

BUDDIE-PACK fieldwork proforma for in-store observation

Date:

Time:

Researcher:

Venue:

Descriptive notes	Asides, commentary & memos

--	--

Questions to explore through observation

- What refill and/or return reuse packaging options are available?
- What kind of products are available in reusable packaging?
 - e.g. hot & cold beverages, takeaway/convenience food, personal care products, household products, dried foods...
 - Branded or unbranded?
- How is the venue configured to support/promote reuse?
 - e.g. visibility and location of products, signage, labelling, infrastructure for refills and/or returns...
 - Separate area/zone or integrated within the wider store.
- How is reuse presented in relation to single-use options?
 - Is it an alternative that customers actively choose, or the default/only option?
 - What proportion of products are available in reusable packaging?
 - Is it displayed alongside single-use products, or separately (e.g. refill zone)?
 - How is it priced compared to single-use alternatives?
- How do staff support/promote reuse?
 - What's the role of staff in relation to reuse? e.g. promotional activity, prompting, availability for practical support...
 - Is reuse habitually offered as an option?
 - How do staff respond to customer reuse requests and queries?
- How do customers encounter reuse?
 - Location of reuse/signage in relation to customer flow
 - Do customers walk by/notice reusable products?

- Are they prompted to reuse, e.g. by staff or promotional offers?
- Can customers choose reusable products spontaneously? How often does this happen?
- What competencies do customers need to engage with reuse?
 - Do customers have to ask for reusable options, or for advice on reusable products?
 - Do they need to do anything differently from shopping for single-use alternatives? e.g. come prepared with a cup/container, use an app, dispense product, measure portion size, remember to return packaging...
 - How confident or unconfident are they in performing these tasks?

Questions for customers

INTRO: *My name is Kristina and I'm part of a research team at the University of Sheffield looking at products in reusable packaging. I'm doing some in-store research here today and I wondered if you have time to answer a few quick questions? You don't have to give your name or any personal information.*

- Are you a regular customer here?
- What do you usually come here for? **OR** What have you come here for today?
- Did you know that this store offers ____ in reusable packaging?
 - When did you first notice [reusable product(s)] here?
 - What brought it to your attention?
- Have you tried any of the products in reusable packaging? **OR** Have you tried [reusable product, e.g. cup]
- If yes:
 - What prompted you to try it?
 - How did you find it, compared to disposable, single-use packaging?
 - What did you do with it once it was empty?

- Can you think of any major pros or cons of reusable packaging, for you personally?
- How likely are you to go for the reusable option again?
- How often do you need to come back and refill? How many times have you done this?
- If no:
 - What's your first impression of [reusable product]?
 - How likely is it that you might try a product like this, instead of disposable, single-use packaging?
 - Do you think there would be any major pros or cons of reusable packaging, for you personally?

CLOSE: *Thanks very much for your time. Here's a leaflet with my contact details and more information about our research. I'm looking to do some more in-depth research on this topic and the people who are selected to take part in that study will get a £50 gift voucher. If you're interested in taking part, there's a weblink and my phone number on the leaflet for you to get in touch.*

Questions for staff

- Tell me about reusable packaging at [venue] - what do you have on offer?
- How long have you offered this as an option?
- Do you have to do anything differently with reusable packaging, compared to single use/disposable alternatives?
- What's your role in terms of promoting reusable packaging to customers?
 - How easy or difficult is it to do this in practice?
- What kinds of reactions or feedback do you get from customers when they're offered reusable products?
 - Positive reactions - e.g. comments on design, useability, convenience, motivations for reuse
 - Negative reactions - e.g. barriers to reuse, customer concerns
 - What kinds of questions do customers ask about reusables?
- What's uptake like? What proportion of your customers are giving reuse a go?
 - Do you have many customers who are regularly choosing reusables?
- Have you had any training on reusable packaging? If so, what did this cover?
 - Have you learnt anything that wasn't originally delivered as part of any training?

