

Participant Booklet

Scenario:

Imagine that you are considering participating in a 5k sprint, the proceeds of which will be used to finance future Cancer Research UK activity.

Find such an activity that takes place in London next month.

Q: Overall, how difficult or easy was the task to complete?

Very difficult

Very easy

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Scenario:

Imagine that a friend told you about a challenge last year, where people abstained from drinking for a whole month. You decided you'd like to take part in the same challenge this year.

You would like Cancer Research UK to notify you when it is possible to enroll in this year's challenge. How would you go about doing that?

Q: Overall, how difficult or easy was the task to complete?

Very difficult

Very easy

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Scenario:

Let's assume you are thinking about organizing a charitable event to collect money for Cancer Research UK. You still haven't decided what kind of event you would like to organize.

You would like to receive some printed materials that might help you decide. How would you go about doing that?

Q: Overall, how difficult or easy was the task to complete?

Very difficult

Very easy

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Scenario:

Imagine that a friend of yours is battling cancer. She invited you to join her for a Cancer Research UK event. You would like to surprise her by showing up in a shirt that has a clear statement about fighting cancer.

Find a suitable shirt, in your size, and proceed with the purchase (stop when you reach payment method).

Q: Overall, how difficult or easy was the task to complete?

Very difficult

Very easy

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Scenario:

Let's assume you just discovered some old childhood toys of yours, and you would like to give them to a Cancer Research UK store.

Locate the address of a Cancer Research UK store that is closest to your home.

Q: Overall, how difficult or easy was the task to complete?

Very difficult

Very easy

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Scenario:

Imagine that a close family friend passed away recently from lung cancer. You would like to make a monetary contribution of £50, and ensure that the money will be used to finance medical studies that focus on lung cancer.

How would you make that type of contribution?

Q: Overall, how difficult or easy was the task to complete?

Very difficult

Very easy

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What were some of the best aspects of the Cancer Research UK website?

What were some of the worst aspects of the Cancer Research UK website?
