Unit I:	Document Design and Technical Text Remediation

Unit Description

This is a remediation project involving Terms of Service or End User License Agreements (abbreviated as "EULAs"). EULAs are agreements about terms of use that technology companies place on their products (usually software). When customers agree to them (usually by clicking "I agree"), they establish a legal relationship between consumers and companies. Although most of us have seen and agreed to them, very few users read EULAs carefully. A study by researchers at Carnegie Mellon calculated that if the average technology user read each EULA they encountered in a year, it would take 76 work days[1] to read them! In this unit you will have the opportunity to re-conceptualize more user-friendly ways that information in EULAs can be communicated.

This assignment emphasizes document design principles, accessible design, and audience awareness as central concepts in technical communication. By rewriting and reformatting sections of complex text so that specific users can read, understand, and take appropriate action, you will practice technical writing as a process that involves careful reading, critical thinking, and thoughtful revision.

The purpose of a remediation is not to change the meaning of the original document, rather it is to present the same information in a new way. In this unit you will select a section of "crucial text" from a sample EULA and communicate the meaning of that crucial text using your own language and images to enhance understandability for the intended audience.

Learning Objectives

By the end of this unit, you will be able to:

1. Convert large blocks of technical text into plain style text that is more accessible to users
2. Develop user personas for EULAs, considering user needs, values, and desires, in order to identify sections of existing text that are most relevant to them.
3. Infer reader needs and addressing those needs by implementing fitting design choice in verbal and visual rhetoric
4. Recognize how digital heading levels improve accessibility and navigation of a technical document, adding heading levels to existing documents that do not use them.
5. Describe and justify your design choices, articulating your process and reasons for redesigning EULA communication in the way that you did.

---

[1] See Alexis C. Madrigal's 2012 article, "Reading the Privacy Policies You Encounter in a Year Would Take 76 Work Days" in *The Atlantic*: https://www.theatlantic.com/technology/archive/2012/03/reading-the-privacy-policies-you-encounter-in-a-year-would-take-76-work-days/253851/

Deliverables and Deadlines (250 points total)

1. **Original EULA text and context of use statement**
   Provide a pdf copy and weblink to the original EULA in which you identify a section crucial text. There is no required word count for the section of crucial text you identify. It could be as little as one sentence or as long as a few paragraphs. There are several different reasons why you might select a particular section of a EULA as your crucial text. Crucial text could be language that requires users to act in a particular way. Crucial text could be language that limits users' actions in some way. Crucial text could limit uses of the software or it could assert rights of ownership over intellectual property. Crucial text might bind users to specific legal processes if they have problems with the software (e.g. arbitration agreements).

   The guiding question as you select your crucial text should be: why is this text important to people using this software? The rest of your deliverables for this assignment should strive to address that question. Include a short paragraph explaining the product or service EULA is for. You are free to use any EULA you want. You can also select any of these, if they interest you.

Amazon's Alexa	https://www.amazon.com/gp/help/customer/display.html?nodeId=201809740
Chegg	https://www.chegg.com/termsofuse
Facebook	https://www.facebook.com/terms.php
Microsoft Windows	https://www.microsoft.com/en-us/Useterms/Retail/Windows/10/UseTerms_Retail_Windows_10_English.htm
Mozilla	https://www.mozilla.org/en-US/MPL/2.0/
Netflix	https://help.netflix.com/legal/termsofuse
Spotify	https://www.spotify.com/us/legal/end-user-agreement/#s19
TikTok	https://www.tiktok.com/legal/terms-of-service?lang=en
Twitter	https://twitter.com/en/tos
Zoom	https://zoom.us/terms

2. **Audience Identification or Persona (1 page min)**
   Who is the intended user of the software associated with the EULA? Do the authors of the EULA seem to assume a particular kind of user (ability, access to technology, etc.)? For this part of the assignment, write a 1-page audience identification statement or develop a user persona (similar to the one at end of Melonçon's article).

3. **Text for crucial section re-written and/or reformatted for usability**
   Most EULAs are written like legal contracts by attorneys. Revise or rewrite the section of crucial text to be more readable and comprehensible by the targeted users you identify in your audience identification or user persona. This could involve editing it for brevity; substituting more familiar terms in place of complex terms; adding short definitions of technical terms; or providing an example. Consider approaches to composing with plain language. Although you are changing the format and word choice, DO NOT change the meaning of the crucial text.

4. **Visual supplement for crucial text**
   Some users might understand more easily when they see images alongside text. Prepare a visual rendition of the crucial text. Your visual supplement should emphasize visual design principles to communicate the key points in the crucial text. The visual supplement could be

an icon or image. It could also be more complex (like an infographic), and depending on the audience, it could even be playful (like a meme or GIF). You can use any tool or software you want to create your visuals supplements. If you prefer to physically draft with paper and take a scan or high-quality photo, that is fine too. You are also welcome to use any existing materials you find on the internet provided that they have a Creative Commons attribution and that you cite them accordingly.

5. **Design Memo**
Write a one-page single-spaced memo in which you describe your design process. These are questions to consider. You do not have to answer them all. How did you pick your EULA and crucial text? How did you learn about the target reader? How was your design of the re-written/text and infographic informed by your audience identification? How does your (re)-design seek to address audience needs while remaining true to the original meaning in the EULA? If you could continue working on this project what would you do to improve it? If you could start over, what would you have done differently?

These 5 deliverables are due in two rounds.

Deliverables	Due Date	Points Available
First Draft of Deliverables 1-5	Monday, May 24th	50
Peer Response Workshop (comments for peers)	Monday, May 24th	50
Final Draft of Deliverables	Friday, May 28th	150

Credit for first draft is based on submitting a working draft of each of the 5 deliverable components.

Credit for peer response workshop is earned by providing substantive and generative comments on work for at least two of your classmates.

See Unit I rubric for evaluation criteria of final deliverables.

Connections to Assigned Reading and Class Activities
- TCT chapter 2 and Melonçon's "Embodied Personas" will help with audience identification
- TCT chapter 16 and Jones & Williams, "The Social Justice Impact of Plain Language" will help with tips for writing with plain style
- TCT chapter 17 will help with document design and the visual
- TCT chapter 6 will help you format and develop content for your design memo

Supplementary Materials
- What are EULA's -- https://reullab.gatech.edu/eulas-defined/
- Readings from the first day of class are good encouragement to get started drafting early, no matter what it looks like
- Memo Quick Guide (in supplementary readings) is another perspective on writing memos