**STATEMENT OF INFORMED CONSENT**

**Purpose:** We are conducting a study of how people interact with online retail sites such as Amazon and Ebay. The objective of studying the user bases of these sites is to ultimately create a redesign for a company’s website called BottomLine Telecommunications. The site functions as intended however it seems to be missing a few key things about what their audience may want so it is our job as a team to find out what users prefer as a whole and redesign the site to fit the general users needs. Your answers will not be singled out and we will not be targeting you as an individual. This study is being conducted as part of a course at the University of California, Irvine, entitled, “Informatics 132: Project in Human Computer Interaction.” As such, this is also a training opportunity for us as students.

**Procedure:** You will be asked to participate in a survey. We will ask questions about your experience and opinions about buying products online and anything that may relate. There will be a combination of checkbox, radio button, and free response answers but remember that there are no right or wrong answers. The survey should last about five to ten minutes. Your responses will be analyzed by our group and used in our future reports and redesigns for this project.

**Confidentiality:** We will use the data you give us, along with the information we collect from other participants, to design better technologies. To ensure confidentiality, we will not associate your name with your data.

**Freedom to Withdraw:** Participation in this study is voluntary. You may withdraw from the activity at any time without penalty

C**ontact Information:** If you have any questions or comments, you may contact us at [contact details], or you may contact the instructor of the course: Matthew Bietz, Ph.D., mbietz@uci.edu.

**If you agree to these terms, please indicate you’re acceptance by signing your e-signature below:**

**E-Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**