

Grocery shopper research project

Informed Consent Form for In-Person Research Study Participants
MSc UXD, Dun Laoghaire Institute of Art, Design, and Technology

Our purpose

The purpose of this study is to understand your goals and experiences as they relate to **online grocery shopping applications**. Your participation in this study will help us to create better experiences for you and other people like you.

Your consent

Information we will collect

During our conversation, we will ask you about your experiences of shopping, and any online services you have used for this purpose. We may ask you to look at various products and complete a series of tasks using these products.

The information from this interview may be used, along with that from other similar visits, to inform the hypothetical redesign of related services. Data gathered during testing is the intellectual property of the **Dun Laoghaire Institute of Art, Design, and Technology (IADT)**.

Permissions

With your permission, we will take hand written notes, digital photographs, digital audio, and video record the session.

By signing this consent form, you are giving IADT permission to use your verbal statements, video segments, and still images taken for the purposes of illuminating, demonstrating, and evaluating research findings **internally**. This is in no way a product endorsement, and **your identifying personal data will not be shared publicly in any way**.

Non-disclosure

We may discuss ideas with you on not-yet-announced plans, concepts, products, and services. We are doing this to get your feedback only. By signing this form, you agree not to tell anyone about this or provide information about those ideas to anyone outside of this study. What you can say is that you're participating in a study for IADT.

Freedom to withdraw

You are free to refuse to participate, take a break, or withdraw from this study at any time. Please let us know when you need a break.

Questions

If you have questions, please ask them now or during the study.

Special terms

After reading this form, if you agree with these terms, please show your acceptance by signing below.

Expressly, I have agreed to the team's (strike through what you do not want us to do):

- ☐ Video recording of me including my face.
- ☐ Video recording my hands and actions using a mobile display device.
- ☐ Audio recording of my voice.

Date

Participant Name (Printed)

Participant Signature

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