



Dublin City University
School of Computing
ETHICS COMMITTEE (SEC)

**NOTIFICATION FORM FOR LOW-RISK
PROJECTS AT UNDERGRADUATE OR
TAUGHT MASTERS LEVELS**

Please read the following information carefully before completing your application. Failure to adhere to these guidelines will make your submission ineligible for review.

1. Download this form, complete the appropriate fields, attach additional pages (e.g. plain language statement) as appropriate and save as a PDF file
2. Completed applications must be uploaded to your School of Computing GitLab repo, and must be located in "docs/ethics.pdf".
3. Your SUPERVISOR will then be notified automatically and must approve your approach initially.
4. Your application should consist of **one electronic file (PDF) only**. The completed application must include this form and also must incorporate all supplementary documentation, especially that being given to the proposed participants e.g consent forms, plain English language statement. It must be proofread and spell-checked before submission.
5. All sections of the application form must be answered as instructed and within the word limits given.
6. Your ethics approval submission will be circulated to the School's Research Ethics Committee and you will be notified if/when it is approved
7. All projects must have either a derogation from an ethics approval requirement (as determined by your supervisor) OR must have an approved ethics submission (this form), before work with human subjects commences.

Applications which do not adhere to these requirements will not be accepted for review and will require resubmission

Applications must be completed on this form; answers in the form of attachments will not be accepted, except where indicated. No hard copy applications will be accepted. **The project must not commence work with human subjects until written approval has been received from the School of Computing Ethics Committee (SEC).**

PROJECT TITLE	Brand Analyzer App
PROJECT SUPERVISOR(S)	Andrew Nechifor Wiktoria Nataneek
START AND END DATE	Monday 27th January 2020 - Friday 6th March 2020

Please ensure that **all** supplementary information is included in your application (in one electronic copy). If questionnaire or interview questions are submitted in draft form, please indicate this by putting (draft) after YES. A copy of the final documentation must be submitted for final approval when available.

My application has been collated as one electronic file which includes the following documentation:	INCLUDED (mark as YES)	NOT APPLICABLE (mark as N/A)
Bibliography		N/A
Recruitment advertisement (How are you getting volunteers?)		N/A
Plain language statement/Information statement	YES	
Informed consent form	YES	
Personal Data Security Schedule https://www.dcu.ie/sites/default/files/info/3_blank_data_security_schedule.xls		N/A
Evidence of external approvals related to the research		N/A
Questionnaire/Survey	YES	
Interview/Focus Group Questions		N/A
Debriefing material		N/A
Other (e.g. local government approval)		N/A

Please note:

- Any amendments to the original approved proposal must receive prior SCEC approval.
- As a condition of approval investigators are required to document and report immediately to SCEC any adverse events, any issues which might negatively impact on the conduct of the research and/or any complaint from a participant relating to their participation in the study

1. ADMINISTRATIVE DETAILS

Project Type (select one): Undergraduate Project – Final Year

Undergraduate Project – non-final Year

Taught Masters (Practicum)

✓

(projects at other levels, e.g. PhD or research Masters, should be approved by the University's REC if necessary)

1.1 INVESTIGATOR CONTACT DETAILS

SUPERVISOR(S): *Your supervisor and other academic staff who are assisting, it should be clear who is the person who is carrying out the research procedures.*

NAME	SCHOOL/UNIT	EMAIL
Gareth Jones	School of Computing	gareth.jones@mail.dcu.ie

STUDENT(S):

NAME	SCHOOL/UNIT	EMAIL
Wiktoria Natanek	School of Computing	wiktoria.natanek2@mail.dcu.ie
Andrew Nechifor	School of Computing	andrew.nechifor2@mail.dcu.ie

DECLARATION BY SUPERVISOR(S)

The information contained herein is, to the best of my knowledge and belief, accurate. I have read the University's current research ethics guidelines, and accept responsibility for the conduct of the procedures set out in the attached application in accordance with the form guidelines, the SCEC guidelines (<https://www.dcu.ie/researchsupport/researchethics.shtml>), the University's policy on Conflict of Interest, Code of Good Research Practice and any other condition laid down by the Dublin City University Research Ethics Committee. I have attempted to identify all risks related to the research that may arise in conducting this research and acknowledge my obligations and the rights of the participants.

If there exists any affiliation or financial interest for researcher(s) in this research or its outcomes or any other circumstances which might represent a perceived, potential or actual conflict of interest this should be declared in accordance with Dublin City University policy on Conflicts of Interest.

I and my co-investigators or supporting staff have the appropriate qualifications, experience and facilities to conduct the research set out in the attached application and to deal with any emergencies and contingencies related to the research that may arise.

Electronic Signature(s):

Supervisor(s):  _____

Print Name(s) here: Gareth Jones

Date: 2nd March 2020

2. PROJECT OUTLINE

2.1 SIMPLE DESCRIPTION (Max. 300 words)

Please outline, in terms that any non-expert would understand, what your research project is about, including what participants will be required to do. Please explain any technical terms or discipline-specific phrases.

Our app will let participants submit a brand / business' name into a search bar. Then, our app collects Reddit posts about the brand / business during a certain period of time in order to evaluate the effect of those posts and see if they have a positive or negative influence on the popularity or the stocks of a brand / business. The app will return data about the brand, data about the perception that the brand has, information about how that data affected the perception of the brand and bar charts and graphs that visualise the data that the user received.

2.2 AIMS OF AND JUSTIFICATION FOR THE RESEARCH (Max. 400 words)

State the aims and significance of the project. Where relevant, state the specific hypothesis to be tested. Please provide a brief description of background research, a justification as to why this research project should proceed in that context and an explanation of any expected benefits to the community. NB – all references cited should be listed in an attached bibliography.

The aim of the app is to analyze the sentiment of a collection of gathered Reddit posts and to see the public opinion of a certain brand or business. The goal of that is to allow any user to submit that brand or business so they can see the online reputation of that brand and what is being said about it at the press of a button. This is to streamline the process of acquiring the information about a brand and make it much easier to find, giving power back to customers and users of a service / brand / business.

2.3 DESCRIBE THE METHODOLOGY BEING USED TO ACHIEVE YOUR STATED AIMS

Provide an outline of the proposed method and state who is doing which task – include details of data collection techniques, the tasks participants will be asked to do, the estimated time commitment involved, and how data will be analysed. If the project includes any procedure which is beyond already established and accepted techniques please include a description of it. There should be enough detail provided to facilitate ethical review, but applicants are encouraged to keep it as succinct as possible.

The user will open the app and see a search bar where they must enter the name of the brand or business. After that name is submitted, we will be using the Reddit application programming interface (API) which allows us to gather the target data i.e. specific Reddit posts about that brand. Then, the text from those posts will be tokenized and simplified by removing words which are irrelevant to the emotion of a text, analysed with linguistic classifiers to get the sentiment of the post and evaluated to see if the post had a positive or negative influence. After all these tasks have been performed, the app will return the relevant data to the user. This data will contain information about what was said about the brand and how these posts affected the brand's reputation.

2.4 PARTICIPANT PROFILE

Provide the number, age range and source of participants. Please provide a justification of your proposed sample size. Please provide a justification for selecting a specific gender, age, or any other group if this is done in your project.

In this project the source of the participants will be from DCU. This will be the easiest way for us as students to recruit other students to test the app. The participants will be asked to input a popular brand or business of their choosing. After that, we will observe how they interact with

the app and brand analysis results. Finally, we would ask them the questions set out in the questionnaire to acquire their feedback. We are going to ask 5 students since they would be familiar with phone apps and that would be an ample sample size to see how the app performs. The age range of the participants will be anyone that is 18 or older. This age was chosen since they would be old enough to give their informed consent.

2.4(a) PARTICIPANT VULNERABILITY

Are some or all of participants vulnerable in any way? (e.g by virtue of the group they belong to, people who have undergone traumatic or adverse emotional events, people with diminished cognitive ability, power relations between researchers and participants etc.)? If they are, state what this vulnerability (or vulnerabilities) is and justify why this research is being done with such participants.

We anticipate that none of the participants will be vulnerable.

2.4(b) CHILD PARTICIPANTS (anyone under 18 years old)

*If your participants include children, you **must** confirm that you are in compliance with the research specific guidelines as detailed in "Keeping Children Safe - Policies and Procedures supporting Child Protection at DCU" - available at: https://www4.dcu.ie/sites/default/files/policy/157%20-%20child_protection_handbook_rev1%282%29%281%29.pdf*

<i>Please indicate your compliance with the following guidelines:</i>	Mark here
We confirm that we have read and agree to act in accordance with the DCU Child Protection policy and procedures	✓
We confirm that we have put in place safeguards for the children participating in the research	✓
We confirm that we have supports in place for children who may disclose current or historical abuse (whether or not this is the focus of the research)	✓

2.5 EXPLAIN HOW PARTICIPANTS ARE TO BE RECRUITED

Please provide specific details as to how you will be recruiting participants. How will people be informed that you are doing this research? How will they be approached and asked if they are willing to participate? If you are mailing or phoning people, please explain how you have obtained their names and contact details. If a recruitment advertisement is to be used, please ensure you attach a copy to this application.

We will enter the public social areas of DCU like the library and the U building. There, we will be asking students if they would like to help test our app if they have free time. We will give them a consent form that displays all the relevant details about the app and the participants' role in the testing.

2.6 PLEASE EXPLAIN WHEN, HOW, WHERE, AND TO WHOM RESULTS WILL BE DISSEMINATED, INCLUDING WHETHER PARTICIPANTS WILL BE PROVIDED WITH ANY INFORMATION AS TO THE FINDINGS OR OUTCOMES OF THE PROJECT?

The results will only be disseminated to the users of our app whenever they enter the name of a popular brand / business.

2.7 ARE OTHER APPROVALS REQUIRED TO GAIN ACCESS TO ANOTHER LOCATION, ORGANISATION ETC.? (e.g. a School or company)

YES or NO
NO

(If YES, please specify from whom and attach a copy of the approval documentation. If this is not yet available, please explain when this will be obtained.)

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3. RISK AND RISK MANAGEMENT

3.1 JUSTIFICATION OF STATED LEVEL OF RISK TO RESEARCH PARTICIPANTS

You must provide a justification for the stated level of risk, as indicated on the cover page of your application. Note that the level of risk may be influenced by the vulnerability of the research group, the methods employed and the nature of the research itself. For further information on risk levels, please refer to the Levels of Review information on the website: <https://www.dcu.ie/researchsupport/researchethics.shtml>

The risk involved is little as it's irrelevant who the user is therefore they will be kept as anonymous

3.2 DOES THE RESEARCH INVOLVE:

	YES or NO
• use of a questionnaire? (attach copy)?	YES
• interviews (attach interview questions)?	NO
• observation of participants without their knowledge?	NO
• participant observation (provide details in section 2)?	YES
• audio- or video-taping interviewees or events?	NO
• access to personal and/or confidential data (including student, patient or client data) without the participant's specific consent?	NO
• administration of any stimuli, tasks, investigations or procedures which may be experienced by participants as physically or mentally painful, stressful or unpleasant during or after the research process?	NO
• performance of any acts which might diminish the self-esteem of participants or cause them to experience embarrassment, regret or depression?	NO
• investigation of participants involved in illegal activities?	NO
• procedures that involve deception of participants?	NO
• administration of any substance or agent?	NO
• use of non-treatment of placebo control conditions?	NO
• collection of body tissues or fluid samples?	NO
• collection and/or testing of DNA samples?	NO
• participation in a clinical trial?	NO
• administration of ionising radiation to participants?	NO

3.3 POTENTIAL RISKS TO PARTICIPANTS AND RISK MANAGEMENT PROCEDURES

Identify, as far as possible, all potential risks to participants (physical, psychological, social, legal, economic, etc.), associated with the proposed research. Please explain what risk management procedures will be put in place to minimise these risks.

We anticipate no major risk to the participants here. A low risk might involve the data the participant receives containing some profanity. However, we will be ensuring that any and all profanity acquired will be filtered out with our app to the best of our abilities.

3.4 ARE THERE LIKELY TO BE ANY BENEFITS (DIRECT OR INDIRECT) TO PARTICIPANTS FROM THIS RESEARCH?

YES or NO

NO

(If YES, provide details.)

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3.5 ARE THERE ANY SPECIFIC RISKS TO RESEARCHERS?

Examples include use of dangerous materials, asking certain types of questions, research being undertaken in certain locations, researchers working alone in isolated areas, etc.

YES or NO
NO

(If YES, please describe and explain what risk management procedures will be put in place to minimise these risks.)

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3.6 DEALING WITH ADVERSE/UNEXPECTED OUTCOMES

Please describe what measures/protocols you have put in place in the event that there are any unexpected outcomes or adverse effects to participants arising from involvement in the project.

When we are acquiring the data from the online Reddit posts, we will only be taking the text from the posts. The name, age, gender and any other relevant personal information will not be taken into account by our app. In the unlikely event that our app causes us to take any personal information (this could be due to improper programming) we will make sure to immediately dispose of it so the participant does not see it.

3.7 HOW WILL THE CONDUCT OF THE PROJECT BE MONITORED?

Please explain how the supervisor will monitor the conduct of the project (especially where several people are involved in recruiting or interviewing, administering procedures, etc.) to ensure that it conforms with the procedures set out in this application

We will have regularly scheduled meetings with our supervisor, as well as constant updates via email to make sure that our project is on the right path and conforms to the proper regulations and procedures.

3.8 SUPPORT FOR PARTICIPANTS

Depending on risks to participants you may need to consider having additional support for participants during/after the study. Consider whether your project would require additional support, e.g., external counselling available to participants. Please advise what support will be available.

Our project will not require additional support for any of the participants that may be involved.

3.9 DO YOU PROPOSE TO OFFER PAYMENTS OR INCENTIVES TO PARTICIPANTS?

YES or NO
NO

(If YES, please provide further details.)

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- 3.10 DO ANY OF THE RESEARCHERS ON THIS PROJECT HAVE A PERSONAL, PHILOSOPHICAL, FINANCIAL OR COMMERCIAL INTEREST IN ITS OUTCOME THAT MIGHT INFLUENCE THE INTEGRITY OF THE RESEARCH, OR BIAS THE CONDUCT OR REPORTING OF THE RESEARCH, OR UNDULY DELAY OR OTHERWISE AFFECT THEIR PUBLICATION?

YES or NO

NO

(If YES, please specify how this conflict of interest will be addressed.)

4. CONFIDENTIALITY/ANONYMITY

- 4.1 WILL THE IDENTITY OF THE PARTICIPANTS BE PROTECTED?

YES or NO

YES

(If NO, please explain why.)

IF YOU ANSWERED YES TO 4.1, PLEASE ANSWER THE FOLLOWING QUESTIONS:

- 4.2 HOW WILL THE ANONYMITY OF THE PARTICIPANTS BE RESPECTED?

Please bear in mind that where the sample size is very small, it may be impossible to guarantee anonymity/confidentiality of participant identity. Participants involved in such projects need to be advised of this limitation in the Plain Language Statement/Information Sheet. If you intend to fully anonymize the data, please provide details

The name, age or personal details of the participant will not be asked or written down.

- 4.3 LEGAL LIMITATIONS TO DATA CONFIDENTIALITY

Participants need to be made aware that confidentiality of information provided cannot always be guaranteed by researchers and can only be protected within the limitations of the law - i.e., it is possible for data to be subject to subpoena, freedom of information claim or mandated reporting by some professions. This information should be included in your Plain Language Statement and Informed Consent Form. Depending on the research proposal and academic discipline, you may need to state additional specific limitations.

State how and where participants will be informed of these limitations

The participants will tick a box if they consent to these limitations after being informed of them.

5. PERSONAL DATA - COMPLIANCE WITH THE GENERAL DATA PROTECTION REGULATION

Personal data is data relating to a living individual (i.e. the 'Data Subject') who is, or can be, identified either from the data itself or from the data in conjunction with other information that is in, or is likely to come into, the possession of the 'Data Controller' (i.e. DCU and its constituent units e.g. research teams etc.). Further information on personal data is available from the DCU Data Protection Unit at <https://www.dcu.ie/ocoo/dp/guides.shtml>

5.1 IS PERSONAL DATA BEING PROCESSED AS PART OF THIS PROJECT?

YES or NO
NO

If YES, Please indicate your compliance with the following guidelines:	Mark here
We confirm that we have read and agree to act in accordance with DCU Data Protection Unit guidance and procedures regarding personal data	✓
We confirm that we have put in place a Personal Data Security Schedule (PDSS) for the project and have attached it to this application	✓

Please see the GDPR and the Research Ethics Process section of the [SCEC main webpage](#) for guidance

IF YOU ANSWERED YES TO 5.1, PLEASE ANSWER THE FOLLOWING QUESTIONS:

5.2 WHAT KIND OF PERSONAL DATA IS BEING PROCESSED?

Note special categories of personal data include health data, genetic data and/or data relating to ethnicity/race of participants, their sex lives and/or sexual orientation

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5.3 WILL ANONYMISATION/PSEUDONYMISATION OF THE PERSONAL DATA BE UNDERTAKEN?

YES or NO
...

(If NO, please explain why.)

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6. DATA/SAMPLE STORAGE, SECURITY AND DISPOSAL

For the purpose of this section, "Data" includes that in a raw or processed state (e.g. interview audiotape, transcript or analysis). "Samples" include body fluids or tissue samples.

6.1 HOW AND WHERE WILL THE DATA/SAMPLES BE STORED?

Note that the SCEC recommends that all data be stored on campus – please justify any off-site storage.

All of the data will be stored online on secure DCU gitlab servers.

6.2 WHO WILL HAVE ACCESS TO DATA/SAMPLES?

If people other than the main researchers have access, please name who they are and explain for what purpose.

The supervisor and any examiners who will be assessing our project at the end of the year will have access to the data we have stored.
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6.3 HOW LONG IS THE DATA TO BE HELD/RETAINED FOR?

*Note that with very few exceptions **personal data** may not be retained indefinitely. It is up to the unit or research team to establish an upper retention limit for each category of personal data under its control.*

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When the user makes a request to analyse a certain brand, the posts related to the brand are fetched, the results calculated and then the posts are discarded. For testing purposes, we may hold the data until the start of the academic year of 2020/2021.

6.4 IF DATA/SAMPLES ARE TO BE DISPOSED OF, PLEASE EXPLAIN HOW, WHEN AND BY WHOM THIS WILL BE DONE?

*Note that simply deleting files is not sufficiently secure. The additional steps to be taken to maintain data security should be given. **Personal data** must be disposed of in a safe and secure manner at the end of its retention period. If the data is stored in a: a) paper based format then shredding or disposal via a secure bin is recommended; or b) if it is stored in an electronic based format then deletion of the record or full anonymization of the data is recommended. If data/samples are NOT being disposed of, please justify this decision.*

At the end of the retention period, the data will be disposed of completely via deletion of the record of the data by Andrew Nechifor as well as a memory wipe of the network and servers it was stored on. This will also be performed by Andrew Nechifor.

7. PLAIN LANGUAGE STATEMENT (Attach to this document. Approx. 400 words)

A Plain Language Statement (PLS) should be used in all cases. This is written information in plain language that you will be providing to participants, outlining the nature of their involvement in the project and inviting their participation. The PLS should specifically describe what will be expected of participants, the risks and inconveniences for them, and other information relevant to their involvement. Please note that the language used must reflect the participant age group and corresponding comprehension level – if your participants have different comprehension levels (e.g. both adults and children) then separate forms should be prepared for each group. The PLS can be embedded in an email to which an online survey is attached, or handed/sent to individuals in advance of their consent being sought. See link to sample templates on the website: <https://www.dcu.ie/researchsupport/ethicsapproval.shtml>

PLEASE CONFIRM WHETHER THE FOLLOWING ISSUES HAVE BEEN ADDRESSED IN YOUR PLAIN LANGUAGE STATEMENT/ INFORMATION SHEET FOR PARTICIPANTS:

	YES or NO
Introductory Statement (Supervisor and student names, school, title of the research)	YES
What is this research about?	YES
Why is this research being conducted?	YES
What will happen if the person decides to participate in the research study?	YES
How will their privacy be protected?	YES
How will the data be used and subsequently disposed of?	YES
What are the legal limitations to data confidentiality?	YES
What are the benefits of taking part in the research study (if any)?	NO
What are the risks of taking part in the research study?	YES
Confirmation that participants can change their mind at any stage and withdraw from the study	YES
How will participants find out what happens with the project?	YES
Contact details for further information (including SCEC contact details)	YES
Details relating to GDPR Compliance if Personal Data is being sought	NO

If any of these issues are marked NO, please justify their exclusion:

No benefits are involved in taking part in this research study. No Personal Data from the participant is being sought.

8. INFORMED CONSENT FORM (Attach to this document. Approx. 300 words)

In most cases where interviews or focus groups are taking place, an Informed Consent Form is required. This is an important document requiring participants to indicate their consent to participate in the study, and give their signature. If your participants are minors (under

18), it is best practice to provide them with an assent form, while their parents/guardians will be given the Informed Consent Form. In cases where an anonymous questionnaire is being used, it is enough to include a tick box in the questionnaire (underneath the information section for participant), where participants can indicate their consent. See link to sample templates on the website: <https://www.dcu.ie/researchsupport/ethicsapproval.shtml>

NB – IF AN INFORMED CONSENT FORM IS NOT BEING USED, THE REASON FOR THIS MUST BE JUSTIFIED HERE.

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Dublin City University

Plain Language Statement

Introduction to the Research Study

The name of the Research Study is “Brand Analyzer App”. The research being performed involves the analysis of online perceptions of a brand / business. This research is being conducted to allow users to easily see the online reputation of a brand at the press of a button. The Research Study is being performed by two students of the DCU Computing Department. The principal investigators of the project are Andrew Nechifor and Wiktorina Natanek. If you wish to contact them for more information, please email them at andrew.nechifor2@mail.dcu.ie or wiktorina.natanek2@mail.dcu.ie

Details of what participant involvement in the Research Study will require

The participant will be involved in inputting a brand name into the app and will be observed interacting with the Brand Analyzer App and the data it shows.

Potential risks to participants from involvement in the Research Study (if greater than that encountered in everyday life)

No major risks to participants will be anticipated during their involvement in the Research Study. A low risk of exposure to profanity could occur but the app will filter out all profanity possible.

Any benefits (direct or indirect) to participants from involvement in the Research Study

No benefits will occur to the participants from involvement in the Research Study

How will participant privacy be protected?

We will not be writing down or recording the name, age or personal details of participants involved in this Research Study.

Advice as to whether or not data is to be destroyed after a minimum period

The data will need a couple months of processing and examination before it can be destroyed, so any data acquired will be destroyed before the start of the academic year of 2020/2021.

Confirmation that participants can change their mind at any stage and withdraw from the study

Any participant can change their mind at any stage and withdraw from the study if desired.

Statement that involvement in the Research Study is voluntary

Involvement in the Research Study is completely optional and voluntary.

How will participants find out what happens with the project?

Our participants will be contacted with information about the project with an organised meeting a later date at their discretion and convenience.

If participants have concerns about this study and wish to contact an independent person, please contact:

The Secretary, Dublin City University Research Ethics Committee, c/o Research and Innovation Support, Dublin City University, Dublin 9. Tel 01-7008000, e-mail rec@dcu.ie

APPENDIX B: INFORMED CONSENT FORM

Participant Informed Consent Form

I. Research Study Title

The study in which you are being requested to participate in the testing of an experimental project called the 'Brand Analyzer App'. It is being conducted by Andrew Nechifor and Wiktoria Natanek, two 3rd year Computer Applications students from the School of Computing.

II. Purpose of the research

As the demand for information about brands and business increases, this research aims to offer insight into the online sentiment of a brand or business. It is usually very difficult to acquire accurate data and statistics in this area for a customer or service user. This study aims to generate new insights into this important area, giving users access to what is being discussed about a brand or a business.

III. Confirmation of particular requirements as highlighted in the Plain Language Statement

As stated in the Plain Language Statement, participants in this research will be requested to enter the name of a brand or a business into the app and to allow the principal investigators to observe them performing this action and witnessing their reactions to the data acquired.

Participant – please complete the following (Circle Yes or No for each question)

Have you read or had read to you the Plain Language Statement Yes/No

Do you understand the information provided? Yes/No

Have you had an opportunity to ask questions and discuss this study? Yes/No

Have you received satisfactory answers to all your questions? Yes/No

Do you agree to be supervised and observed while testing the app? Yes/No

Participants' involvement in this study is totally voluntary. As a participant you may withdraw from the Research Study at any point. There will be no penalty for withdrawing before all stages of the Research Study have been completed.

VI. Arrangements to protect confidentiality of data

Every effort will be made to respect participants' anonymity. Participants' actual names will be protected and fake names will be used if direct references are required. Notes of the user testing and/or transcripts will be held by the principal researchers and principal investigators and will be stored in a secure location.

VII. Signature

I have read and understood the information in this form. My questions and concerns have been answered by the researchers, and I have a copy of this consent form. Therefore, I consent to take part in this research project.

Participants Signature: _____

Name in Block Capitals: _____

Date: _____

Questionnaire

Questions after using the Brand Analyzer App

Q1: What brand did you input?

Q2: Was navigating to and from different pages and menus easy or hard?

Q3 (if participant said harder to Q1): What made it harder for you?

Q4: Did you like the results that were displayed?

Q5: (to the previous question, regardless of answer) Why did you like / not like them?

Q6: Did you like how the results were displayed?

Q7: Was the app performance fast or slow for you?

Q8: If you could an additional feature, what would you add?
