

Category: Products and Services

Project: Easy Contract (Contrato Fácil)

What was the challenge?

Contracts are traditionally very complex and hard to understand. Any standard contract has a lot of pages, legal jargon and too many pages.

At TIM, one of the largest Latin-American telecommunications company it was no different. The standard telecom service contracts were 33 pages long, packed with lots of complex legal informations, lawyer like language and no navigation aids.

That resulted in two main issues: firstly, the general public contracting TIM's services found it very hard to comprehend, leading to many complains, questions and ultimately lawsuits. Secondly, while in those lawsuits, courts themselves struggled to truly understand the message and legal aspects behind each contract.

Villa was then challenged with the creation of contracts that could communicate to the general public in a clear manner while maintaining proper legal liability in order to enhance both the publics understanding of their own contracts and courts interpretation of issues in hand.

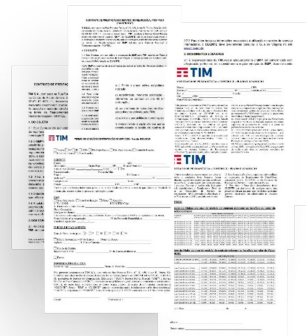
What was the solution?

Together with a TIM working group, Villa developed a whole new format for service contracts.

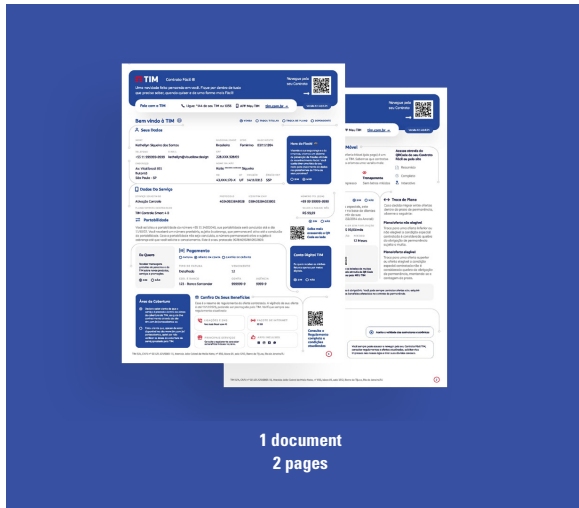
Using plain language, design principles, technology and a lot of user research, the final version of the contracts managed to reduce what was formerly 33 pages long to a 2 page document.

This means that clients can now fully understand the services being contracted and all main legal aspects of the contract: price, payment timeline and penalties.

The solution is very much user-centered and aims at the better understanding of legal contracts and issues by the clients.



4 documents
33 pages



1 document
2 pages

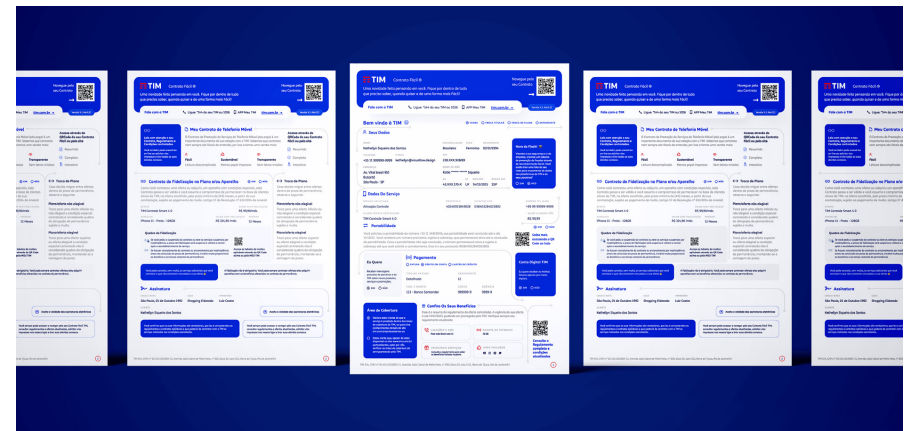
What was the effect?

The results of those changes were outmost positive. Now, with a 2 page simple document, clients are actually encourage to read through the entirety of it.

With the navigation and design improvements lined up together with the use of plain language, clients understanding of contractual aspects and conditions has improved immensely, resulting in less questions, complains and ultimately minimizing lawsuits.

On that note, courts understanding the service contract has also improved, meaning that TIM's message can now be clearly understood and properly addressed.

This project is a concrete result of graphic design innovation in the legal field and has proven to be a path for transparency, effectiveness, cost efficiency and accessibility.



To better serve each contracting customer, many different variables of the final documents were created based on their service choices so that no matter the combination of services being contracted the content would still remain in a two page clear document.

Contact:
Kethelyn Siqueira
Villa - Visual Law Studio
e-mail: info@visuallaw.design
website: visuallaw.design