

What Do You Need To Know When Buying Products

Context

City / Country: North Macedonia

Structure : Flyer

Area of activity : Consumer Protection

Identified needs

To adapt the flyer using clear language, it is important to simplify legal and technical terms, ensuring the content is accessible to a broader audience. The structure should be more organized, with clear headings and bullet points to highlight key information, such as consumers' rights and steps to take in case of defects. The language should be straightforward, avoiding excessive legal jargon while maintaining accuracy. Additionally, examples of common defects should be clarified with simple language to help readers understand potential issues.

Objectives

The objectives of adapting the flyer are:

- **Simplify complex language** – Make legal and technical terms more accessible to a broader audience.
- **Improve clarity** – Ensure that consumers can easily understand their rights and responsibilities.



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- **Enhance organization** – Use clear headings and bullet points to highlight key information.
- **Empower consumers** – Help consumers confidently navigate product issues and understand warranty processes.
- **Increase engagement** – Make the flyer visually appealing and straightforward, ensuring that the audience can quickly find the information they need.

Target groups

The target groups for the adapted flyer include consumers, who need clear guidance on their rights and how to address defective products. Retailers and sellers are important as they need to communicate these rights to customers and ensure compliance with warranties. Manufacturers must also be considered, as they provide warranties and must meet consumer protection laws. Additionally, consumer advocacy groups and regulatory authorities play a role in supporting consumers and enforcing the laws related to defective products.

Existing Proposal

The existing proposal outlines changes to the energy labeling system, simplifying the classification scale from A+++ to G for clearer consumer understanding. It includes details about product compliance, the introduction of QR codes for more transparent product information, and responsibilities for manufacturers and sellers. The proposal also covers how the new labeling system aligns with EU regulations. For more information, you can refer to the full proposal available through [this link](https://opm.org.mk/wp-content/uploads/2020/01/Kupuvane-proizvodi-MK.pdf) <https://opm.org.mk/wp-content/uploads/2020/01/Kupuvane-proizvodi-MK.pdf>

Adaptation process



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The adaptation process of the flyer involves simplifying the language to ensure that it is easily understandable by all audiences. This includes removing complex legal terms, organizing information logically, and using everyday language. The goal is to present important points clearly, such as consumer rights, product warranties, and the steps to take in case of defects. Visual elements like headings and bullet points can also help make the information more accessible and engaging for readers.

Returns

The expected returns of adapting the flyer using clear language include increased understanding of consumer rights, improved accessibility to legal information, and more efficient communication between consumers and retailers. Consumers will be better informed, which could lead to quicker resolution of issues with defective products. Additionally, retailers and manufacturers will benefit from clearer guidelines on how to handle complaints and warranty claims. Ultimately, the adaptation will help foster trust and transparency, leading to better customer satisfaction and compliance with consumer protection laws.

General comment from Milo, Logopsycom: it's hard to assess the documents just from the summary note, and I'm a bit lost as for which documents in the folder are already adapted and which are the originals. I hope my comments make sense but if there are any doubts, don't hesitate to message me to get an explanation.

I agree with Milo, reading your comments here I think we haven't reviewed the same document. I am a bit confused (LAPP)

Length and conciseness <ul style="list-style-type: none">• Is the material appropriately concise while retaining essential content?• Has excessive density or information overload been avoided?	According to the summary note, the material is more concise, successfully reducing the amount of text while retaining key information. (Studium)
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<p>Language complexity and clarity</p> <ul style="list-style-type: none"> • Is the language clear, accessible, and free from unnecessary technical terms, jargon, or overly complex structures (e.g., passive voice, long sentences)? • Does the text align with relevant linguistic criteria (e.g., CEFR levels A1, A2, etc.)? 	<p>The language is clearer and more accessible, with reduced legal jargon and more straightforward explanations. (Studium)</p> <p>The material is better structured, however I do not think that it's been linguistically simplified. In the adaptation I see for example the word "solely", whereas it's not even present in the original, making me hesitate about which document is the original and which one is the adaptation. (LAPP)</p>
<p>Purpose and effectiveness</p> <ul style="list-style-type: none"> • Is the goal of the material (e.g., to inform, instruct, persuade) clearly conveyed and maintained in the adaptation? 	<p>The purpose of informing and guiding consumers is maintained.</p> <p>Key messages about consumer rights, warranties, and product compliance are clearly conveyed. (Studium)</p>
<p>Audience suitability</p> <ul style="list-style-type: none"> • Is the material appropriate for the intended audience in terms of reading level, language, and needs? 	<p>The material is appropriate for the intended audience, including consumers, retailers, and regulatory authorities. While the language is clearer (according to the summary note), the visual presentation does not enhance readability as effectively as intended. (Studium)</p> <p>Not sure – I have the impression that the adaptation is somewhat more complicated language-wise than the</p>



	original, making it suitable for a smaller number of readers (LAPP)
Structure and readability <ul style="list-style-type: none"> Is the content well-organised, with logical flow, clear headings, bullet points, and other structural elements that enhance comprehension? 	<p>It seems a bit text heavy but I don't know if it could be shortened, since I don't know the language. (Logopsycom)</p> <p>The structure is improved with headings and bullet points. However, some areas still feel dense, and further segmentation might enhance comprehension. (Studium)</p> <p>I appreciate the bolding and the bullet points that give the text a clear structure, as well as the little icons in the contact part at the end. (LAPP)</p>
Visual elements <ul style="list-style-type: none"> Are visuals (charts, diagrams, etc.) clear, relevant, and effectively aligned with the text? Have visual adjustments improved clarity and usability? 	<p>In some places the visuals overlap with the text and I think we definitely should fix that (Logopsycom)</p> <p>There is little visual improvement, and in some cases, the layout issues (text overlaying images) hinder readability. The font size is inconsistent, with some text being smaller than in the original, making readability more challenging. (Studium)</p> <p>I would not recommend using a times new roman font, but rather going with arial or verdana (LAPP)</p>

<p>Educational and practical value</p> <ul style="list-style-type: none"> Does the material maintain its usefulness and accuracy despite any simplifications or modifications? 	<p>It seems useful from the summary. (Logopsycom)</p> <p>The flyer retains its usefulness and accuracy while improving clarity. Additional adjustments could make it even more practical for end users. (Studium)</p>
<p>Accessibility and usability</p> <ul style="list-style-type: none"> Is the format user-friendly, avoiding design issues (e.g., small fonts, poor layout) that could hinder accessibility? Is the material easy to understand and implement for the target audience? 	<p>The format is not significantly more user-friendly due to unresolved design issues. The text overlay on images and the inconsistent text sizing may reduce accessibility. While the content is easier to understand, implementation may still be challenging due to these design constraints. (Studium)</p> <p>A bit more user-friendly than the original, but could be further simplified (LAPP)</p>