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.

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| Questions | First Interviewee | Second Interviewee | Third Interviewee | Fourth Interviewee |
| 1.Generally put, have  you wished for easier  way of shopping?  What did you have in  mind? | I find the current way of shopping quiet easy. Wouldn’t say a device like that has passed my mind. | I’ve used the Tesco app before for some online shopping but I find it useful only when in a rush. | Sometimes it’s a struggle to go through big grocery stores considering how many isles they got these days. Would be nice to have something tell me exact location instead of finding a staff member. | I’ll check stock of some item once in a while but I like seeing assortment of items before I make a final choice so I rather like going through isles. Never know what you need until you see it. |
| 2. How much time do  you dedicate to  shopping? What takes  most of it? | 10 minutes’ maximum at our local small shop. Probably waiting in-queue, if there is one. | 5-15 minutes considering my shopping list size and crowd in the store. | Can’t tell for sure, it ranges but I like to do my shopping for 3 to 5 days. | 20 minutes sometimes, I like to take my time like I said before. |
| 3. What makes a  brand appealing to  you? | Might be only me but I prefer minimalistic packaging. Always hated over-stimulating, colourful brands/logos. | I feel like I usually grab the eye-level shelf. I’ve read about it somewhere that bigger brands pay for the spot. | Pricing to be honest. It has to be a good ratio of quality to price and I eyeball that sort of thing. | Packaging is usually what I consider before the brand. Unless it’s drinks, then I trust the bigger brands. |
| 4.What would you  make browsing in the  device easier? | Search bar is the only thing that comes to mind. | It could give recommendations based on previous purchases like the other app. | Isle locations based on my search, maybe even a map of sorts. | Recommendations probably. |
| 5. Would you prefer  shopping with or  without the device?  Why? | I wouldn’t mind giving it a try, as long as it holds up to its promises. | I don’t know if it’s necessary but wouldn’t hurt. | For sure, it could take some struggle off. | Wouldn’t mind |

**Summary:**

My main sample were university students who live in private accommodation, to determine if environmental factors come into play of a customer’s shopping habits. We can deduce that while they are more tech savvy, traditional shopping customs still apply to younger audience, however they still seem open to innovations.

They keep their shopping times minimal which should be considered when trying to appeal to users. Though it’d be good to mention that they are not opposed to recommendations, keeping their interest’s broad. From the sample interviewees we can gather that they tend to take notice of packaging and cost.

From their feedback, a search function – both physical location and stock availably – and product suggestions seems to be the outstanding answers.

As aforementioned, while they prefer conventional shopping, they are receptive to our device as an option in stores.