

We are implementing a nonintrusive device that can be attached to the trolleys to help you shop, by recommending you your new favourite goods, making suggestions based on your activity, or just help you search from our wide range of products.

This questionnaire will help us dedicate our attention to our customers' needs and feedback.

Questions	Response 1:	Response2:	Response3:
1. Generally put, have you wished for easier way of shopping? What did you have in mind?	Yes, I had in mind something to assist me when I am looking for a specific item.	I always thought about a device that I can use to call the employees to assist me	No, I enjoy the traditional way of shopping
2. How much time do you dedicate to shopping? What takes most of it?	I dedicate from 1-2 hours twice a week. Finding and picking all the items on my list takes.	I spend around 2 hours when I am shopping. Sometimes I can't find the item I'm looking for.	I usually take up to 1 hour when I shop. I spend a lot of the time Walking between the aisles.
3. What makes a brand appealing to you?	What makes a brand appealing is when it's known and trusted, also when it provides clear information regarding their products.	The trustworthiness And honesty of the brand.	When it provides clear information regarding their products, also when it's been tested and considered by other shoppers.
4. What would you make browsing in the device easier?	I believe being able to find the nutritional information when browsing an item would be a great feature.	Finding cheap alternatives for the product I am seeking.	Having clear instructions on which aisle I can the wanted product.
5. Would you prefer shopping with or without the device? Why?	I prefer shopping with the device as it can assist me with my shopping list, it will also provide me with information about the products.	Shopping with such device is great as it can provide me with more knowledge regarding the product.	I prefer shopping the traditional way as I believe assistance can be provided by the workers.

Summary and Analyses:

A questionnaire consisting of five questions is being used to interview customers, with three individuals having been interviewed so far.

The first question asks whether the customers have wished for an easier way of shopping and what they had in mind. Responses ranged from wanting assistance in finding specific items to being satisfied with the traditional way of shopping.

The second question inquired about how much time customers dedicate to shopping and what takes up most of their time. Responses indicated that the time spent shopping ranged from one to two hours, and the most time-consuming aspect was either finding and picking all the items on the list or walking between aisles.

The third question aimed to understand what makes a brand appealing to the customers. Responses indicated that trustworthiness, honesty, and providing clear information about products are important factors.

The fourth question asked what would make browsing in the device easier. The responses mentioned features such as finding nutritional information, cheap alternatives, and clear instructions on where to find the product.

The fifth question inquired whether customers preferred shopping with or without the device and why. The responses showed that the majority of customers preferred shopping with the device as it provided them with information about products and assistance with their shopping list.

The responses to the questions show that customers have different shopping habits and preferences. Some customers want a device that can assist them in finding specific items, provide them with nutritional information, and help them with their shopping list. Other customers value the traditional way of shopping and prefer assistance from workers. Customers also have different criteria for what makes a brand appealing, such as trustworthiness, clear product information, and popularity.

In summary, the questionnaire aims to gather information about customers' needs and feedback regarding the implementation of a nonintrusive device for shopping assistance. The responses suggest that customers are interested in features such as finding nutritional information and cheap alternatives and that they generally prefer shopping with the device rather than without it. The feedback gathered from the questionnaire can help improve the device and make it more appealing to customers who wish for an easier and more efficient shopping experience.