

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 company with 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:

