Team Three: D’OH, NOTIFY ME

Notice provisions negatively impact consumers.

The issues that we wish to address include:

1. The lack of knowledge that consumers have pertaining to notice provisions in contracts.
2. The imbalance of notice expectations between companies and consumers.
3. The need to tailor contract terms to the everyday person and making notice equitable, not standardized.

D’OH, NOTIFY ME

The idea of D’OH, NOTIFY ME is to put the consumer first. Many people select “I agree” or “Accept” on terms because they would rather not read what they cannot understand. Here, our concept makes notice easier to understand for the everyday person. D’OH, NOTIFY ME follows a regular user in navigating the complexities of reading a notice.

What is D’OH, NOTIFY ME?

D’OH, NOTIFY ME is a digital online browser extension that companies can purchase to make receiving notice equitable and accessible to the consumer. D’OH, NOTIFY ME is a pop-up that appears at the end of a online contract and explains what notice in a way that consumers can understand and its importance.

Who is responsible for funding D’OH, NOTIFY ME?

Companies that cater to everyday consumers will be responsible for funding D’OH, NOTIFY ME. A company will be incentivized to purchase D’OH NOTIFY ME for the following reasons:

1. A restore of faith that the corporation puts the customer first
2. Helps ease customer hesitancy
3. A model for how other corporations may want to conduct business

How does it work?

D’OH, NOTIFY ME is an equitable browser extension that allows consumers to select how they would like to receive notice based on their specific circumstances, such as location, disability, age, and education and allows consumers to select from an extensive list of digital or physical service options.

Why does this matter?

D’OH, NOTIFY ME puts the consumer at ease by ensuring them that they are entering into fair dealing by emphasizing the importance of keeping the consumer informed of their agreement.

It also puts companies at ease and adds another layer of protection by confirming that consumers received notice of any company update by requiring the consumer to select a way that is equitable to them.

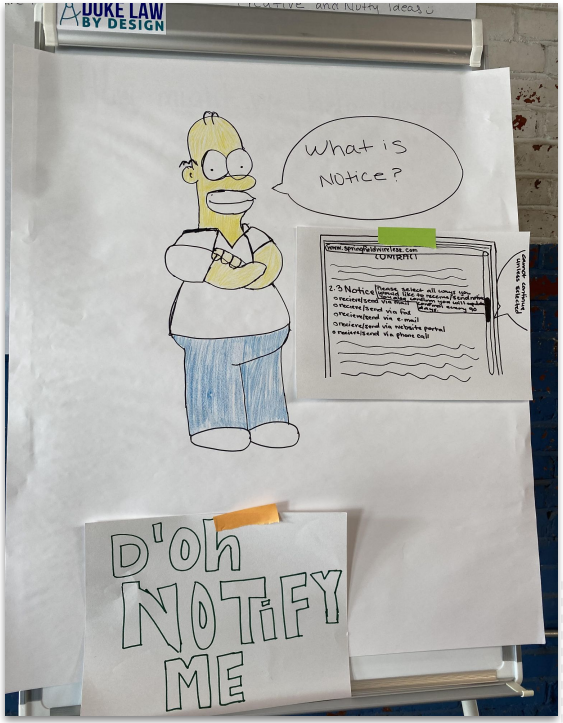
Anticipated Questions & Answers

1. What is the incentive for companies to purchase D'OH, NOTIFY ME?

- The incentive to purchasing D'oh Notify Me is companies avoiding contract liability and the possibility of paying more from potential lawsuits.
- The other incentive is consumer pressure and trust. The more companies purchase this add-on and the more popularity and familiarity it gains with consumers, the more they will expect it from trusted companies to ensure they are entering into a legitimate contract.

2. Consumers contact information may change and notice still may get lost. How will D'OH NOTIFY ME combat this potential issue?

- The add-on will send automated updates every 60-90 days requiring consumers to update their preferences of receiving notice. D'OH, NOTIFY ME will also require consumers to provide two methods of notice contact.

Artifact

Homer represents us all. The everyday consumer that is looking for clarity and convenience.