

# **Over 60? Can You Help Us to Improve Your Shopping Experience?**

**We are looking for a selection of volunteers aged 60 and over to take part in a Focus Group discussion on the 20th March 2014 at the Trinity Centre as part of a research project, “Designing a Better Supermarket Service for Consumers Aged 60 and Over”.**

**We aim to understand the challenges senior citizens face while shopping at supermarkets, and identify ways to improve their shopping experience. Our findings will be available to supermarkets to improve their service and make the design and layout of stores better suited to the needs of older customers.**

**Selected participants will be rewarded £40 shopping gift card for their time and effort.**

**If you would like to take part, please contact:**

