

# Store layout, baskets and trolleys

# 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 **'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:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆



# 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:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆



# 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:

◆

◆

◆

◆

◆

◆

◆

◆

◆

LIST IT

—

## **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

# WEEK 4

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:

◆

◆

◆

◆

◆

◆

◆

◆

◆

LIST 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

# WEEK 5

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:

◆

◆

◆

◆

◆

◆

◆

◆

◆

LIST IT

—

## **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

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:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆

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:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆

LIST 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

# WEEK 2

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:

◆

◆

◆

◆

◆

◆

◆

◆

◆

LIST IT

—

## **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

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:

◆

◆

◆

◆

◆

◆

◆

◆

◆

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



# 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:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆

LIST 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

## WEEK 5

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:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆



# 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

# 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 **'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:

◆

◆

◆

◆

◆

◆

◆

◆

◆

LIST IT

—

# 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

