

The Impact of UI and UX Design on Web Application Quality: A Mixed Methods Study

Consent form

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You have been invited to participate in a research study to examine the relationship between user interface (UI) and user experience (UX) design on web applications. The purpose of this study is to identify which design features impact UX the most and how they can be applied to web applications. The study will be conducted in two parts: an A/B test between two ecommerce websites and a questionnaire to be later used as part of a thematic analysis. As a participant you will be assigned to study group A or B and therefore examine artefact A or B.

You will be asked to complete a task and complete a questionnaire. The task will involve selecting several products from different categories across each site and adding them to the site's basket or cart. You are encouraged to use as many of the sites features as possible, excluding login and registering systems, Search and Filtering for example. After completing the task, you will be asked to complete a questionnaire, requiring a name and several paragraph answers. The task and questionnaire will take approximately 20 minutes.

The potential risks from this study include:

- Privacy concerns regarding personal information and data security.
- Strain on eyes and neck due to prolonged screen use.
- Repetitive stress injuries due to prolonged mouse and keyboard use.

Your name does not have to be your real name it will be used only for referencing should you wish to withdraw. It will not be used as part of the study.

Your participation in this study is voluntary you may withdraw at any time before beginning the questionnaire. Should you complete the questionnaire you will have a 3-week grace period from which you may contact the study conductor via email to withdraw your information. After this period your data will be included in the study regardless.

By signing this consent form, you are indicating that you have read the information provided, understand the procedures and requirements involved in the study, and voluntarily agree to participate in the study.

Signature: _____

Date: _____