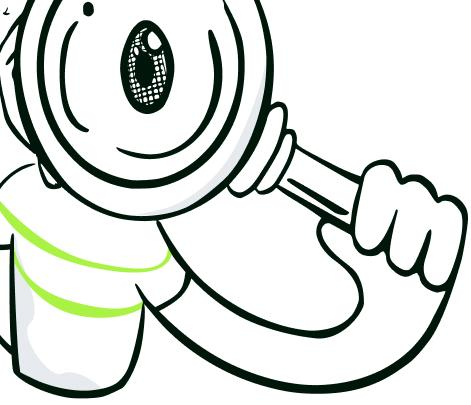
Thank you!

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