

Getting Started

Please follow the link in your phase 2 email to watch the phase 2 kick-off video! Read through the entirety of this tri-fold afterward. If you have any further questions send us a message through the Qualsights app.

Study Instructions

Paper Towels & Holders

- 1 Ensure that you have completed all QualSights sessions for Phase 1 before opening product for Phase 2.
- 2 You should have received 2 boxes in the mail. These boxes contain the paper towels that you will use for the duration of this phase. Send us a message from the Qualsights platform if you did not receive 12 paper towel rolls.
- 3 Before opening the boxes you just received ensure that any remaining paper towels and cores from phase 1 have been returned to the box and removed from use. You can keep them, but you can only use them once the study has concluded.
- 4 Once all paper towels from the previous phase have been removed you can open one of the boxes and place a paper towel roll onto the provided paper towel dispenser.
- 5 When you finish a roll of paper towels, place the core back into the active box of paper towels. All cores should be contained within a single box and placed upright.
- 6 At the end of each week you will need to continue upload 2 photos of your supply to the Qualsights platform. Ensure that used paper towel cores are standing upright in the photo. It is additionally important to ensure that all of the used cores from this phase are contained within the photo. The next page has several examples and scenarios that should serve as the standard for your photos in the following phases of this study.

Image Guidelines

Make sure **all** rolls you have in your house are captured once and only once in the pictures you upload. Every week you will only be uploading 2 images to QualSights - Unused paper towel rolls in one box and completed paper towel cores in the other box. **No partially used paper towels nor the dispenser** should be included in the photo.

How to take the photos

When you are using the first box



For example, you are using box 1 - If you have 3 paper towels completed, 1 paper towel in use on the dispenser, and 2 remaining in the box, this is a great example of a progress photo. The second photo should display the other box unused.

When you start using the second box



Once you have moved onto the second box of paper towels, your used cores should be contained within a single box, and the unused paper towels themselves should be in another box. Ensure that you shift the used cores to the first box as shown in the image.

When you start using the third box



When you are using box number 3 ensure to move all used paper towel cores to date into a single box. The second photo should contain all unused rolls from the third box. Continue this process for all boxes moving forward.

What not to include in images

Bad photo examples

Rolls outside the box



- The photo should be taken from a straight top down angle
- The photos must be taken with paper towel rolls in the box
- No partial rolls should be included

Unclear image



- Flaps of the box should not cover the paper towel rolls
- Rolls should be clearly visible in uploaded photos
- Photos should be taken in good lighting

Roll dispenser included



- The paper towel dispenser should not be included in the photo
- Please do not remove the dispenser from your kitchen

Rolls laying horizontally



- The used paper towel cores should be placed upright
- Please make sure photos are taken in good lighting, use flash if necessary

FAQs

Payment

When and how will I be paid?

You will be paid \$35 on a monthly basis via Qualsights. You will be paid an additional \$15 for the initial setup photos, providing photos of the transition from phase 1 to 2, and finally for returning the dispenser to us.

General

What if I run out of paper towels?

When you have a week's supply of paper towels contact us through the Qualsights App by filling out the activity titled "Product Request" found on the project dashboard. We will then send you additional product.

Can I share?

Unfortunately, you cannot share the paper towels we send you. It is only for use within your household on the provided paper towel dispenser. If we find that the paper towels we ship to you are being used outside your household you will be removed from the study immediately.

What if the device breaks?

If you are having any trouble using our paper towel dispenser or the device breaks in any way, please contact us as soon as possible. At no point in time should you ever try and fix the device yourself if it starts malfunctioning.

User Agreement

This form provides information regarding the research, so you can choose whether to participate. Please read it carefully.

Research Description – The purpose of this research is to gain information that can help improve consumer products that may be marketed by the Researcher, a consumer goods company. For the purpose of this research, you will be asked to use the provided toilet paper holders, toilet paper, and bidet. You will be asked to bring the toilet paper holders into the Smart Lab for maintenance and cleaning.

Voluntary Participation – I understand my participation is completely voluntary and I can withdraw from the research at any time and for any reason. If I choose not to participate in this research, it will not affect my ability to participate in future studies.

Confidentiality/Intellectual property – As the research may involve disclosure and/or development of confidential products, packages, pictures of products, usage instructions, descriptions of products, and/or ideas and environments, which, separately or together with any (new) brand(s) or brand concept(s), may be patentable or otherwise protectable by the Researcher, I agree to preserve the confidentiality of this testing and any confidential information in any form, to which I am exposed during the research, directly or indirectly. I agree that I will neither use nor discuss the above information with anyone, not even with my family and friends, except the person administering the test. I also agree that my obligations of confidentiality and non-use, extend beyond my participation in the research. I agree to assign to the Researcher and its affiliates, all ideas, developments, discoveries, works of authorship, designs, software, and/or inventions, patentable or not, conceived by me as a result of my participation in the research. Furthermore, I agree that the Researcher may use these ideas, developments, discoveries, works of authorship, designs, software, and/or inventions in any manner it sees fit. My obligations under this agreement will not extend to any products or other information that are generally known to the public or which become available to the public through no fault of mine.

Photo/Video/Audio Release & Use: I understand that certain portions of the research may be audio and/or videotaped or I might be photographed during the research (make sure this is mentioned in the research description as per paragraph 1). Any recordings in which I appear and other information I provide (e.g. text, video, images or audio) ("Research Data") may be used by Researcher for market research, trade presentations, advertising, product innovation, and internal training as determined by the Researcher, in whole or in part and can be shown to business partners that have an interest in the results of the research.

Data Privacy - I understand that if any of my personal information is collected, it will be used for research and for communication with third party business partners. I also understand Researcher is the controller of such data and will take all reasonable steps to ensure my personal information is protected. I agree that my personal information can be shared with partner companies and marketing research clients for research purposes. I will not be identified by name in any publication regarding the Research. If I am a resident of California I have the right to access the personal information Researcher holds about me. I also have the right to request to delete my personal information. I understand that I can exercise my data protection rights by calling 1-800-331-3774 or contacting the Researcher at humaninsightsplace.com and referencing my study number as stated above in this Informed Consent. My personal information may be transferred to countries outside the region in which I live, but my information will still enjoy adequate data protection and safeguards as may be required by the local laws. For more information, I can visit the Researcher's privacy policy, available at humaninsightsplace.com.

Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment

Note: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation.

Reorient or relocate the receiving antenna.

Increase the separation between the equipment and receiver.

Consult your P&G smart lab contact for help

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