

**School of Computing Science
University of Glasgow**

Ethics checklist form for assessed exercises (at all levels)

This form is only applicable for assessed exercises that use other people ('participants') for the collection of information, typically in getting comments about a system or a system design, or getting information about how a system could be used, or evaluating a working system.

If no other people have been involved in the collection of information, then you do not need to complete this form.

If your evaluation does not comply with any one or more of the points below, please contact the Department Ethics Committee for advice.

If your evaluation does comply with all the points below, please sign this form and submit it with your assessed work.

1. Participants were not exposed to any risks greater than those encountered in their normal working life.

Investigators have a responsibility to protect participants from physical and mental harm during the investigation. The risk of harm must be no greater than in ordinary life. Areas of potential risk that require ethical approval include, but are not limited to, investigations that occur outside usual laboratory areas, or that require participant mobility (e.g. walking, running, use of public transport), unusual or repetitive activity or movement, that use sensory deprivation (e.g. ear plugs or blindfolds), bright or flashing lights, loud or disorienting noises, smell, taste, vibration, or force feedback

2. The experimental materials were paper-based, or comprised software running on standard hardware.

Participants should not be exposed to any risks associated with the use of non-standard equipment: anything other than pen-and-paper, standard PCs, mobile phones, and PDAs is considered non-standard.

3. All participants explicitly stated that they agreed to take part, and that their data could be used in the project.

If the results of the evaluation are likely to be used beyond the term of the project (for example, the software is to be deployed, or the data is to be published), then signed consent is necessary. A separate consent form should be signed by each participant.

Otherwise, verbal consent is sufficient, and should be explicitly requested in the introductory script.

4. No incentives were offered to the participants.

The payment of participants must not be used to induce them to risk harm beyond that which they risk without payment in their normal lifestyle.

5. No information about the evaluation or materials was intentionally withheld from the participants.
Withholding information or misleading participants is unacceptable if participants are likely to object or show unease when debriefed.
6. No participant was under the age of
16. *Parental consent is required for participants under the age of 16.*
7. No participant has an impairment that may limit their understanding or communication.
Additional consent is required for participants with impairments.
8. Neither I nor my supervisor is in a position of authority or influence over any of the participants.
A position of authority or influence over any participant must not be allowed to pressurise participants to take part in, or remain in, any experiment.
9. All participants were informed that they could withdraw at any time.
All participants have the right to withdraw at any time during the investigation. They should be told this in the introductory script.
10. All participants have been informed of my contact details.
All participants must be able to contact the investigator after the investigation. They should be given the details of both student and module co-ordinator or supervisor as part of the debriefing.
11. The evaluation was discussed with all the participants at the end of the session, and all participants had the opportunity to ask questions.
The student must provide the participants with sufficient information in the debriefing to enable them to understand the nature of the investigation.
12. All the data collected from the participants is stored in an anonymous form.
All participant data (hard-copy and soft-copy) should be stored securely, and in anonymous form.

Module and Assessment Name: INTERACTIVE SYSTEMS (H)

Student's Name **INESH BOSE**

Student's Registration Number **2504266B**

Date **05/11/2020**

Interactive Systems (H) AE-1-3 Plan Evaluation

Group 3D

- Inesh Bose
- Drew Galloway
- David MacNeill
- David O'Neill
- Frazer Smith
- Andrew Yao

Figma URL:

<https://www.figma.com/file/B6zgS9HnDd2B5Z32VJGKb/Gates-N-Fences?node-id=0%3A1>

Primary Research Question:

We aim to evaluate the difference between the navigation of the old site and the navigation of our new site.

Type of Evaluation:

We aim to design an experiment with independent and dependent variables and measure user performance. This will take the form of giving users navigation tasks, observing them and recording quantitative data.

Description of Evaluation Method:

The participants will be briefed in the form of a briefing sheet which we will screen share during the call. Then we will explain that the experiment will be carried out in an ethical manner. We have carefully studied the ethics checklist to ensure that all ethical practices are being employed throughout the evaluation. Afterwards, we will split the call up into 6 different calls to improve the reliability of the experiment. We cannot ask a participant to complete a task which they have just watched somebody else complete. In each of these separate calls, we will verbally ask the participant to complete eight tasks. Each of our team members will ask them to perform these tasks exactly as they are written below to eliminate any bias. The participants will be asked to screen share so that we can record data.

1. Starting at the home page of the old site, add a Golden Orchid Driveway Gate to your basket.
2. Starting at the home page of the new site, add a Golden Orchid Driveway Gate to your basket.
3. Starting at the home page of the old site, navigate to the About Us page.
4. Starting at the home page of the new site, navigate to the About page.
5. Starting at the home page of the old site, tell us the contact phone number for the company.
6. Starting at the home page of the new site, tell us the contact phone number for the company.
7. Starting from the home page of the old site, navigate to the View Cart page.
8. Starting from the home page of the new site, navigate to the View Cart page.

During this process, the time taken for each task and the number of clicks will be recorded. We have chosen these tasks in this order as they do not relate to each other so we hope to eliminate any confounding variables. That is, the participants should not be learning something in a task which will help them perform a subsequent task quicker. The data will simply be recorded by ourselves. We will record the time elapsed and the number of clicks, which will be the dependent variables. The website which they are using would be the independent variable on both occasions. We will compare the time taken to perform each identical task on the separate sites, comparing the mean and standard deviation. We believe that a Jupyter Notebook will be best to present this data, allowing us to create box plots and other charts.

After performing these tasks the participant will be asked the following questions verbally and the results recorded by ourselves:

1. Rate the ease of navigation on the old site on a scale of 1-10, 1 being terrible, 10 being excellent.
2. Rate the ease of navigation on the new site on a scale of 1-10, 1 being terrible, 10 being excellent.

Again, we will compare the two answers using mean and standard deviation, displaying the data in box plots and other charts.

We will then reconvene in a group call to debrief the participants. At that moment, however, we will not be able to share any findings with them.

Information Systems

AE1-4: Briefing Sheet

Inesh Bose - 2504266B@student.gla.ac.uk

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Andrew Yao - 2389728Y@student.gla.ac.uk

Tutor – Douglas Fraser - 2140345F@student.gla.ac.uk

For the Information Systems assignment we have redesigned the website GatesNFences.com. The redesign focused on the visual and navigational concerns raised by the group in the first part of the assignment.

For this evaluation, we will ask you to record/screen share your attempts to complete four tasks on both sites, old and redesigned. We will record the time it takes to complete them, as well as the number of clicks taken. This will quantify the improvement in ease of navigation with a real measurable metric.

It is important to state here, that the time test is not a measure of you, the participant's, individual skill or aptitude. It is purely an anonymised test of navigational ease.

After these four tasks are completed, you will then be asked to fill out a 10-point rating of both sites, so that we can compare opinion of both sites objectively.

Knowing that you can withdraw at any time, at this point by continuing with the tests you are choosing to give explicit consent for the test to continue. This means that you are happy to take part and allow us to use the data collected from you during the experiment. If you do not wish to give your consent you may withdraw now.

Feel free to ask any questions now or during the evaluation, although we cannot help with task solutions.

We will now break up into 6 one-on-one calls for each of you to perform the tasks we have created. Afterwards, we will reconvene for a debriefing. Before we start, are there any questions?

Evaluation Script

I would like you now to screen share with me so that I am able to record the task times and number of clicks. Please open a tab on the old site and a tab on the new site. We have sent the links over the chat.

Now I will ask you to perform 8 different tasks. If any task lasts longer than 3 minutes, we will terminate that task. Are you happy to proceed?

- Starting at the home page of the old site, add a Golden Orchid Driveway Gate to your basket.
Time - No. Clicks -
- Starting at the home page of the new site, add a Golden Orchid Driveway Gate to your basket.
Time - No. Clicks -
- Starting at the home page of the old site, navigate to the About Us page.
Time - No. Clicks -
- Starting at the home page of the new site, navigate to the About page.
Time - No. Clicks -
- Starting at the home page of the old site, tell us the contact phone number for the company.
Time - No. Clicks -
- Starting at the home page of the new site, tell us the contact phone number for the company.
Time - No. Clicks -
- Starting from the home page of the old site, navigate to the View Cart page.
Time - No. Clicks -
- Starting from the home page of the new site, navigate to the View Cart page.
Time - No. Clicks -

Now I will ask you 2 questions about your experience today.

- Rate the ease of navigation on the old site on a scale of 1-10, 1 being terrible, 10 being excellent.
Answer –
- Rate the ease of navigation on the new site on a scale of 1-10, 1 being terrible, 10 being excellent.
Answer –

IS(H) AE1-3 Plan Evaluation

Debriefing Script

Thank you for taking the time to take part in our evaluation. Do you have any questions regarding our experiment?

Unfortunately, we are unable to share our findings with you at the moment as we will need time to analyse the statistics and draw conclusions from them. Any time after today, however, if you would like to see our findings, or have any other questions, please do not hesitate to contact us on Microsoft Teams or on any of the following email addresses:

Inesh Bose - 2504266B@student.gla.ac.uk

Drew Galloway - 2392101G@student.gla.ac.uk

David MacNeill - 2381795M@student.gla.ac.uk

David O'Neill – 2378524O@student.gla.ac.uk

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Thanks again for your time.