

Are you over 65?

Want to get £100 in Sainsbury's vouchers?

Designing a Better Supermarket for customers aged 65+

We are looking for volunteers aged 65 and over to take part in a research project, 'Designing a Better Supermarket Service for Consumers Aged 65 and Over' in March and June 2015.

What will happen to you if you take part?

- We will give you an information-gathering pack, which includes a camera, a shopping diary and maps of your local area, for you to record your shopping experience.
- We will accompany you for two supermarket visits and record your shopping journey by making notes and using a video camera.
- After each of the two supermarket visits, we will have a short interview with you to discuss your experience.

We aim to understand the challenges senior citizens face while shopping at supermarkets, and identify ways to improve their shopping experience. Participants will be rewarded **£100** for their support to this project.

If you would like to take part, please contact:

