Interviews

1 Student  
  
• How often do you use the campus market?  
Answer: If it's at the university, then it happens often.

• Is the market convenient for shopping?

Answer:If you avoid the queues, then yes.

• What difficulties have you encountered while using the market?

Answer:Queues, and sometimes I can’t complete a purchase due to internet issues (my phone doesn’t connect to the SDU WiFi).

• What would you suggest to improve or solve issues with the market?

Answer:Remove the wall at the entrance to the market to make entry and exit more convenient.

• Do you like the location of the market?

Answer:Yes, the center of SDU's main building is a good location.

• Is staff assistance needed?

Answer: No need

• Do you need a basket or bag?

Answer:More often yes than no, as I usually make small purchases there, like drinks or snacks.

• Are you satisfied with the product range?

Answer:Not really, I’d like more variety.

• Is it convenient for you to move around the market?

Answer:Due to the narrow aisles between the shelves, not really. There's also an issue with entering and exiting.

• Do you need directional signs to understand where things are located?

Answer:I would like that.

• Would you like the market to have an app for online shopping?

Answer:100%

• Do you have any suggestions for improving the market?

Answer:Install a self-service machine and provide your own Wi-Fi.

2 Student

• How often do you use the campus market?  
Answer: IEvery day while at the university.

• Is the market convenient for shopping?

Answer:If we don't consider some issues, then yes, it's quite convenient.

• What difficulties have you encountered while using the market?

Answer:It's a common issue that the internet doesn’t work, along with long queues, and probably the most important thing is the assortment. I’d like to see a bit more variety in the products.

• What would you suggest to improve or solve issues with the market?

Answer:I would set up a separate Wi-Fi for the market. I’d slightly change the layout and make the market bigger to add more variety. Also, a survey could be conducted among students to ask what they would like to buy, and the market could stock those items based on their choices.

• Do you like the location of the market?

Answer:I understand that the market is not exactly in the center, which makes it a bit of a long walk from the library. But I also understand the reasoning behind placing it there, so I don't have many complaints about it.

• Is staff assistance needed?

Answer:no

• Do you need a basket or bag?

Answer:no, market too small

• Are you satisfied with the product range?

Answer:absolutely no

• Is it convenient for you to move around the market?

Answer:yes

• Do you need directional signs to understand where things are located?

Answer:For now, no. First of all, the market is too small, but I wouldn’t mind a department name. Secondly, I’ve already gotten used to it.

• Would you like the market to have an app for online shopping?

Answer:Hmm, this could be a good solution for the dorms, so they could place orders. But honestly, I don’t see much sense in it otherwise.

• Do you have any suggestions for improving the market?

Answer:As I mentioned earlier, a suggestion box for the assortment or something similar could be a good idea.

3 Student

• How often do you use the campus market?  
Answer: If it's at the university, then it happens often.

• Is the market convenient for shopping?

Answer:For me yes

• What difficulties have you encountered while using the market?

Answer:After classes, during break time, there are a lot of students, which leads to long queues.

• What would you suggest to improve or solve issues with the market?

Answer:Install self-service checkouts and create more space.

• Do you like the location of the market?

Answer:yes

• Is staff assistance needed?

Answer:I think it would be necessary if elderly people or children come.

• Do you need a basket or bag?

Answer:I buy there very occasionally and sometimes need a basket.

• Are you satisfied with the product range?

Answer:Sometimes there is simply no 0.5L water available.

• Is it convenient for you to move around the market?

Answer:There is none because of the crowd of students.

• Do you need directional signs to understand where things are located?

Answer:Yes, because I might not be able to replace it if such an item is available.

• Would you like the market to have an app for online shopping?

Answer:No

• Do you have any suggestions for improving the market?

Answer:Create signs indicating the products, increase the space, and display the working hours and break times of the staff.