Study name: Silver Shoppers: designing a better supermarket service for the older consumer

Reference No: ES/K009648/1

Grant holders: Yuanyuan Yin

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| File/Folder name | Description |
| User Study Data collection paperwork.zip | Paperwork used in the user study that include participant recruitment poster, survey, information sheet, consent form, interview schedule, user study process and a cultural probe pack.  |
| User Study Shopping inspection cards transcription.zip | This file contains transcripts of 28 sets of supermarket shopping inspections from three research regions in the UK. Each set includes 18 inspection cards to explore older customers’ perceptions of supermarket service from store layout, baskets, trolleys, self-design, labelling, products and promotions, customer services, conform and checkout aspects.  |
| User Study Diary cards transcription.zip | This file contains transcripts of 28 sets of participants diary cards from three research regions in the UK. The diary information helped us to understand relationship between supermarket shopping and old peoples’ daily life.  |
| User Study Interview transcripts.zip | This file contains transcripts of 28 background interviews and 29 post-shopping interviews.  |
| User Study Summary Report.docx | This report summarises key findings from the ethnographic user studies.  |
| Focus groups Data collection paperwork.zip | Paperwork used in the focus groups study that include participant recruitment poster, survey, information sheet, consent form, focus group moderator sheet. |
| Focus group transcripts.zip | This file contains transcripts of 4 focus groups with older customers.  |
| Focus Group Summary Report.docx | This report summarises key findings from the focus groups studies.  |