

**Meowsha’s Goodies**

**Recruitment Message**

Dear <name>,

My name is Maisha Zaman, and I am currently undertaking my final year project as part of my degree at Aston University. The aim of is to design and develop a bespoke website for my own commercial enterprise.

Having developed a prototype of the website, I would now like to explore users’ opinions of its design and usability to identify what users like about it and/or what they would like to see changed/added. The gathered information will assist in further improving the design and features of the system.

To this end, I would like to invite you to take part in an online interview during which we will explore the system and solicit your feedback on its design and features. It is anticipated this interview session should take approximately 10 minutes of your time.

Before agreeing to take part in this interview, please would you read the attached **Participation Information Sheet**, which will detail further the purpose of the interview. If you have any questions, please email me and I will be only too happy to answer them. If, after having any questions answered to your satisfaction, you would like to participate in the interview, please read and sign the attached **Consent Form**, and send it back to [zamanm4@aston.ac.uk](mailto:zamanm4@aston.ac.uk). Upon receipt, I shall be in touch to set up the interview at a date/time that is convenient to you.

I look forward to hearing back from you soon.

Kind Regards,

Maisha Zaman