

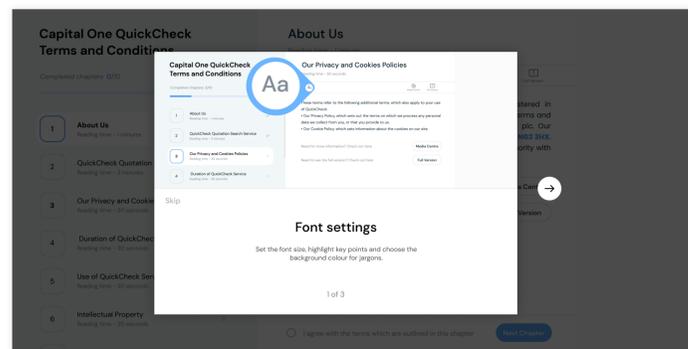
## Abstract

This project is in collaboration with **Amplifi Global**. It investigates possible design solutions using a UX Design approach with the aim of **enhancing the experience of reading contracts by optimizing the customer journey of users when operating the interface** of the Amplifi application. A holistic design solution is required to improve the functionality of the website. These enhancements will allow customers to understand the highlightings of the contract quickly, gain a deeper understanding of how the product's features are used and **improve correct comprehension and overall satisfaction of reading contracts**.

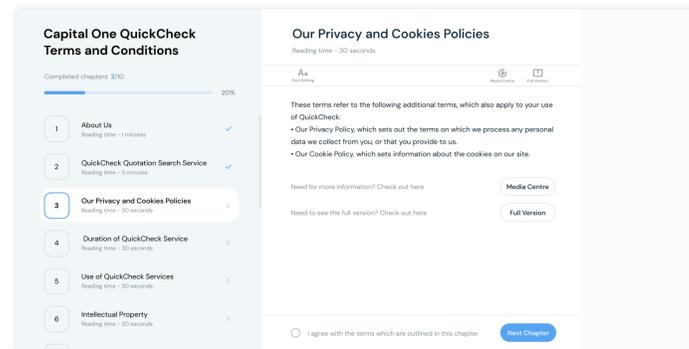
## Introduction & Background

Consumers rarely read the terms of their contracts. Firms lack efficient means to simplify complicated information scientifically and give it to consumers in a readily intelligible format; this can have a negative impact on customers (Lippi et al., 2019). Amplifi is based on the desktop software/web design and **helps consumers with document analysis and language simplification to better understand complex contracts**. In the Field Project working with Amplifi, I am responsible for the To Customer part: to understand the pain points in current operations, optimize the user journey, and design high-fi interfaces to improve user experience.

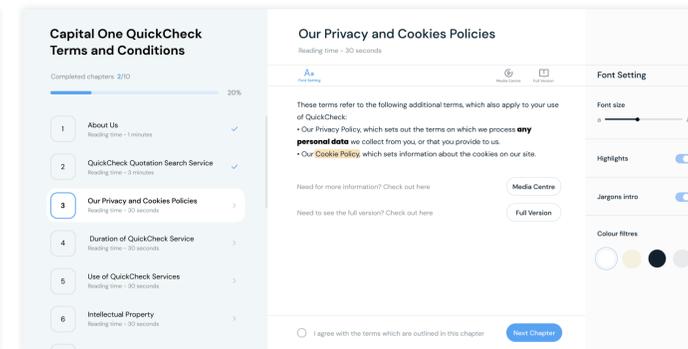
## Diagram / Design



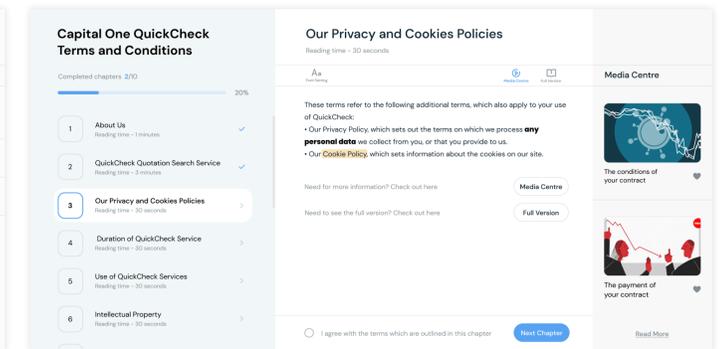
Feature Introduction



Homepage



Font Setting



Media Centre

## Study Methodology

The research consisted of **4 steps**, including research into relevant products in the current field and research into the users associated with the Amplifi product. Some design methodologies are also used, such as **Double Diamond, User-centred approach, Design Thinking**.

**1. Discover on products:** Research of Lloyds Bank, Gifgaff, and CampuSLiving sites on the pages of contracts that users are required to sign helps to **understand the current general presentation of contracts compared to the presentation of Amplifi's**.

**2. Discover on journeys:** Research of user journeys to buy a same product on Amazon and Apple shows that users prefer a step-by-step approach with detailed instructions. **This has implications for optimizing Amplifi's user journey.**

**3. Semi-structured interview:** By collecting qualitative results from **6 participants**, it is valuable to get detailed perceptions of people's current attitudes to reading contracts and the extent to which they understand them. Results help to **build empathy map** according to participants' features and needs.

**4. Usability testing:** **8 participants** were recruited for usability testing, and the **SUS scale** calculated product scores. **2 prototype versions** were tested: A was the initial version of Amplifi and B was a marked-up version.

## Testing & Evaluation

After making a low-fidelity prototype, I conducted **usability and first-click testing** to verify the prototype's viability. Firstly, I recruited **3 participants** for the first click test. I then recruited **6 additional participants** to run through the process of reading the contract using the product and interviewed them one-to-one at the end of the test to find out **how satisfied they were with the prototype and what difficulties they encountered in using it**.

## Research Results

In the usability testing, 6 participants took **an average of 7 minutes and 02 seconds** to read the contract in its entirety, **a saving of 3 minutes 33 seconds** over the original version. They answered 10 questions related to the content of the contract **90% correctly**, an improvement of **24%** over the original one. The reading speed and comprehension accuracy increased significantly over the original, and satisfaction **increased to 89.8%**, an **increase of 21.2%**.

## Conclusion & Future Work

This project has optimized the customer journey through operations by adjusting the layout and presentation of information on interfaces, **improving user satisfaction in using contract reading site, and reducing the likelihood of damage to users' rights**. In future work, the focus will be on **quantitative research** to understand which types of content in contract users are more concerned about and worthy of being marked as a priority. It will take time to allow machine learning to understand what users are generally concerned about.