

## ASSIGNMENT 3: TRACKERS



Conduct three shopper-tracking observations, using the methods that we read about in *Why We Buy*. I suggest working at the Union Square Farmer's Market, because it's a public place and less restricted than a private store.

Please: Observe and document the experiences of at least three separate shoppers at the market. They should be real shoppers, not just people passing through. Even if they don't buy anything, they should spend time browsing.

Using my template or your own, first map the significant features of the shopping environment you're observing: entrances, exits, aisles, tables, stands, displays, registers -- whatever your shoppers interact with.

Using the same template, also take note of the shopping conditions (weather, busyness, etc.) and the physical description of the shoppers you choose to observe (sex, race, apparent age, clothing, bags, companions, etc.).

Then, in the "Tracking Notes" section of the template, record all the activities of your chosen shoppers (one at a time) over the course of their entire shopping experience -- and be careful not to get spotted by your shoppers!

Use one whole tracking sheet (template) per shopper you observe. Take as detailed notes as possible -- use the back of the sheet if needed. Any symbols or shorthand used in your notes should be explained in the "Key."

Once you're done tracking your shoppers, analyze the data you've collected, and write at least three recommendations for improving the market based on your data. Just write or draw them on the back of your tracking sheets.

To receive credit for this assignment, bring your tracking sheets and floorplan to the following class, as well as upload a PDF including all your scanned tracking sheets and floorplans before the start of class. *Be prepared present your findings in class the following week.*

DATE: 9.22.14NAME: Anara Askar

SHOPPING CONDITIONS:  
72°, slightly windy, kind of crowded

SHOPPER DESCRIPTION:  
Old Asian woman, 5'5" with a black slender card, Pamper's cardboard box case inside. New green shoes, white cap, buzzed grey hair, army bag, plaid vest, striped long sleeve shirt, small personal green bag, small, medium size

UNION SQUARE FARMERS MARKET

1. Recycled Clothing

2. Philips Farms

3. Apple State Hilltop Family Farm

4. Flower Display

5. Subway

TRACKING NOTES:

1 2:54PM Takes to associate at recycled clothing area

2 2:55PM Stands for 15 seconds, walks to next store over with produce, Haces Farm LLC

3 3:00PM Looks at butternut squash price

4 2:57PM Looks at grapefruit tomatoes, then tomato

5 3:04PM Looks at green, touches them, touches again, grabs basket

6 3:00PM Looks at potatoes, moves bag to be on hand more comfortably

7 3:00PM Grabs plastic bag, rips off, Onion she says thank you

8 3:00PM Can't open bag, I open it for her, she says thank you

9 3:10PM Grabs red onions, looks and puts back, grabs another pack inside

10 3:17PM Walks, looks at beets, picks up beets

KEY:

11 3:12PM Puts bag in pampers box, reaches into bag with left hand

12 3:22PM Takes money out.

13 3:02PM Grabs associate bag, \$1.75, puts it in

14 3:13PM Grabs stuff with left hand

15 3:04PM Looks into bag, stands and then bag closed, walks across the market to Philips Farms

16 3:00PM Hunches over to grab a coat after a girl at hand

17 3:00PM Looks at broccoli, nodes cart behind her

18 3:00PM Price comparison, counts money

19 3:08PM Grabs little personal bag

20 3:10PM Walks, looks at beets, picks up beets

Total Time: 29 Minutes

DATE: 9/20 NAME: Rebecca Cofed

SHOPPING CONDITIONS:  
Sunny, high 80s low 50s

SHOPPER DESCRIPTION:  
Asian woman, 5'5" with a black slender card, Pamper's cardboard box case inside. New green shoes, white cap, buzzed grey hair, army bag, plaid vest, striped long sleeve shirt, small personal green bag, small, medium size

UNION SQUARE FARMERS MARKET

1 4:17 PM Looking at the fruit

2 4:18 PM Looking at the fruit

3 4:19 PM Looking at the fruit

4 4:20 PM Looking at the fruit

5 4:21 PM Looking at the fruit

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