Carnegie Mellon University

Consent Form for Participation in Research

Study Title: User Testability of Pamela's Diner Website

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Purpose of this Study
This study is a part of the web development project, a student project of course 67250 Information System Milieux at Carnegie Mellon University. It helps the designer obtain trustworthy and detailed user insight. From this interview, designers wish to tackle users' core unarticulated desires—opportunities that even the users themselves do not recognize. To realize such a vision, the team needs more insight and understanding of the context users are in. It helps answer the core question: "How could I make the website more user-friendly so that viewers can find the information they need as quickly as possible?"

Summary
In order to design the Pamela's Diner website, your opinion and insight are valuable. Your experience will help us understand the context users are at while navigating certain features of the website and your pain point will help designers and researchers address potential problems that may occur and develop a better product.

Procedures
This interview will take place on March 29th over zoom. During this interview, you will be given a user story to navigate the website and find the information you need. If you feel any discomfort during the interview, you can always pause or quit the interview. And in the end, you can ask the interviewer if you have any questions. You are also welcome to contact the team if you have any questions after this interview.
Your audio will be recorded for future reference since researchers and designers would like to go back to real users during the designing process to see if their findings or prototypes truly address users' problems. And your responses might provide important insights for their next steps. For privacy concerns, your audio will be encrypted and only members on this team will have access to it.

Participant Requirements
You are required to be a competent adult over 18 and below 80 years old to participate in this study. Previous travel planning experience is expected but not required.

Risks
The risks and discomfort associated with participation in this study are no greater than those ordinarily encountered in daily life or during normal conversation with people.

Compensation & Costs
There is no compensation for participation in this study. There will be no cost to you if you participate in this study.

Future Use of Information
In the future, once we have removed all identifiable information from your data (information or bio-specimens), we may use the data for our future research studies, or we may distribute the data to other investigators for their research studies. Your response will be shared with researchers to find better solutions for travel planning and designers who build prototypes and wish to double-check if the products really address your problem. We would do this without getting additional informed consent from you (or your legally authorized representative). Sharing of data with other researchers will only be done in such a manner that you will not be identified.

Confidentiality
By participating in the study, you understand and agree that the designer may be required to disclose your consent form, data and other personally identifiable information as required by law, regulation, subpoena or court order. Otherwise, your confidentiality will be maintained in the following manner:

Your data and consent form will be kept separate. Your name, address, contact information and other direct personal identifiers will not be mentioned in any future applications. No annotation services will be used for this study. Your data will be recorded by assigned numbers. Your name and any identifiable information will be. Your data will be encrypted and the designer and relevant staff of the course will have access to it.

The researchers will take the following steps to protect participants' identities during this study: (1) Each participant will be assigned a number; (2) The researchers will record any data collected during the study by number, not by name; (3) Any original recordings or data files will be stored in a secured location accessed only by authorized researchers.

Optional Permission
I understand that the researchers may want to use a short portion of audio recording for illustrative reasons in presentations of this work for scientific or educational purposes. I give my permission to do so provided that my name will not appear.

 Please initial here: _____YES   _____NO

Rights
Your participation is voluntary. You are free to stop your participation at any point. Refusal to participate or withdrawal of your consent or discontinued participation in the study will not result in any penalty or loss of benefits or rights to which you might otherwise be entitled. The researcher may at his/her discretion remove you from the study for any of a number of reasons.

In such an event, you will not suffer any penalty or loss of benefits or rights which you might otherwise be entitled.

Right to Ask Questions & Contact Information
If you have any questions about this study, you should feel free to ask them now. If you have questions later, desire additional information, or wish to withdraw your participation please contact the researcher by mail, phone or e-mail in accordance with the contact information listed on the first page of this consent.

Voluntary Consent
By signing below, you agree that the above information has been explained to you and all your current questions have been answered. You are encouraged ask questions about any aspect of this research study during the course of the study and in the future. By signing this form, you agree to participate in this research study. A copy of the consent form will be given to you.

_____
PRINT PARTICIPANT'S NAME

_____
PARTICIPANT SIGNATURE   DATE

I certify that I have explained the nature and purpose of this research study to the above individual and I have discussed the potential benefits and possible risks of participation in the study. Any questions the individual has about this study have been answered and any future questions will be answered as they arise.

_____
SIGNATURE OF PERSON OBTAINING CONSENT   DATE

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Interview

Questions:

1. Imagine you are a college student who lives in Pittsburgh and you want to find a breakfast place next to your house, how would you use the website to get the information about Pamela's address and hours of operation?
2. Imagine you have visited Pamela once and you want to recommend it to your friends, how would you use the website to share information (Pamela's social media account) to your friends so they can check it out?
3. Imagine you are a loyal customer of Pamela's diner and you want to keep yourself updated with Pamela's news how would you use the website to join Pamela's mailing list?
4. Imagine you have a nine-to-five job and you want to find a breakfast place that offers online orders or grab-and-go service. How would you use the website to know if Pamela offers online ordering or a grab-and-go service?
5. Imagine you are a newcomer to Pittsburgh and you want to find some good breakfast places in Pittsburgh. How would you use the website to know if Pamela is the best in Pittsburgh, its hours, locations, and reviews?

Notes:

1. The user does not know the numbers of different locations are listed at the bottom of the Location & Hours page
2. After being reminded, the user finds the number at the bottom page

improvement of design: keep numbers of different locations on the right-hand side of the page under a sidebar so that users may make reservations more easily after checking out information about address and hours of operation. Also, instead of putting only the number of Forbes avenue location as Mr. Cohen provided, I decided to include numbers of different locations so that the user can call corresponding locations to make reservations.

Notes:

1. The user typed the right phone number and submitted successfully

improvement of design: add validate features to check if the phone number is 10 digits and allow users to submit forms multiple times. And if I have time, I would learn the algorithm to replace old submissions with newer submissions so that Mr. Cohen will not receive emails from the same person multiple times.

Audio links:
https://drive.google.com/drive/folders/1C40Xe1EkOVDsLk6ya1yHa8dXXQAeYaXE?usp=sharing