

Participant Information and Consent Form

Sift Evaluation Exercise

You are being invited to take part in an evaluation exercise to help assess the functionality and effectiveness of various aspects of the Sift mobile application. Before you decide whether to take part in the experiment, it is incredibly important to understand what the experiment will consist of, what is required of you and the purpose of the experiment. Please take your time to carefully read the following information.

Do I have to take part?

No, you have complete freedom over the choice. If you do not wish to take part in the experiment, please complete the Consent Form to show your rights in relation to the research. If you do decide to take part, you are still able to withdraw at any time without a reason. Please contact Edward Day via email at edward57day@gmail.com if you wish to withdraw from the evaluation at any point.

What will the evaluation consist of?

You will take part in one of three evaluation exercises. Each exercise should take no longer than 15 minutes.

1 – Evaluation of Mobile Application

This will involve carrying out various tasks within both the Sift and Rightmove mobile applications. The time taken to complete each task will be measured, and you will then be asked a series of questions afterwards about your experience. Please note that you will be required to provide personal information to both platforms in order to sign up for an account. This can be deleted afterwards and will not be viewed or shared.

2 – Evaluation of Content-Based Filtering Recommendations

This will involve analysing recommendations provided by the system for sample users and providing feedback about the effectiveness of the system.

3 – Evaluation of Collaborative Filtering Recommendations

This will start with participants being made familiar with a set of 5 user personas. They will then be shown a set of properties that have been recommended and asked which user they think the recommendation was for.

What are the benefits of the experiment?

There is no financial reward for taking part in the experiment.

Background

This experiment is part of the Final Year Project - Development of a real-estate mobile application with a custom recommendation system to help users find a suitable property – “Sift”. For more information on the exercise please contact Edward Day via email at edward57day@gmail.com

Signature Form

- I understand that I do not have to take part in the experiment.
- I understand that if I do decide to take part, I can withdraw at any time without giving a reason.
- I have read and understood the background and the purpose of the experiment and had all my queries regarding the experiment answered.
- I understand how the experiment will be conducted.
- I understand that I can withdraw my permission to use my data within 7 days after completing the experiment.
- I am aware of what data will be collected and I understand how the data will be used.
- I give consent for my data requested to be used and published.
- I understand that the information stored cannot be used to directly identify me and the any personal data will be anonymised.
- I understand that while the data is stored, I am entitled to access and alter any information relating to myself.
- I understand that if I have any further queries or require any clarification, I can contact any of the experiment leaders and I have been provided with their contact details.

Signature 

Date..... **07/04/2023**