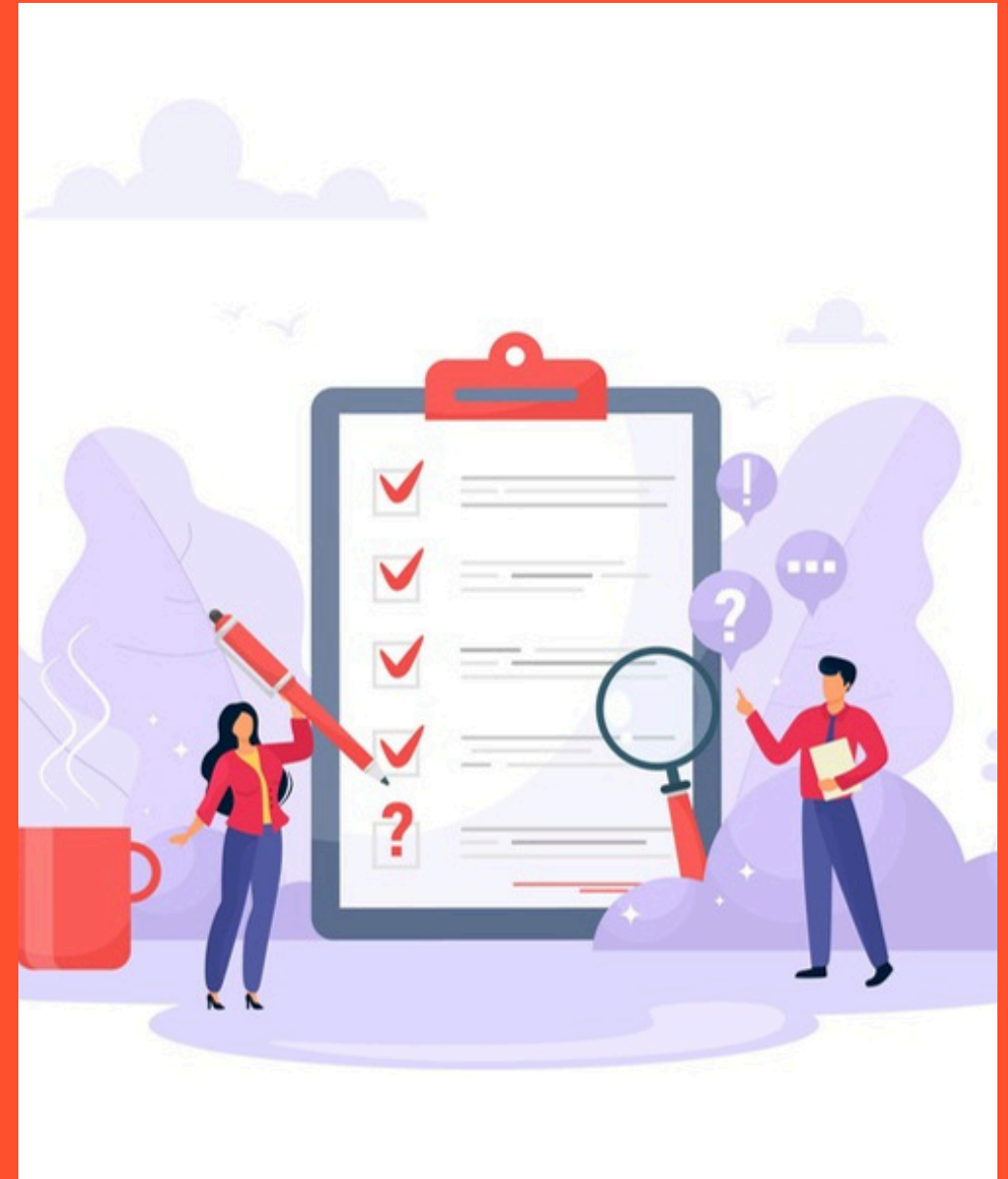


User Experience Research

# Tell us about your online shopping experience

[SURVEY](#)

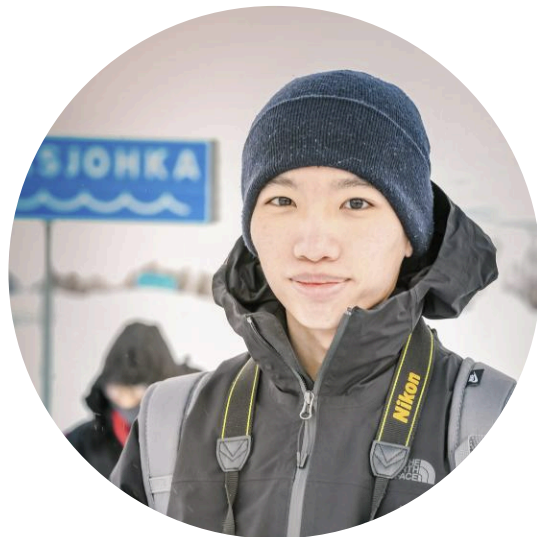
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# About Us

## Meet our Team

We attend the University of Wisconsin and we're enrolled in LIS611 User Experience Design where we're focused on learning the Design Thinking process by the [Nielsen Norman Group](#). This semester we've dove into the first phase, Empathize and Define, and in doing so, we're collecting user data by a series of methods one of which is via survey. With the collected data, our team will analyze a customer's online shopping experiencing to understand the user experience and what makes a delightful transaction.



Jyun-Hao "John" Chen



Marlaina Kaine



Jessica "Jessie" Small

# About Survey

## Description of the research

You are invited to participate in a user research study to learn more about people who participate in online shopping. The survey will ask questions about demographics, motivation/values, and shopping.

## What will my participation involve?

If you decide to participate in this research, you will be asked to answer questions about yourself, your motivations, and your shopping behaviors.

Your participation will last approximately 10 minutes in total.

## Are there any risks to me?

Whenever one works with email or the internet, there is always the risk of compromising privacy, confidentiality, and/or anonymity. There is a risk of a confidentiality breach. Participants may reveal personal, sensitive, or identifiable information when responding to open-ended questions. Your confidentiality will be maintained to the degree permitted by the technology being used.

# About Survey

## **Are there any benefits to me?**

We don't expect any direct benefits from your participation in this study. But if you believe in Pay it Forward, goodwill is coming your way if you participate!

## **Will I be compensated for my participation?**

If you participate in this study, you will not be compensated for your time. We truly appreciate your time taking this survey and your goodwill will be repaid within the universe.

## **How will my confidentiality be protected?**

This study is confidential. Neither your name nor any other identifying information will be published.

The researchers conducting this study at the University of Wisconsin, Madison within the User Design Program, and a small set of students will have access to the data. To ensure your data are protected, your responses will be stored on a secure server.

# About Survey

## Whom should I contact if I have questions?

You may ask any questions about the research at any time. If you have questions about the research after you complete the survey, you should contact our team at the following emails:  
jchen2289@wisc.edu,  
mkaine@wisc.edu,  
small6@wisc.edu.

## Must be 18 yrs old

By selecting to participate in this survey, you acknowledge that you are 18 years of age or older, and you are aware that you may choose to terminate your participation at any time for any reason.



SURVEY



Thank you for  
participating.