

Invitation: Electronics Weekly Website Research

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We would like to invite you to participate in a research project that we are conducting on behalf of our client who is in the process of developing a new website for members of the electronics community. As our client is committed to ensuring that this site meets the needs of its intended users, they would like to include members of the electronics community in the development process.

This research will take the form of an informal interview where you will look at the website with a researcher and you will be encouraged to provide feedback on how well you feel this website meets your needs.

Interviews are taking place on the 19th and 20th of April in central London and will be of one and a half hour duration. As a token of our thanks for your participation you will receive a cash incentive of £90.

We would like to assure you that this research is purely intended as a way of identifying your views and opinions. There is no selling involved nor will you receive a sales call as a result of your participation. We are bound by the Market Research Society code of conduct, – our governing body, – and anything you say in the interview will remain strictly confidential and no names will be mentioned in any report that is made as a result of this study.

If you would be interested in taking part in this research please contact me by email or call Suzanne on 0208 452 8391 for further details.

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Kind regards,

Matt Dyer
Project Recruiter

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