

# IoT Advertising User Feedback 01

Please find below the consent section, which you are required to complete in order for us to work with your answers.

Your feedback is important in order to create a positive experience. Please fill this survey and let us know your thoughts (your answers will be anonymous).

Your email address is required only to compensate you with a voucher for your time and effort. Should you wish to be provided with the findings they can be emailed to you once the research is complete.

**\*Required**

## 1. Email address \*

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## PARTICIPATION INFORMATION SHEET

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Title of Study: MSc Interaction Design and Computing (PMMGM01F)

Project: Dissertation - Creating Positive User Experiences For Audiences Of Proximity Marketing And Pervasive Advertising

Researcher: Andrew Keats.

Supervisor: Ashif Tejani

You have been invited to take part in a usability/user experience study I am conducting on Internet-of-Things triggered smartphone advertising experiences.

I want to give you a little more information about what you are about to undertake and give you time to ask any questions or give any feedback you might have both before and after the experiment.

I am asking you for your opinions & insight regarding novel forms of mobile advertising interaction and how those experiences could be made as positive as possible. Our goal is to record your responses to the following experiments and find out what you like or dislike about them; as well as this we'd like to gauge your attitudes towards the characteristics and limitations of these experiences, and suggestions for improvement. This in turn will feed into how to improve upon the ideas and find the best solution. Finding out more about your thoughts will help us better understand user experience problems and how we can develop an improved experience.

You are to be presented with 8 experiments, each lasting a 1 or 2 minutes followed by a the rest of the questionnaire for you to provide feedback.

The 8 experiments will all start with the same scenario of a simulated transaction with a vending machine that prompts an advertising interaction to begin on a smartphone. The smartphone will be provided for the purposes of the experiment.

I will record the data you provide and will make notes, then compare your responses from the questionnaire amongst other data.

This research is being undertaken as part of my studies for the MSc Interaction Design and Computing programme and specifically as part of my Dissertation at the University of Westminster.

In summary, the study involves you:

Interacting with 8 user experience experiments, totalling between 8 and 16 minutes.

Completing one questionnaire that takes approximately 8 to 16 minutes to complete.

Please note:

- There is no right or wrong answer. If you have any questions, comments or become confused while you are answering the questions, please indicate. If you ever feel that you are lost or cannot complete a question that you have been given, also indicate this below.
- Please always keep in mind that we are not testing you, but we are gathering information about the

experiences. We want and need your honest feedback about the experiences!

- Your participation in this research is entirely voluntary.
- You have the right to withdraw at any time without giving a reason.
- You have the right to ask for your data to be withdrawn as long as this is practical, and for personal information to be destroyed.
- Your responses will be made anonymous, and will be kept confidential unless you provide explicit consent to do otherwise.
- No individuals would be identifiable from any collated data.
- All computer data files will be encrypted and password protected. The researcher will keep files in a secure place and will comply with the requirements of the Data Protection Act.
- If you wish, you can receive information on the results of the research. Please indicate on the consent form if you would like to receive this information.

The researcher can be contacted by email ([w1663560@my.westminster.ac.uk](mailto:w1663560@my.westminster.ac.uk)) .

If you have a complaint about this research project you can contact the Dissertation Supervisor, Ashif Tejani by e-mail ([A.Tejani@my.westminster.ac.uk](mailto:A.Tejani@my.westminster.ac.uk)) or by telephone (0207 911 5000 ext. 64513).

Thank you for your participation.

**2. Are you happy to proceed? \***

*Tick all that apply.*

☐ I have read the participation sheet and am able to take part in the research.

## Feedback for experiment #1

Having experienced experiment #1, your feedback on it is much appreciated.

**3. I found the experience enjoyable \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**4. If you enjoyed any part(s) in particular, please describe what you enjoyed:**

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**5. I found the experience annoying \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

6. If you were annoyed by any part(s) in particular, please describe what annoyed you:

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7. I found the experience engaging \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

8. If you found any particular part(s) engaging, please describe what:

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9. I found the experience interesting \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

10. If you found any particular part(s) interesting, please describe what:

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**11. I found the experience to be persuasive \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**12. If you found any particular part(s) persuasive, please describe what:**

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**13. The experience connected me with the brand? \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**14. If you found any part(s) in particular, connected you with the brand, please describe what:**

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**15. I found the experience easy to use \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

16. If you found any part(s) in particular, difficult to use, please describe what:

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17. What was the best part of the experience?

(Optional)

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18. What was the worst part of the experience?

(Optional)

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19. Do you have any suggestions for improvement?

(Optional)

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## Feedback for experiment #2

Having experienced experiment #2, your feedback on it is much appreciated.

20. I found the experience enjoyable \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

21. If you enjoyed any part(s) in particular, please describe what you enjoyed:

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22. I found the experience annoying \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

23. If you were annoyed by any part(s) in particular, please describe what annoyed you:

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24. I found the experience engaging \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

25. If you found any particular part(s) engaging, please describe what:

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**26. I found the experience interesting \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**27. If you found any particular part(s) interesting, please describe what:**

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**28. I found the experience to be persuasive \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**29. If you found any particular part(s) persuasive, please describe what:**

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**30. The experience connected me with the brand? \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

31. If you found any part(s) in particular, connected you with the brand, please describe what:

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32. I found the experience easy to use \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

33. If you found any part(s) in particular, difficult to use, please describe what:

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34. What was the best part of the experience?

(Optional)

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35. What was the worst part of the experience?

(Optional)

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36. Do you have any suggestions for improvement?

(Optional)

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## Feedback for experiment #3

Having experienced experiment #3, your feedback on it is much appreciated.

37. I found the experience enjoyable \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

38. If you enjoyed any part(s) in particular, please describe what you enjoyed:

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39. I found the experience annoying \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

40. If you were annoyed by any part(s) in particular, please describe what annoyed you:

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**41. I found the experience engaging \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**42. If you found any particular part(s) engaging, please describe what:**

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**43. I found the experience interesting \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**44. If you found any particular part(s) interesting, please describe what:**

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**45. I found the experience to be persuasive \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

46. If you found any particular part(s) persuasive, please describe what:

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47. The experience connected me with the brand? \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

48. If you found any part(s) in particular, connected you with the brand, please describe what:

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49. I found the experience easy to use \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

50. If you found any part(s) in particular, difficult to use, please describe what:

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**51. What was the best part of the experience?**

(Optional)

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**52. What was the worst part of the experience?**

(Optional)

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**53. Do you have any suggestions for improvement?**

(Optional)

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## **Feedback for experiment #4**

Having experienced experiment #4, your feedback on it is much appreciated.

**54. I found the experience enjoyable \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**55. If you enjoyed any part(s) in particular, please describe what you enjoyed:**

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**56. I found the experience annoying \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**57. If you were annoyed by any part(s) in particular, please describe what annoyed you:**

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**58. I found the experience engaging \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**59. If you found any particular part(s) engaging, please describe what:**

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**60. I found the experience interesting \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

61. If you found any particular part(s) interesting, please describe what:

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62. I found the experience to be persuasive \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

63. If you found any particular part(s) persuasive, please describe what:

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64. The experience connected me with the brand? \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

65. If you found any part(s) in particular, connected you with the brand, please describe what:

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**66. I found the experience easy to use \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**67. If you found any part(s) in particular, difficult to use, please describe what:**

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**68. What was the best part of the experience?**

(Optional)

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**69. What was the worst part of the experience?**

(Optional)

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**70. Do you have any suggestions for improvement?**

(Optional)

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## **Feedback for experiment #5**

Having experienced experiment #5, your feedback on it is much appreciated.

**71. I found the experience enjoyable \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**72. If you enjoyed any part(s) in particular, please describe what you enjoyed:**

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**73. I found the experience annoying \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**74. If you were annoyed by any part(s) in particular, please describe what annoyed you:**

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**75. I found the experience engaging \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree



**76. If you found any particular part(s) engaging, please describe what:**

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**77. I found the experience interesting \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**78. If you found any particular part(s) interesting, please describe what:**

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**79. I found the experience to be persuasive \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**80. If you found any particular part(s) persuasive, please describe what:**

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81. **The experience connected me with the brand? \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

82. **If you found any part(s) in particular, connected you with the brand, please describe what:**

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83. **I found the experience easy to use \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

84. **If you found any part(s) in particular, difficult to use, please describe what:**

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85. **What was the best part of the experience?**

(Optional)

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**86. What was the worst part of the experience?**

(Optional)

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**87. Do you have any suggestions for improvement?**

(Optional)

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## Feedback for experiment #6

Having experienced experiment #6, your feedback on it is much appreciated.

**88. I found the experience enjoyable \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**89. If you enjoyed any part(s) in particular, please describe what you enjoyed:**

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**90. I found the experience annoying \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

91. If you were annoyed by any part(s) in particular, please describe what annoyed you:

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92. I found the experience engaging \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

93. If you found any particular part(s) engaging, please describe what:

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94. I found the experience interesting \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

95. If you found any particular part(s) interesting, please describe what:

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96. I found the experience to be persuasive \*

Mark only one oval.

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

97. If you found any particular part(s) persuasive, please describe what:

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98. The experience connected me with the brand? \*

Mark only one oval.

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

99. If you found any part(s) in particular, connected you with the brand, please describe what:

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100. I found the experience easy to use \*

Mark only one oval.

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

101. If you found any part(s) in particular, difficult to use, please describe what:

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102. What was the best part of the experience?

(Optional)

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103. What was the worst part of the experience?

(Optional)

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104. Do you have any suggestions for improvement?

(Optional)

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## Feedback for experiment #7

Having experienced experiment #7, your feedback on it is much appreciated.

105. I found the experience enjoyable \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

106. If you enjoyed any part(s) in particular, please describe what you enjoyed:

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107. I found the experience annoying \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

108. If you were annoyed by any part(s) in particular, please describe what annoyed you:

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109. I found the experience engaging \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

110. If you found any particular part(s) engaging, please describe what:

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**111. I found the experience interesting \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**112. If you found any particular part(s) interesting, please describe what:**

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**113. I found the experience to be persuasive \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**114. If you found any particular part(s) persuasive, please describe what:**

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**115. The experience connected me with the brand? \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree



116. If you found any part(s) in particular, connected you with the brand, please describe what:

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117. I found the experience easy to use \*

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

118. If you found any part(s) in particular, difficult to use, please describe what:

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119. What was the best part of the experience?

(Optional)

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120. What was the worst part of the experience?

(Optional)

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121. **Do you have any suggestions for improvement?**

(Optional)

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## Feedback for experiment #8

Having experienced experiment #8, your feedback on it is much appreciated.

122. **I found the experience enjoyable \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

123. **If you enjoyed any part(s) in particular, please describe what you enjoyed:**

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124. **I found the experience annoying \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

125. **If you were annoyed by any part(s) in particular, please describe what annoyed you:**

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**126. I found the experience engaging \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**127. If you found any particular part(s) engaging, please describe what:**

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**128. I found the experience interesting \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

**129. If you found any particular part(s) interesting, please describe what:**

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**130. I found the experience to be persuasive \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

131. If you found any particular part(s) persuasive, please describe what:

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132. The experience connected me with the brand? \*

Mark only one oval.

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

133. If you found any part(s) in particular, connected you with the brand, please describe what:

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134. I found the experience easy to use \*

Mark only one oval.

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

135. If you found any part(s) in particular, difficult to use, please describe what:

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136. **What was the best part of the experience?**

(Optional)

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137. **What was the worst part of the experience?**

(Optional)

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138. **Do you have any suggestions for improvement?**

(Optional)

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## Overall feedback for all experiments

Having experienced all experiments your feedback comparing them would be much appreciated.

139. **I was comfortable with the interactions being triggered by IoT wireless \***

*Mark only one oval.*

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

140. **Do you have any thoughts on the the wireless IoT device triggering the interaction?**

(Optional)

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141. I was comfortable with the interactions happening on a smartphone \*

Mark only one oval.

- ☐ Completely disagree
- ☐ Somewhat disagree
- ☐ Slightly disagree
- ☐ Slightly agree
- ☐ Somewhat agree
- ☐ Completely agree

142. Do you have any thoughts on the the smartphone element of the interaction?

(Optional)

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143. Overall, which was your most preferred experiment? \*

Mark only one oval.

- ☐ #1
- ☐ #2
- ☐ #3
- ☐ #4
- ☐ #5
- ☐ #6
- ☐ #7
- ☐ #8

144. Why was this your most preferred experiment?

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145. Overall, which was your least preferred experiment? \*

Mark only one oval.

- ☐ #1
- ☐ #2
- ☐ #3
- ☐ #4
- ☐ #5
- ☐ #6
- ☐ #7
- ☐ #8

146. Why was this your least preferred experiment?

147. Could you please rate the experiments in order of preference? \*

Mark only one oval per row.

	Rank #1	Rank #2	Rank #3	Rank #4	Rank #5	Rank #6	Rank #7	Rank #8
Experiment #1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiment #2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiment #3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiment #4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiment #5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiment #6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiment #7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experiment #8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

148. Lastly, do you have any other feedback regarding the experiments?

(Optional)

Consent Form

Title of Study: MSc Interaction Design and Computing (PMMGM01F)

Project: Dissertation - Creating Positive User Experiences For Audiences Of Proximity Marketing And Pervasive Advertising

Researcher: Andrew Keats.

149. **Please check the following accordingly**

*Tick all that apply.*

- ☐ I have been given the Participation Information Sheet and/or had its contents explained to me.
- ☐ I have had an opportunity to ask any questions and I am satisfied with the answers given.
- ☐ I understand I have a right to withdraw from the research at any time and I do not have to provide a reason.
- ☐ I understand that if I withdraw from the research any data included in the results will be removed if that is practicable (I understand that once anonymised data has been collated into other datasets it may not be possible to remove that data).
- ☐ I would like to receive information relating to the results from this study.
- ☐ I confirm I am willing to be a participant in the above research study.
- ☐ I note the data collected may be retained in an archive and I am happy for my data to be reused as part of future research activities. I note my data will be fully anonymised (if applicable).

## **Feedback survey complete!**

Thanks so much for taking the time to take part in the research study. We hope it hasn't taken too much of your time. Feel free to get in touch if you have any questions.

- ☐ Send me a copy of my responses.

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