
TOSifyME

The Problem: Clickwrap Agreements



- Clickwrap Agreements represent a contractual arrangement requiring users to click a button or check a box to indicate agreement with terms before proceeding.
 - They represent modern paradigms. Yet, many users accept them without full comprehension.
 - Perhaps this stems from a recognition of our lack of bargaining power, and a simple desire to access the applications we intend to use.
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The Solution

Simplify Terms of Service for Me.

We strive to educate users about the clickwrap agreements they're accepting by slowing down the "I Accept" process through a strategic and interactive approach.

Strategic: Commonly Litigated Provisions
Interactive: Choose Your Adventure



The Idea



TOSifyME

Using Lexis+AI, we've identified the provisions most frequently subject to litigation in clickwrap agreements.

- Intellectual Property, Indemnification, Liability, Dispute Resolution, Governing Law, etc.

Our goal is to streamline the legalese of these frequently contested provisions, recognizing the limited bargaining power of the user, with the aim of enhancing transparency and fostering better business-client relationships.



Key Component 1 - Choose Your Own Adventure

The first component of our idea is formatting the terms and conditions into a choose your own adventure journey, where users will have to click through the terms in plain english. The user will get to pick a car that they “drive” through each key provision of the terms.

This will keep the consumer entertained while ensuring they see each provision of the terms and conditions.



Key Component 2 - Longer Video Explanations

For each section of the terms and conditions, users will have the choice of taking a “detour” which will take them to a cartoon video that explains clearly and succinctly what the provision means. It can also have hypothetical situations that relate to that section.

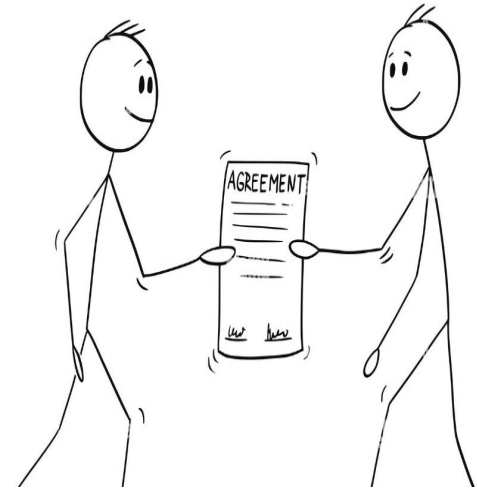
If users do not want to hear more about the section, they can take the “highway” and bypass the video explanation.

Key Component 3 - Mandatory Checkboxes at Each Stop

After each section of the terms and conditions, the user will have to mark checkboxes that will clearly break down in plain english what they are agreeing to from that section when they accept the terms.

These checkboxes will slow down the user and ensure that they see what rights they may be giving up by accepting the terms at the end of the adventure. If users want to move quickly through them, they could if they so wished, so it will not deter them from completing the terms.

At the very end of the terms and conditions (the end of the adventure) they will click a box saying that they accept all of the terms in order to move forward onto the website.



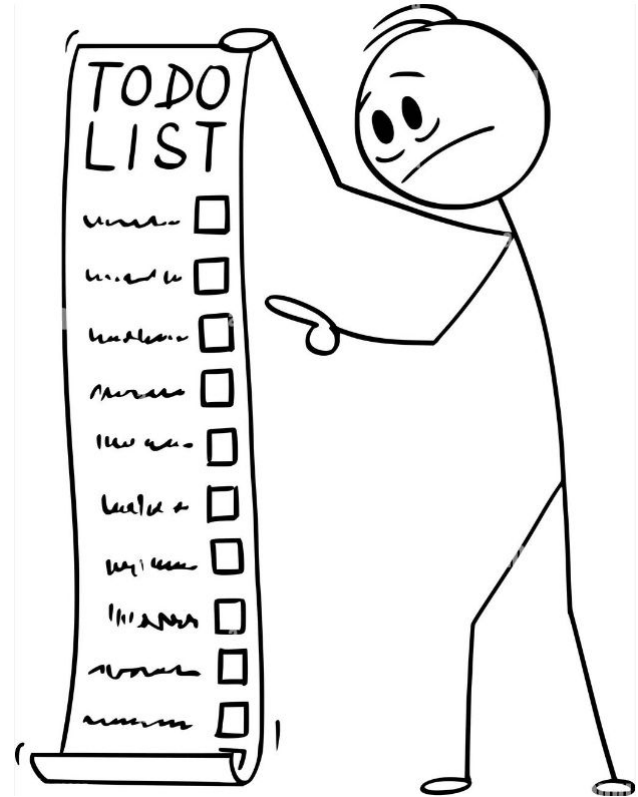
Anticipated Questions & Answers

Q. What strategies can we emphasize to encourage companies to embrace this model?

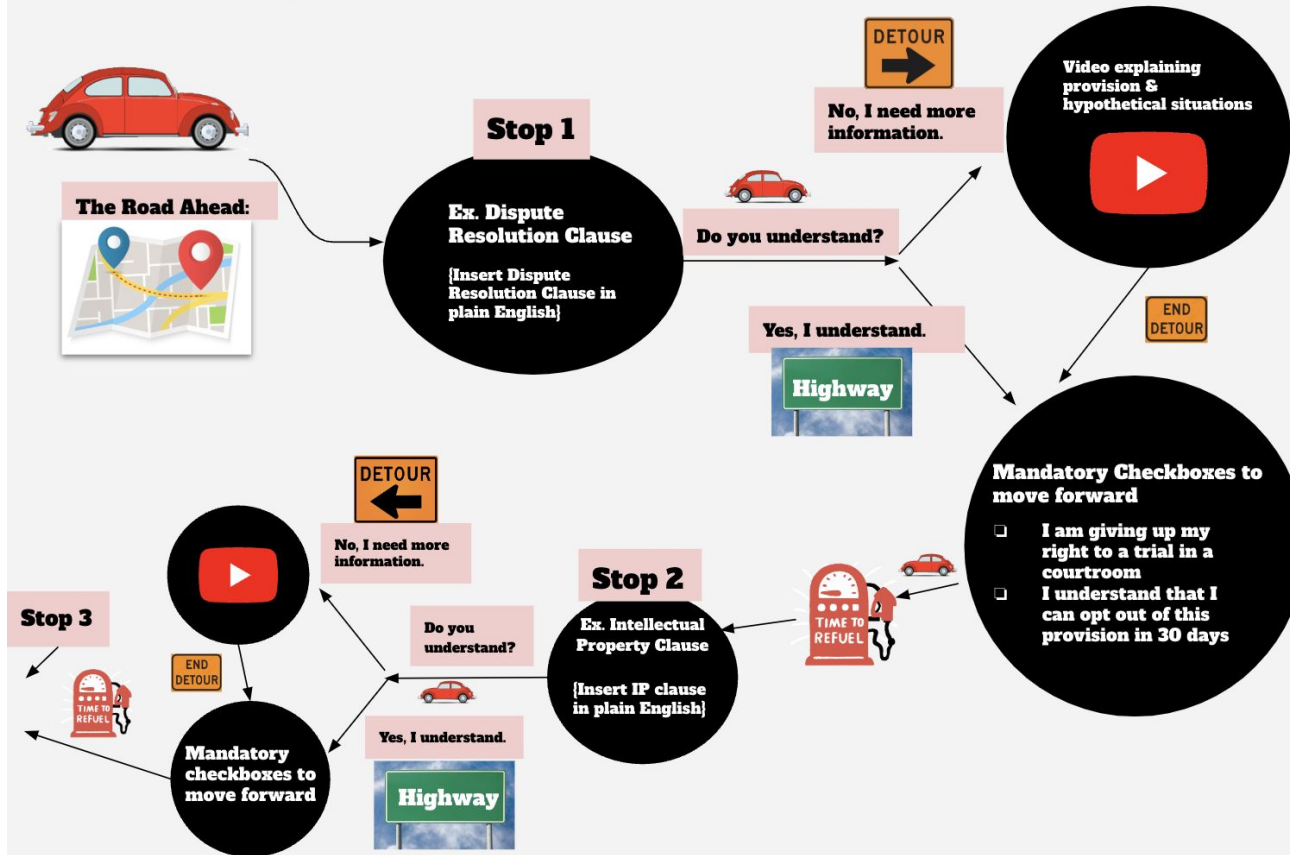
- A. Cost Savings with reduced customer support inquiries relating to confusing terms.
- Risk Mitigation reduction of disputes and and legal challenges due to transparency.
- Improved User Experience by providing transparent terms and increased comprehension via our interactive approach.

Q. How do we ensure that users perceive this as manageable rather than a burden?

- A. Emphasize our user-centric design with optional detours, ensuring effortless navigation through terms



Choose Your Own Adventure: Terms and Conditions



Artifact