

**Meowsha’s Goodies**

**Participant Information Sheet**

**Invitation**

I would like to invite you to take part in a research study.

Before you decide if you would like to participate, take time to read the following information carefully and, if you wish, discuss it with others such as your family, friends or colleagues.

Please ask the researcher, whose contact details can be found at the end of this information sheet, if there is anything that is not clear or if you would like more information before you make your decision.

**What is the purpose of the study?**

The aim of this project is to design and develop a bespoke website for the commercial enterprise of the researcher.

The aim of this specific study is to solicit input from representative consumers on the design, features and usability of the proposed website.

**Why have I been chosen?**

You are being invited to take part in this study because you are over 18 years of age, are fluent in English, and are representative of the target market for the proposed website.

**What will happen to me if I take part?**  
If you decide to participate, you will be invited to take part in an online interview. During the interview session, the researcher will share her screen with you to let you see and interact with the system. You will be asked to talk through with the researcher how you would use the system to complete a series of tasks. Following this, you will be asked to engage in a short interview designed to solicit your opinions on the current system design and what, if anything, you would change, and to rate its ease of use. The interview session will be audio/video recorded. It is anticipated that the interview session should take approximately 10 minutes of your time.

**Do I have to take part?  
  
No.** It is up to you to decide whether or not you wish to take part. If you do decide to participate, you will be asked to sign and date a consent form. You would still be free to withdraw from the study at any time up to 2 weeks from the date of your interview session without giving a reason.

**Will my taking part in this study be kept confidential?  
  
Yes.** A code will be attached to all the data you provide to maintain confidentiality. Your personal data (name and contact details) will only be used to invite you to participate. Analysis of your data will be undertaken using coded data. The data we collect will be stored in a secure document store (paper records) or electronically on a secure encrypted mobile device, password protected computer server or secure cloud storage device.  
  
To ensure the quality of the research, Aston University may need to access your data to check that the data has been recorded accurately. If this is required, your personal data will be treated as confidential by the individuals accessing your data.

**How will the conversation during the interview be recorded and the information I provide managed?**

With your permission we will audio/video record the interview session and take notes.

The recording will be typed into a document (transcribed) by the researcher. This process will involve removing any information which could be used to identify individuals e.g. names, locations etc.

Audio/video recordings will be destroyed as soon as the transcripts have been checked for accuracy.

We will ensure that anything you have told us that is included in the reporting of the study will be anonymous.

You of course are free not to answer any questions that are asked without giving a reason.  
  
**What are the possible benefits of taking part?**While there are no direct benefits to you of taking part in this study, the data gained will inform improvements to the proposed website.

**What are the possible risks and burdens of taking part?**

Given the topic of discussion, the fact that the processed data collected from you will be anonymous, and the original recordings will be destroyed once transcribed, we feel there is minimal risk to you in participating.

In terms of burden, the interview session will require approximately 10 minutes of your time.

**What will happen to the results of the study?**The results of this study will be published in the final year project report of the researcher, wherein your identity will remain confidential.  
  
**Expenses and payments**There are no expenses or payments being provided for participation.  
  
**Who is funding the research?**The study is being funded by Aston University.  
  
**Who is organising this study and acting as data controller for the study?**Aston University is organising this study and acting as data controller for the study. You can find out more about how we use your information in Appendix A.

**Who has reviewed the study?**This study was given a favorable ethical opinion by the Engineering & Physical Sciences Research Ethics Committee.  
  
**What if I have a concern about my participation in the study?**If you have any concerns about your participation in this study, please speak to the researcher and s(he) will do his/her best to answer your questions. Contact details can be found at the end of this information sheet. If the researcher is unable to address your concerns or you wish to make a complaint about how the study is being conducted you should contact the Aston University Research Integrity Office at [research\_governance@aston.ac.uk](mailto:research_governance@aston.ac.uk) or telephone 0121 204 3000.  
  
**Researcher Details**

**Maisha Zaman,** [**zamanm4@aston.ac.uk**](mailto:zamanm4@aston.ac.uk)**, +44 7566262180**  
 **Thank you for taking time to read this information sheet. If you have any questions regarding the study please don’t hesitate to ask one of the research team.**



**Appendix A: Transparency Statement**

Aston University takes its obligations under data and privacy law seriously and complies with the Data Protection Act 2018 (“DPA”) and the General Data Protection Regulation (EU) 2016/679 as retained in UK law by the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019 (“the UK GDPR”).

Aston University is the sponsor for this study based in the United Kingdom. We will be using information from you in order to undertake this study. Aston University will process your personal data in order to register you as a participant and to manage your participation in the study. It will process your personal data on the grounds that it is necessary for the performance of a task carried out in the public interest (GDPR Article 6(1)(e). Aston University may process special categories of data about you which includes details about your health. Aston University will process this data on the grounds that it is necessary for statistical or research purposes (GDPR Article 9(2)(j)). Aston University will keep identifiable information about you for 6 years after the study has finished.

Your rights to access, change or move your information are limited, as we need to manage your information in specific ways in order for the research to be reliable and accurate. If you withdraw from the study, we will keep the information about you that we have already obtained. To safeguard your rights, we will use the minimum personally identifiable information possible.

You can find out more about how we use your information at https://www.aston.ac.uk/about/statutes-ordinances-regulations/publication-scheme/policies-regulations/data-protection or by contacting our Data Protection Officer at [dp\_officer@aston.ac.uk](mailto:dp_officer@aston.ac.uk).

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter. If you are not satisfied with our response or believe we are processing your personal data in a way that is not lawful you can complain to the Information Commissioner’s Office (ICO).