

# Participant Information Guide

## User research study

### Consent

In this study, we'll collect your behavioural data to help us improve FCA consumer content.

This information will be encrypted and protected in accordance with security best practices. To find out more about how the FCA uses your personal data, read our [privacy notice](#). And for more information on how UserTesting uses your data, read its [privacy policy](#).

By proceeding with the study, you're confirming that you've read and agree to the 5 statements below.

- I consent to participating in the user research session.
- I understand that my behavioural data will be collected to help the FCA improve its consumer content, and that analysis of this data will be retained in line with the FCA's data retention policy.
- I consent to having audio, video, and screen recordings taken during the research session.
- I understand that my participation in the research session is voluntary and that I can withdraw and revoke my consent to participate at any time, without giving a reason.
- I have read and reviewed this Participant Information Guide.

### Who is responsible for organising and running the research study?

The FCA's Editorial, Digital and Design (E&D) team has organised this research study.

**What is the purpose of this research?**

The E&D team relaunched the consumer section of the FCA website in 2023 with new designs, streamlined content and (hopefully) a more engaging, approachable writing style.

We’re now looking to test how some of the new content performs with users. Including:

- can users find the information they need quickly and easily?
- once they find the right page, can users understand what’s being said?
- once they’ve read the content, do our users know what to do next (and is that information clearly signposted)?

Depending on the outcome of these tests, we would use the data gathered to help us update our pages; to improve the user experience on FCA.org.

**Do I have to take part?**

No, your participation is voluntary, and it’s up to you to decide whether you wish to participate. If you decide to take part but later change your mind, you can stop the test at any time without giving any reason.

**Am I being assessed or tested during the session?**

No, you’re not being assessed or tested during the session. This research activity is not to check your financial knowledge. The E&D team is researching how you engage with and use the FCA website to make improvements. Your answers will only be used to guide our research and generate insights.

**What data will be collected?**

For this research study, we’ll collect the following data:

- general, non-identifiable information about you
- general information on how well you know the FCA
- information on how you navigate and understand FCA content
- your thoughts and opinions on how to improve the consumer section of the FCA website

Data will be collected through:

- audio recording
- video recording
- screen recording
- survey questions

## **What will happen during the session?**

The useability test will be unmoderated, meaning you're free to move through the test at your own pace. But it should take around 15 to 20 minutes to complete.

The questions in the test will explore how easy it is for you to find certain information on the FCA website, how well you're able to understand the information when you find it, and how clear you are about your next steps (if you needed to use this information in the future).

You can withdraw your consent to participate at any time during or after the research session.

For more information about access to your personal information and choice, read UserTesting's [privacy policy](#).

## **How will the results of the research be used?**

The data collected in the research session will be anonymised and will not be attributable to you as an individual. The E&D team will analyse the data to generate insights and recommendations that will guide the design, development, and improvement of content on the FCA website.

## **Will research results be shared?**

Notes and insights from the data may be shared within the wider FCA Communications team and with stakeholders, as part of the content design and development process. It may also be shared more widely across the FCA to support the development of other services and tools and to encourage other project teams to engage in user research and user centred design.

## **Where will your data be kept?**

After the useability test, notes and insights will be taken and stored in SharePoint. Your audio, video, and screen recordings will be stored on UserTesting.

## **How long will your data be retained?**

Individual session notes and anonymised data will be classified and stored in accordance with [FCA data retention policies](#). You can also read our full [privacy notice](#) which details how we use your data.

Audio, video and screen recordings will be stored on UserTesting. For information on how your data is stored on UserTesting, please read the [privacy policy](#).

## **What are your rights?**

As a participant in one of our research studies, you have the right to informed consent and to be told about the study, the data we're collecting, and how we will use the data. All this information is contained with this Participant Information Guide.

You also have the right to withdraw your consent to participate at any time before, during, or after the research session. You do not need to give a reason if you decide to withdraw from the study.

## **Who can I contact if I have questions or a complaint?**

For more information, or to withdraw your consent, contact [website\\_refresh@fca.org.uk](mailto:website_refresh@fca.org.uk).