



# SILVER SHOPPERS

*Designing a better  
supermarket  
service for  
customers aged 65+*

**Instruction book**

# WELCOME

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**THANK YOU** for taking part in this 6-week user study.

All of your experiences are very valuable to us and will provide an insight into how we might be able to improve supermarket service design for the ageing population.

We hope that you find it an interesting and enjoyable journey ...

## THIS BOOKLET

This instruction booklet provides an overview of the user study process, introduces you to the materials in the **shopping diary pack** and tells you **how to use each item**.

You should have everything you need to get started, but if you have any questions don't hesitate to contact:

**Researcher**

*Emma Waight*

*Tel: 07846 963704*

*In this user study pack you should find :*

1. The participant information sheet
2. An 'about me' card (optional to complete)
3. Spare blank cards
4. Pens
5. Dates for your two shopping observations

- \* You may have a Dictaphone or camera if requested.
- \* Diary and inspection cards will be posted on a weekly basis.



## THE DIARY CARDS

You may want to start by completing the ‘about me’ card in the study pack. We will then post diary cards to you on a weekly basis for the 6-week study.

We’d like you to write about your **daily routines, habits and lifestyle** on at least three days for each week. If you find yourself writing more you can use the spare blank cards in the study pack.

You are also very welcome to type your diary entries on a computer if you prefer, or use the Dictaphone if you would rather speak about your day.

*We’re interested in  
whatever interests you!*

## THE INSPECTION CARDS

The inspection cards are there to flag up any challenges you may face in the supermarket, as well as aspects you find to be positive. You can therefore help the project greatly by carrying out weekly ‘inspections’ on different aspects of the shopping experience. We’ve provided a focus for each week and will send you the cards on a weekly basis.

*The inspection points are:*

- Store layout, baskets and trolleys
- Shelf design and shelf labelling
- Products and promotions
- Customer service
- Comfort and other services
- Checkout



*Each week has three cards:*

**List it :** Tell us what you think of this week’s inspection point. What are the issues? Do you feel comfortable with this part of the shopping experience? What is challenging? What works well?

**Dream it:** This is your chance to use your imagination, think big! How could this element of the shopping experience be improved ?

**Score it:** The final card lets you score or rate your satisfaction levels for various points we have listed.

5 =very satisfied , 4 =satisfied , 3 =neutral ,  
2 =dissatisfied, 1 =very dissatisfied

For example: if you are satisfied with the size of the store, you can circle number 4

Store size	1	2	3	4	5
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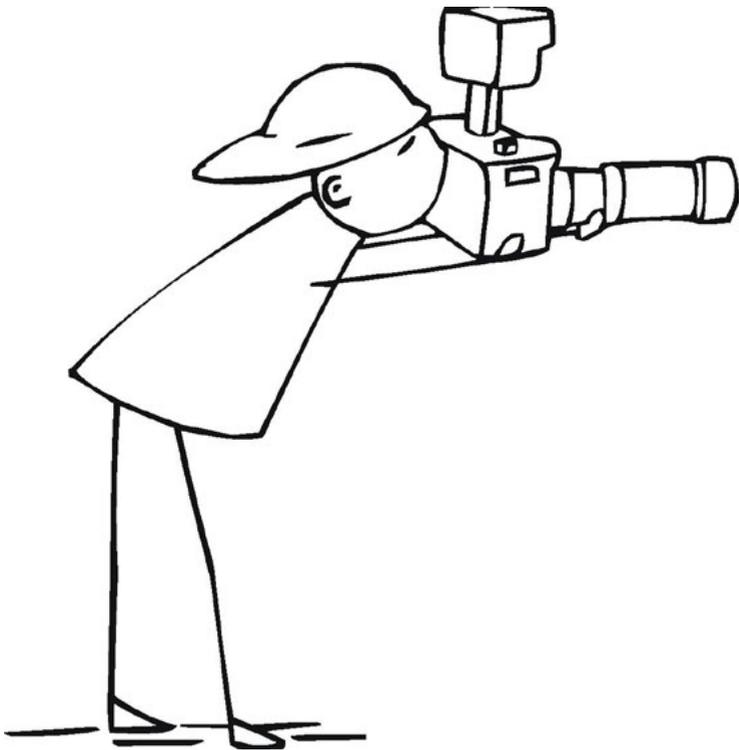
## THE CAMERA

The camera is optional and it may be that you have your own camera or camera phone you would rather use. You may find it easier to describe inspection issues with an image rather than words which is why we have provided cameras where requested.

You should find detailed instructions on how to work the camera in the study pack. The main use for the camera is during your weekly shopping inspections so we can visualise any issues you find.

During these trips please carry the permission letter from the supermarket to show staff if they ask about what you're doing. Also avoid other customers in the shot. You can also use the camera to take pictures of important things in your life or of preparing food at home for example, and these can be added to your diary.

## HOW TO USE



\*Give us a call if you have any problems

# ACKNOWLEDGEMENTS

**THANK YOU TO YOU**, the participants, for all of the time and effort you have put into the project.

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# SUPPORTED BY



# SILVER SHOPPERS

One of the researchers from the University of Southampton will contact you on a weekly basis to see how you're getting on...

If you have any queries about then project or if your weekly materials do not arrive you can contact :