

Our terms and conditions are too wordy,
so people aren't reading or understanding them.

Task

1. Team-up

Get into pairs

2. Choose a challenge

Look at the tone and audience cards
and pick one to work from.

3. Get started

What are the key words and points? Circle them.

What are the redundant words and points? Cross them out.

4. Rewrite in chosen tone

Ask yourselves: what do you gain? what do you lose?

Our terms and conditions are too wordy,
so people aren't reading or understanding them.

Task

1. Team-up

Get into pairs

2. Choose your challenges

Have a look at the *tone and audience* cards and one to work from.

Have a look at the *interaction* cards and pick one to work from.

3. Get started with the text

Keeping the challenge in mind, ask yourselves:

What are the key words and points? Circle them.

What are the redundant words and points? Cross them out.

4. Rewrite in chosen tone

Ask yourselves: what do you gain? what do you lose?

5. Redraw: bring text and design together

Now sketch using your *interaction* constraints!