

# FINDING THE OPTIMAL PRICING STRATEGY FOR AN EDUCATIONAL SOFTWARE START-UP

## PARTICIPANT INFORMATION SHEET (PIS)

You are being invited to take part in a research study as part of the University of Manchester Global MBA program.

Before you decide whether to take part, it is important for you to understand **why** the research is being conducted and **what** it will involve. Please take time to read the following information carefully before deciding whether to take part and discuss it with others if you wish. Please ask if there is anything that is not clear or if you would like more information. Thank you for taking the time to read this.

### About the research

#### ➤ Who will conduct the research?

The following Alliance Manchester Business School Students will be conducting the research: Andrew Roberts (10789078); Anil Thomas (10789398); Dan Slope (10774335); Eoghan Powel (10787277), Ryan Snape (7661191); Thomas Steele (10775007).

#### ➤ What is the purpose of the research?

This research aims to determine a potential pricing model for Conan Labs, a start-up organisation in the education software space who are looking to launch 'Conan AI Teachers Assistant', an education technology (Ed Tech) product that uses **Conversational Analysis** to analyse remote digital education environments.

To achieve this, the research will gather information from approximately 10 interview participants from further education (FE) institutes and universities on product feature preferences, pricing, structure and willingness to pay.

You have been requested to take part in this study because you are identified to have a role within academia with the potential to implement or use Conan within your academic environment.

#### ➤ Am I suitable to take part?

If you are aged younger than 16 years of age, you **should not** take part in this Survey.

➤ **Will the outcomes of the research be published?**

The outcomes of this research is not currently intended to be published in journals but will (a) be incorporated as part of a Master's Project Thesis in partial fulfilment of a Global MBA Programme and (b) used to provide recommendation to Conan Labs.

➤ **Who has reviewed the research project?**

This project has received dispensation from the University of Manchester Research Ethics Committee under the Global MBA Programme.

**What would my involvement be?**

➤ **What would I be asked to do if I took part?**

During the Interview you will be requested to answer a series of questions designed to gather the required data for analysis. We require you to answer all questions honestly and to the best of your knowledge, experience and judgement. The results of your answers will not be shared with other participants from your class, department, school, college or university.

**Interviews** will take no more than 45 minutes and will be completed virtually in a face-to-face environment using digital conferencing applications (Teams/ Zoom). Once completed, it is not anticipated any further time will be required for follow up interviews.

Not all of the Project Team will be present during the Interview, therefore, to allow other Project Team members to reference the interview on completion, the Project Team intend to record all interviews. We do require your consent to record the interview therefore you will be asked prior to starting the interview if you consent for the interview to be recorded.

If you agree, the interview will be recorded and the Interviewer will request you to confirm once the recording has started that (a) you consent to take part in the interview and (b) you consent to the interview being recorded.

You are free to request the interview recording to stop at any time during the interview process.

Should you decline, the interview will not be recorded and you be requested to sign the Participant Consent Form.

➤ **Will I be compensated for taking part?**

There will be no financial compensation for participation in this research.

➤ **What happens if I do not want to take part or if I change my mind?**

Participation in this **Interview** is voluntary. If you do decide to take part you will be asked to tick a box to confirm consent. If you agree to take part, you are free to stop and/ or withdraw at any time. Should you agree to take part in the Interview please complete the consent form and submit back to the Project Team.

## **Data Protection and Confidentiality**

➤ **What information will you collect about me?**

In order to participate in this research project, we will need to collect information that could identify you, called “personal identifiable information”. Specifically, we will need to collect:

- Education Facility (e.g. University)
- Your Role/ Function
- Your Faculty/ Subject Area
- Size/ scope of facility
- Class size/ student numbers
- Lesson duration
- Lesson delivery mechanism (e.g. online, in person)

➤ **Under what legal basis are you collecting this information?**

We are collecting and storing this personal identifiable information in accordance with UK data protection law which protect your rights. These state that we must have a legal basis (specific reason) for collecting your data. For this study, the specific reason is a process necessary for research purposes.

➤ **What are my rights in relation to the information you will collect about me?**

You have a number of rights under data protection law regarding your personal information. For example, you can request a copy of the information we hold about you.

If you would like to know more about your different rights or the way we use your personal information to ensure we follow the law, please consult our [Privacy Notice for Research](#).

➤ **Will my participation in the study be confidential and my personal identifiable information be protected?**

In accordance with data protection law, The University of Manchester is the Data Controller for this project. This means we are responsible for making sure your personal information is kept secure, confidential and used only in the way you have been told it will be used. All researchers are trained with this in mind, and your data will be looked after in the following way:

- This Interview will not collect the names of individual participants, only email addresses.
- Data collected will be used solely for the purpose of the research project.

- Data contained within the Master’s Thesis Project will be completely anonymised.
- The recordings may be used to create transcripts through the digital platform used to conduct the Interview (e.g. Microsoft Teams, Zoom).
- Personal identifiable information will be removed if the transcript is referred to for quotes and any quotes used will be anonymised in language.

If your participation in this research is recorded in [Teams/Zoom] your personal data will be processed by [Microsoft/Zoom]. This may mean that your personal data is transferred to a country outside of the European Economic Area, some of which have not yet been determined by the United Kingdom to have an adequate level of data protection. Appropriate legal mechanisms to ensure these transfers are compliant with the Data Protection Act 2018 and the UK General Data Protection Regulation are in place. The recordings will be removed from the above third-party platform and stored on University of Manchester managed file storage as soon as possible following the completion of data collection.

If using Zoom, please also consult the [FAQs](#) for more information on recordings.

## **What if I have a complaint?**

### ➤ **Contact details for complaints**

If you have a complaint that you wish to direct to members of the research team, please contact:

<b>RESEARCH MEMBER</b>	<b>EMAIL</b>	<b>CONTACT</b>
ANDREW ROBERTS	<a href="mailto:andrew.roberts-13@postgrad.manchester.ac.uk">andrew.roberts-13@postgrad.manchester.ac.uk</a>	+44 7770 762 281
ANIL THOMAS	<a href="mailto:anil.thomas@postgrad.manchester.ac.uk">anil.thomas@postgrad.manchester.ac.uk</a>	+44 7921 242 887
DAN SLOPE	<a href="mailto:daniel.slope@postgrad.manchester.ac.uk">daniel.slope@postgrad.manchester.ac.uk</a>	+44 7733 115 441
EOGHAN POWELL	<a href="mailto:eoghan.powell@postgrad.manchester.ac.uk">eoghan.powell@postgrad.manchester.ac.uk</a>	+44 7576 723 669
RYAN SNAPE	<a href="mailto:ryan.snape@postgrad.manchester.ac.uk">ryan.snape@postgrad.manchester.ac.uk</a>	+44 7921 248 500
THOMAS STEELE	<a href="mailto:thomas.steele@postgrad.manchester.ac.uk">thomas.steele@postgrad.manchester.ac.uk</a>	+44 7734 564 540

**If you wish to make a formal complaint to someone independent of the research team or if you are not satisfied with the response you have gained from the researchers in the first instance, then please contact:**

The Research Ethics Manager, Research Office, Christie Building, The University of Manchester, Oxford Road, Manchester, M13 9PL, by emailing: [research.complaints@manchester.ac.uk](mailto:research.complaints@manchester.ac.uk) or by telephoning 0161 306 8089.

If you wish to contact us about your data protection rights, please email [dataprotection@manchester.ac.uk](mailto:dataprotection@manchester.ac.uk) or write to The Information Governance Office, Christie Building, The University of Manchester, Oxford Road, M13 9PL at the University and we will guide you through the process of exercising your rights.

You also have a right to complain to the [Information Commissioner’s Office about complaints relating to your personal identifiable information](#). Tel: 0303 123 1113