

Welcome to the Experiment!

This is a User Interface / User Experience Study for E-Commerce Website.

Introduction

- This document will provide you with information about this research study.
- Read the information and ask any questions you might have.
- This form will record your consent if you are continuing this study.

Purpose of the Study

This study is to understand whether the user likes the new features on an e-commerce website.

What will you be asked to do?

If you agree to participate in this study, you will be asked to:

- Browse through an e-commerce website. You will be given a shopping task to complete.
- Since this is an experiment, when you checkout, you will not pay anything but complete
- A basic questionnaire about Demographics (without recording your name)
- The questionnaire will also ask you about your experience and about the shopping cart.

Time

This study will require approx. 15 mins

Data

- The study will NOT be audio/video/screen recorded.
- The researcher will not know what products you chose. No one will judge you.
- The number of items will be counted for analysis.
- Your name and personal identifiers are NOT recorded

What are the risks involved in this study?

No risks at all, It is a fun task to do!

What are the possible benefits of this study?

This study will try to test a hypothesis and the results obtained will help to robustly understand behavioral and cognitive bias in consumer behavior.

Your participation is voluntary. Once started, you are free to withdraw at any time. If you would like to participate voluntarily, please sign and return this form to the instructor.

Whom to contact with questions about the study?

Prior to, during, or after your participation, you can contact the researcher Rohan Choudhury at +91 9693978732 or send an email to rohan2choudhary@gmail.com for any queries.