

Participant Information Sheet

As part of my coursework for INM315 Evaluating Interactive Systems, I am conducting an evaluation of a website to identify what sections work well or not so well. During the evaluation, I will guide you through some scenarios with a number of tasks that would allow you to naturally interact with the website. The session should take about an hour.

Before we begin, here are a few things to bear in mind:

1. Everything you say and do, including questionnaires you will be asked to fill, are completely **anonymous**: you are not asked to write your name on any of the forms, except for the consent form which is separated from this bundle, and will be kept in a sealed envelope along with other consent forms. Your name and contact details will not appear anywhere else.
2. You will be asked to fill a short questionnaire about yourself for demographic purposes.
3. Afterwards, I will set a series of tasks for you to follow, and ask you some questions during and after the task to learn more about your experience.
4. I will ask you questions but won't guide you, so while you are performing the tasks, try to imagine I'm not here.
5. With your permission, I am going to record what happens on the screen and our conversation (audio only). The recording will only be used to identify how to improve the website, and it won't be seen by anyone except the people working on this project/coursework.
6. Parts of the recordings will be used for the presentation requirement for this coursework.
7. I would like you to speak out loud while you are performing the tasks, and **try to verbalize what you see and think, like and dislike, and what you might do next**.
8. I have no personal involvement in the design of this site, so please **don't be afraid to be honest** and speak your mind.
9. You are free to take a break at any time.
10. If at any point you would like to quite this session, you are free to do so.
11. If you complete this session, you will receive a £10 Amazon voucher that will be sent to the email address you provide.
12. Lastly, please remember that it is the website that is undergoing testing. **You are not evaluated in any way or form, and there are no right or wrong answers.**

If after this session you have any questions, please feel free to contact me:

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Thank you for your time and participation.

Amit Sheinholtz

Course: MSc Human-Computer Interaction Design