

## **Information Form and Consent Sheet**

### **INFORMATION SHEET FOR PARTICIPANTS**

PROJECT TITLE Automated nudging to increase sales of slow-moving products on e-commerce

You are being asked to take part in a research study on...

The automation of graphic interfaces to boost sells on product following certain criteria or group on an electronic business company. My name is Ruben Ruiz Torres and I am a student at Dublin Business school, Ms. Shubham Sharma is supervising this research.

#### **WHAT WILL HAPPEN**

In this study, you will be asked to...

Give your preferences on what snacks you like to buy when you go to a cinema theatre.

After that, a simple test is to be made, where you can select on a website any snack that you like to accompany your fictional movie tickets.

#### **TIME COMMITMENT**

The study typically takes...

From 2 to 5 minutes depending on every user.

#### **PARTICIPANTS' RIGHTS**

You may decide to stop being a part of the research study at any time without explanation required from you. You have the right to ask that any data you have supplied to that point be withdrawn / destroyed. You have the right to omit or refuse to answer or respond to any question that is asked of you. You have the right to have your questions about the procedures answered (unless answering these questions would interfere with the study's outcome. A full de-briefing will be given after the study). If you have any questions as a result of reading this information sheet, you should ask the researcher before the study begins.

#### **CONFIDENTIALITY/ANONYMITY**

The data I collect does not contain any personal information about you except...

Email, Nationality and Name. This with the purpose to contact you after you have filled out the survey to make a simple test, and providing you with a more personal approach. None of your data will be shared and it will be used only for the purpose of this research and the submission of Mr. Ruben Ruiz dissertation.

#### **FOR FURTHER INFORMATION**

I or / and Ms. Shubham Sharma will be glad to answer your questions about this study at any time.

You may contact my supervisor at .... [shubham.sharma@dbs.ie](mailto:shubham.sharma@dbs.ie).