Project Information Sheet

Project Title: A Comparative Analysis of Seq2Seq and OpenAI Chatbots in Enhancing Sustainability in Fashion

You are being invited to take part in a student project. Before you decide, it is important for you to understand the aim of the project and what participation will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. Thank you for reading this.

Project Aim:
This project aims to explore how advancements in AI, specifically conversational chatbots, can be harnessed to promote sustainable practices within the fashion industry. By comparing two different chatbot models, the Seq2Seq and OpenAI's embedding-based chatbot, this study seeks to understand their effectiveness in disseminating knowledge on sustainability in fashion. The project's duration spanned over 3-4 months involved data collection, model development, and user testing to assess the usability and satisfaction of the implemented technologies.

Why have I been chosen?
You have been chosen for this evaluation because you fall within the target demographic of 18-24 years old, which is significant to the fashion industry's market. Your insights will contribute to understanding how effectively the chatbots convey information and engage users within this age group. Approximately 25 participants are involved in this phase of the project.

Do I have to take part?
It is up to you to decide whether or not to take part. If you do decide to take part you will be given this information sheet to keep (and be asked to sign a consent form) and you can still withdraw at any time. You do not have to give a reason.

What will happen to me if I take part?
If you agree to take part, you will be asked to interact with two different chatbots and provide feedback on their performance by answering a short survey. The questions will revolve around the chatbots' helpfulness, accuracy, relevance, and your overall satisfaction. This process is expected to take no longer than 10 minutes.

Will my taking part in this project be kept confidential?
Yes, your participation will be kept confidential. No personal data is collected, and identities will remain anonymous. The feedback you provide will only be used in aggregate form in the project's report.

What type of information will be sought from me and why is the collection of this information relevant for achieving the project's objectives?
It will measure the qualitative aspects of your interaction with the chatbots. This includes the perceived helpfulness, accuracy, relevance, and overall satisfaction with the chatbots. Your feedback is crucial in evaluating the chatbots' performance and identifying areas for improvement.

What will happen to the results of the project?
The results of this project will be published in a report to be submitted for assessment at the end of the undergraduate module COMP3931 Individual Project in the School of Computing at the University of Leeds. The results will also be used to improve chatbot technology for future development and integration into sustainable fashion platforms.

Contact for further information: *sc21ds@leeds.ac.uk / +44 7825 405 971*

If you decide to participate in this project, you will be given a copy of this information sheet and a signed consent form to keep. Thank you very much for taking the time to read this information sheet.