

Store layout, baskets and trolleys

Welcome to the first week of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is **'Store layout, baskets and trolleys'**.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 1

Store layout, baskets and trolleys

Date: _____

Think about how you get around the store, specifically looking at the store layout/size, and the usability of baskets and trolleys. List your inspection results here:

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LIST IT

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WEEK 1

Store layout, baskets and trolleys

Date: _____

WISH LIST...

- ♦ The store layout could be improved by . . .
- ♦ My dream trolley would have . . .
- ♦ The ideal shopping basket would look like . . .

DREAM IT



WEEK 1

Store layout, baskets and trolleys

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Basket design	1	2	3	4	5
Trolley design	1	2	3	4	5
Store size	1	2	3	4	5
Store layout (ie. Order of aisles /products)	1	2	3	4	5
Width of aisles	1	2	3	4	5
Overhead signage	1	2	3	4	5

NOTES:

SCORE IT



Shelf design and product display

WEEK 2

Welcome to the second week of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is **'Shelf design and product display'**

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 2

Shelf design and product display

Date: _____

Consider the shelves this week, including the freezers and any other way that products are displayed. Check the shelf labelling too and list your inspection results here:

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LIST IT

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WEEK 2

Shelf design and product display

Date:

WISH LIST...

- ◆ How could product display and shelving be improved?

- ◆ How could labelling on the shelves be improved?

DREAM IT



WEEK 2

Shelf design and product display

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Shelf accessibility- height	1	2	3	4	5
Freezer accessibility- depth	1	2	3	4	5
Shelf labelling (for products)	1	2	3	4	5
Placement of products on shelves	1	2	3	4	5
Design of freezers	1	2	3	4	5

NOTES:

SCORE IT



Products and promotions

WEEK 3

Welcome to week 3 of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is '**Products and promotions**'.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 3

Products and promotions

Date: _____

Please tell us what you think of the products and promotions available in store this week.

List your inspection results here:

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LIST IT

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WEEK 3

Products and promotions

Date: _____

WISH LIST...

- ♦ How could product selection at the store be improved?

- ♦ How could promotions at the store be improved?

DREAM IT



WEEK 3

Products and promotions

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Stock availability	1	2	3	4	5
Product size/ suggested quantities	1	2	3	4	5
Product quality	1	2	3	4	5
Product price	1	2	3	4	5
Suitability of product promotions	1	2	3	4	5
Suitability of promotional coupons	1	2	3	4	5

NOTES:

SCORE IT



Customer service

Welcome to week 4 of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is **'Customer service'**.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 4

Customer service

Date: _____

This week we'd like you to review customer service at the counters, checkouts and on the shop floor. List your inspection results here:

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WEEK 4

Customer service

Date:

WISH LIST...

- ◆ If I were the manager of the store I would encourage staff to ..

- ◆ Customer service could be improved by . . .

DREAM IT



WEEK 4

Customer service

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Availability of floor staff	1	2	3	4	5
Helpfulness of staff	1	2	3	4	5
Friendliness of staff	1	2	3	4	5
Staff understanding of customer needs	1	2	3	4	5
Overall customer service	1	2	3	4	5

NOTES:

SCORE IT



Comfort and services

Welcome to week 5 of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is '**Comfort and services**'.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 5

Comfort and services

Date: _____

Consider your comfort and safety in store this week, is shopping a pleasurable experience? What other services does the store offer? List your inspection results here:

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LIST IT

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WEEK 5

Comfort and services

Date: _____

WISH LIST...

- ♦ It would be nice if the store provided . . .

DREAM IT



WEEK 5

Comfort and services

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Store temperature	1	2	3	4	5
Store lighting	1	2	3	4	5
Store cleanliness	1	2	3	4	5
Toilet facilities	1	2	3	4	5
Cafe facilities	1	2	3	4	5
Availability of other services (e.g. dry cleaning, pharmacy)	1	2	3	4	5
Availability of seating	1	2	3	4	5

NOTES:

SCORE IT



Checkouts

WEEK 6

Welcome to the sixth and final week of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is '**Checkouts**'.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 6

Checkouts

Date: _____

Tell us about the checkouts/cashiers. List your inspection results here:

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LIST IT

WEEK 6

Checkouts

Date: _____

WISH LIST...

- ♦ Checkouts could be improved by ...

DREAM IT



WEEK 6

Checkouts

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Checkout queues	1	2	3	4	5
Width of checkout aisle	1	2	3	4	5
Helpfulness of staff	1	2	3	4	5
Speed of staff	1	2	3	4	5
Ease of packing	1	2	3	4	5
(If applicable) Ease of self-service checkout	1	2	3	4	5

NOTES:

SCORE IT



Customer service

WEEK 1

Welcome to the first week of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is **'Customer service'**.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 1

Customer service

Date: _____

This week we'd like you to review customer service at the counters, checkouts and on the shop floor. List your inspection results here:

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WEEK 1

Customer service

Date: _____

WISH LIST...

- ◆ If I were the manager of the store I would encourage staff to ..

- ◆ Customer service could be improved by . . .

DREAM IT



WEEK 1

Customer service

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Availability of floor staff	1	2	3	4	5
Helpfulness of staff	1	2	3	4	5
Friendliness of staff	1	2	3	4	5
Staff understanding of customer needs	1	2	3	4	5
Overall customer service	1	2	3	4	5

NOTES:

SCORE IT



Comfort and services

Welcome to week 2 of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is '**Comfort and services**'.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 2

Comfort and services

Date: _____

Consider your comfort and safety in store this week, is shopping a pleasurable experience? What other services does the store offer? List your inspection results here:

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LIST IT

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WEEK 2

Comfort and services

Date: _____

WISH LIST...

- ♦ It would be nice if the store provided . . .

DREAM IT



WEEK 2

Comfort and services

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Store temperature	1	2	3	4	5
Store lighting	1	2	3	4	5
Store cleanliness	1	2	3	4	5
Toilet facilities	1	2	3	4	5
Cafe facilities	1	2	3	4	5
Availability of other services (e.g. dry cleaning, pharmacy)	1	2	3	4	5
Availability of seating	1	2	3	4	5

NOTES:

SCORE IT



Checkouts

WEEK 3

Welcome to the third week of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is '**Checkouts**'.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 6

Checkouts

Date: _____

Tell us about the checkouts/cashiers. List your inspection results here:

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LIST IT

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WEEK 6

Checkouts

Date: _____

WISH LIST...

- ♦ Checkouts could be improved by ...

DREAM IT



WEEK 6

Checkouts

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Checkout queues	1	2	3	4	5
Width of checkout aisle	1	2	3	4	5
Helpfulness of staff	1	2	3	4	5
Speed of staff	1	2	3	4	5
Ease of packing	1	2	3	4	5
(If applicable) Ease of self-service checkout	1	2	3	4	5

NOTES:

SCORE IT



Store layout, baskets and trolleys

Welcome to week 4 of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is **'Store layout, baskets and trolleys'**.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 4

Store layout, baskets and trolleys

Date: _____

Think about how you get around the store, specifically looking at the store layout/size, and the usability of baskets and trolleys. List your inspection results here:

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LIST IT

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WEEK 4

Store layout, baskets and trolleys

Date: _____

WISH LIST...

- ♦ The store layout could be improved by . . .
- ♦ My dream trolley would have . . .
- ♦ The ideal shopping basket would look like . . .

DREAM IT



WEEK4

Store layout, baskets and trolleys

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Basket design	1	2	3	4	5
Trolley design	1	2	3	4	5
Store size	1	2	3	4	5
Store layout (ie. Order of aisles /products)	1	2	3	4	5
Width of aisles	1	2	3	4	5
Overhead signage	1	2	3	4	5

NOTES:

SCORE IT



Shelf design and product display

Welcome to week 5 of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is **'Shelf design and product display'**

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 5

Shelf design and product display

Date: _____

Consider the shelves this week, including the freezers and any other way that products are displayed. Check the shelf labelling too and list your inspection results here:

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LIST IT

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WEEK 5

Shelf design and product display

Date:

WISH LIST...

- ◆ How could product display and shelving be improved?

- ◆ How could labelling on the shelves be improved?

DREAM IT



WEEK 5

Shelf design and product display

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Shelf accessibility- height	1	2	3	4	5
Freezer accessibility- depth	1	2	3	4	5
Shelf labelling (for products)	1	2	3	4	5
Placement of products on shelves	1	2	3	4	5
Design of freezers	1	2	3	4	5

NOTES:

SCORE IT



Products and promotions

Welcome to the sixth and final week of the supermarket user-study. In the envelope you will find two diary cards and three inspection cards.

We'd like you to record your daily routines and habits for at least three days this week on the diary cards.

The area of supermarket service we'd like you to focus on this week is **'Products and promotions'**.

For detailed instructions please see the instruction booklet and don't hesitate to contact us if you have any questions.

CHECKLIST :

- ☐ Complete the inspection cards
- ☐ Fill in the diary for three days

WEEK 6

Products and promotions

Date: _____

Please tell us what you think of the products and promotions available in store this week.

List your inspection results here:

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LIST IT

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WEEK 6

Products and promotions

Date: _____

WISH LIST...

- ♦ How could product selection at the store be improved?

- ♦ How could promotions at the store be improved?

DREAM IT



WEEK 6

Products and promotions

Date: _____

Please show how satisfied you are with the following by scoring each item 1-5, where 1 is very dissatisfied and 5 is very satisfied.

Stock availability	1	2	3	4	5
Product size/ suggested quantities	1	2	3	4	5
Product quality	1	2	3	4	5
Product price	1	2	3	4	5
Suitability of product promotions	1	2	3	4	5
Suitability of promotional coupons	1	2	3	4	5

NOTES:

SCORE IT

