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Title of the Research Study	Digital Transformation: Creating a Web-Based Hub for 1AVC Printing Inc.
Researcher/s	Ken David M. Yang
	Roque Jay Tacuel
	Joshua O. Asis
	Jon Ludwig V. Vasallo
	James P. Petilla
	Peter John Niño M. Tania
	Queen Montebon
	Glorie Ann A. Pablo
	Mark Jason Villacampa
Contact Information of the Researcher/s	
CellPhone number	09695169819 - Yang 09687655689 - Tacuel 09393453928 - Asis 09458441679 - Vasallo 09685879917 - Petilla 09668153581 - Tania 09462069786 - Montebon 09361014715 - Pablo 09696400910 - Villacampa
Email address	seconenk@gmail.com - Yang roquejaytacuel01@gmail.com joshuaaoasis1234@gmail.com ludwigvasallo@gmail.com jpetilla30@gmail.com PeterTania@gmail.com queenmontebonmontebon@gmail.com glorieannpablo@gmail.com villacampa.jason1221@gmail.com
Purpose of the Study	The research study aims to enhance the customer experience of the website ordering system by gathering feedback from participants who have previously used it. Through a short questionnaire, participants will share their experiences, likes, challenges, and suggestions for improvement. The collected feedback will be analyzed to identify areas for enhancement, ultimately leading to informed decisions on improving the website for a more enjoyable and efficient ordering experience. By leveraging questionnaire-based research, businesses can gain valuable feedback to refine



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	their online ordering processes, enhance customer experiences, and ultimately drive growth in the digital marketplace.
Procedures of the Study	<p>Participant Selection Criteria: Participants must reside in Manila, have previous website ordering experience, and be of legal age. Gender is not a factor.</p> <p>Recruitment Method: Participants will be invited via email based on their previous orders, explaining the study's purpose and how to join.</p> <p>Informed Consent Process: Participants will provide consent by checking a box, acknowledging the data privacy act.</p> <p>Research Activities: Participants will complete a questionnaire about their website ordering experiences, with no restrictions on website interaction.</p> <p>Time Commitment: The questionnaire will take about 5 minutes to complete, and participants only need to do it once.</p> <p>Participant Incentives: Participation contributes to improving the ordering system, benefiting regular users.</p> <p>Confidentiality and Data Security: Participant data will be anonymized, securely stored, and accessible only to authorized researchers. Responses will be aggregated for confidentiality.</p> <p>Contact Information and Support: Participants can reach out to the research team with any questions or concerns, with provided contact details.</p>
Benefits	Participating in the research study empowers customers to enhance the website ordering system by sharing feedback, ultimately improving user experience and streamlining the ordering process. This not only benefits participants with a more user-friendly and enjoyable experience but also contributes valuable insights to the broader tech industry. By identifying best practices and addressing common challenges in online ordering, the study advances e-commerce and user experience design knowledge. It informs future research and industry practices, promoting responsible and customer-focused approaches to digital innovation worldwide. This emphasis on user-centric design



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	principles fosters trust and satisfaction in online transactions, benefiting businesses and consumers alike.
Risks	There are no direct risks, discomforts, or inconveniences anticipated for participants in this research study. All necessary measures will be taken to ensure participant privacy, data security, and ease of participation.
Cost of Participation	Other than the time cost this will take from respondents, there are no other costs which they will be needing to provide.
Payment or Remuneration	In this research study on the website ordering system, no form of direct remuneration or compensation will be distributed to participants. Participation in the study is voluntary, and participants are motivated by their interest in contributing to the improvement of the website. Therefore, offering compensation such as transportation costs, food allowance, or internet load is deemed unnecessary. Additionally, since the study involves a single questionnaire session, there will be no pro-rated distribution of compensation per research study visit. As there is no prize draw or lottery involved, odds of winning are not applicable. In the event that a participant decides to withdraw from the study, no compensation will be provided, as participation is entirely voluntary and no incentives are offered for involvement except for the improvement of the system.
Confidentiality	Confidentiality and anonymity will be rigorously maintained throughout the research process. Participant data will be kept confidential and anonymized to ensure privacy and prevent the identification of individual participants. Only authorized researchers involved in the study will have access to the data. Participant data will be kept for the duration of the study and for a reasonable period thereafter to allow for data analysis and any potential follow-up inquiries. After the retention period, data will be securely disposed of in accordance with data protection regulations.
Voluntary Participation	Participation in the research study is voluntary, and participants can withdraw at any time without consequences. However, once data are collected and anonymized, it may not be possible to retract individual data points due to aggregation with others' responses. Participants are encouraged to communicate their withdrawal decision to the research team, who will cease further data collection

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	and processing for them. However, data already anonymized and integrated into the dataset may not be retracted.
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Contact Information:

If you have questions about this research study, or you experience adverse effects because of participating in this study, you may contact the researcher/s whose contact information is provided on the first page.

The plan for this research study has been reviewed by the PUP Research Ethics Committee (PUP-REC). If you have questions regarding your rights as a research participant, or if problems arise that you do not feel you can discuss with the researcher/s, please call us at (02) 5335-1787 local 235.

Consent Statement:

I have read and understood the provided information and have had the opportunity to ask questions. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.


 ROQUE JAY TACUEL	<u>05/21/2024</u>
Signature over Printed Name of Participant	Date

 KEN DAVID YANG	<u>05/21/2024</u>
Signature over Printed Name of Researcher	Date

 JON LUDWIG V. VASALLO	<u>05/21/2024</u>
Signature over Printed Name of Researcher	Date

 JAMES A. PETILLA	<u>05/21/2024</u>
Signature over Printed Name of Researcher	Date

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Joshua O. Asis
Signature over Printed Name of Researcher

05/21/2024
Date



PETER JOHN NINO M. TANIA
Signature over Printed Name of Researcher

05/21/2024
Date



QUEEN G. MONTEBON
Signature over Printed Name of Researcher

05/21/2024
Date



GLORIFANN A. PABLO
Signature over Printed Name of Researcher

05/21/2024
Date



MARK JASON Z. VILLACAMPA
Signature over Printed Name of Researcher

05/21/2024
Date

