Crowdfunding for Energy Upgrade Platform

Welcome and thank you for participating in our experiment.

In this experiment we want to get some insights on how well our application works.

Our application is a crowdfunding platform, where people can invest money and help others make upgrades that will reduce their electricity consumption. (We will provide you with more detailed information later)

For this purpose, we will ask you to go through the process of selecting a specific project and invest a specific amount of money into it. This is just, a simulation, the projects displayed are not real and you will not be giving away any money. Further instructions will follow.

First, we need to ask some questions about yourself.
The information you provide will remain anonynoums and confidential.

The duration of the experiment is ~15 min.

* Erforderlich

1.   I agree to proceed with the experiment *

Markieren Sie nur ein Oval.

◯ Yes

◯ No

Demographics

2.   Participant ID (Ask the researcher to fill this) *

_____

3.   Interface shown (Ask the researcher to fill this) *

Markieren Sie nur ein Oval.

⬭ A

⬭ B

4.   What is your age? *

Markieren Sie nur ein Oval.

⬭ 18-24

⬭ 25-39

⬭ 40-55

⬭ 55<

5.   What is your sex? *

Markieren Sie nur ein Oval.

⬭ Male

⬭ Female

⬭ Sonstiges: _____

6. What is the highest level of education have you completed? *

Markieren Sie nur ein Oval.

- ( ) Primary Education
- ( ) Secondary Education
- ( ) Higher Professional Education
- ( ) Bachelor's Degree
- ( ) Master's Degree
- ( ) PhD/Doctorate

7. How often do you use mobile applications/webapps to invest money? *

Markieren Sie nur ein Oval.

- ( ) Never
- ( ) Rarely
- ( ) < once a month
- ( ) 2-3 times per month
- ( ) every week

8. How many kWh of electricity do you consume per month in average (kWh)? *

Markieren Sie nur ein Oval.

- ( ) I don't know at all
- ( ) Sonstiges: _____

Description

Our app is a crowdfunding platform aimed at people who want to reduce their and others electricit consumption.Crowdfunding is the practice of funding a project or venture by raising small amounts of money from a large number of people, in modern times typically via the Internet.

The main idea of the app is that people want to make upgrades to reduce their electricity consumption (buy more efficient appliances, upgrade their insulation, etc) but may not currently have the budget for that (fundraisers). People that have the budget (investors) realize that reducin electricity is a collective issue and so decide to help. Fundraisers can start projects with specific upgrades and details about them so that they can implement them by funding from investors. Once a project is financed, the fundraiser must pay back the investors with a small amount of interest.

Take 1 minutes to browse each variant of the app.

Your task:
You will be given two different variants of the app and you will be asked to complete a specific task.
You will play the role of the investor. For each you must find, select and fund three projects with specific characteristics.
The characteristics of the projects are found in the pirctures in the next page.

There is only one project with those characteristics. You will succesfully complete the task when you fund the correct proj with the correct amount.

If you don't understand something, please ask the researcher.

Variant A

Fund these projects by CHF 200 each

Variant A

	Project #1	Project #2	Project #3
Duration	17 months / 1.42 years	20 months / 1.67 years	23 months / 1.92 years
Risk	5	4	4
ROI	10 %	6 %	9 %
Lifetime Savings	7444 kWh	897 kWh	8135 kWh
Category	Insulation	Lighting	Kitchen

VARIANT B

Fund these projects by CHF 300 each

Variant B

	Project #1	Project #2	Project #3
Duration	5 months	16 months / 1.33 years	2 months
Risk	4	2	5
ROI	7 %	7 %	7 %
Lifetime Savings	1005 kWh	2673 kWh	277 kWh
Category	Lighting	Kitchen	Insulation

SUS Score

9. I think that I would like to use this app frequently. *

   Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

10. I found the app unnecessarily complex. *

    Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

11. I thought the app was easy to use. *

    Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

12. I think that I would need the support of a technical person to be able to use this app. *

    Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

13. I found the various functions in this app were well integrated. *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

14. I thought there was too much inconsistency in this app. *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

15. I would imagine that most people would learn to use this app very quickly. *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

16. I found the app very cumbersome to use. *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

17. I felt very confident using the app. *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

18. I needed to learn a lot of things before I could get going with this app. *

Markieren Sie nur ein Oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Satisfaction

19. How likely is it that you would recommend this version of the app to a friend or colleague?

Markieren Sie nur ein Oval.

0	1	2	3	4	5	6	7	8	9	10
◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

20. Why do you like/not like this version of the app?

_____

_____

_____

_____

_____

21.   How do you you find the overall idea? Would you use an app like this?

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