COM 525 Survey Questions
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Cover Sheet

Research Goals
In this survey, we hope to gather demographic and preference information from a wide variety of Dominick's customers who utilize self-service checkout kiosks. While we are not seeking to do a comparison study, it is important to note that customers have a choice to utilize either self-service kiosks or traditional check out lanes. Thus, we are seeking customer perceptions of self-service kiosks and their preferences in order to determine how to improve the usability of self-service kiosks such that customer satisfaction and frequency of use increase.

Research Questions
What usability dimensions and perceptions influence a user in his or her decision to utilize a self-service kiosk over a traditional checkout lane when checking out at a Dominick's store? How might we improve the self-service kiosk software to increase usability?

Time Estimate
Our survey has 22 questions. Based on Kuniavski's (2003) estimate of 30 seconds per survey question and 5 minutes to read the instructions, we estimate this survey will take approximately 16 minutes to complete. A conservative time range estimate would be 13 to 19 minutes, a figure we will include in solicitations. Both our question limit and time estimate meet Kuniavski's (2003) recommendation: less than 30 questions and less than 20 minutes, respectively.

Administering the Survey
Our target demographic is persons who have used the self-service checkout kiosk at a Dominick's store at least once. Since we do not have a user database to select a sample from, we must by necessity utilize a convenience sample of persons whom we can reasonably contact. A general invitation can be sent to n persons where n is the number of persons for whom we have an email address. We recognize that there is a large degree of selection bias in this method. Ideally, a large list of email address would be available from which to draw a random sample of invitees; if we have access to a large enough pool of potential respondents, we could employ random sampling techniques.

The total number of users in our sample frame is unknown, making it difficult to reliably come to a decision on the minimum number of responses needed in our sample. Brinck, Gergle, and Wood (2002) recommend a minimum sample size of 50 surveys as adequate for most "practical design situations" (p. 37). Based on a 10% estimated return rate, we would need to solicit 500 potential

respondents in order to reasonably assume a minimum of 50 responses (Brinck, Gergle & Wood, 2002); however, since we are utilizing a convenience sample and potential respondents may know us on a personal or professional level, we may expect a higher than average return rate which would greatly reduce the number of persons we need to solicit. Results of the survey can be examined for reliability to test for bias in our sampling methods.

If warranted, other sampling methods (advertising the survey publicly, snowball sampling, etc.) may be used, although these sampling methods also have inherent biases that must be accounted for.

Question	Instructions	Reason for Asking/Additional Notes
Survey Instructions: Thank you for choosing to complete this survey about self-service check out kiosks at Dominick's stores. At this time, we are only seeking feedback from shoppers who have used a self-service kiosk at least once. Our goal is to improve the experience for shoppers using self-service kiosks. In addition to answering our questions, you will have an opportunity to send us additional comments about self-service kiosks at Dominick's stores at the end of the survey. All of your responses will be kept confidential.		The instructions thank the respondent and reiterate our screening factor (that we only need people who have used the kiosk). The instructions also briefly explain our reason for conducting the survey, remind the respondent that he/she can provide additional information, and ensure confidentiality, all of which are meant to increase the likelihood that respondents will complete the survey.
INDIVIDUAL PREFERENCES		
How often do you use the self-service check out kiosk when you shop at Dominick's?	Select one answer	This question is designed to obtain information on how frequently the respondent uses Dominick's kiosks. As part of our research objective, we recognize that respondents have a choice between using Dominick's kiosks and traditional check out lanes when every time they shop. We are interested to see how frequency of use correlates to other variables that measure perception and/or satisfaction included in the survey. This ties into our research goal of increasing both customer satisfaction

		and frequency of use. The first two answer choices are worded so as to distinguish between respondents who view themselves as consistently using Dominick's kiosks and those who might view the use of a kiosk as more of a context-dependent choice. The third answer choice ('Rarely') is worded so as to identify respondents who have used but actively avoid using kiosks; in order to make sure of this active avoidance (and to probe other reasons for not consistently using kiosks), we include the following question. Finally, the fourth answer choice qualifies the user to ensure that they have used the self-service kiosk.
If you answered "occasionally" or "rarely" in the above question, what would be the circumstances in which you don't use the the self-service check out kiosk every time you shop at Dominick's?		This question is to probe for reasons why a shopper would only occasionally or rarely use the system. We will ask for short answer responses in the pilot to see if we can generate a list of circumstances from which the respondent can select (checkbox-style) in the final survey. This question should help determine whether the respondent's frequency of use is a direct result of their personal satisfaction (i.e. 'I prefer not to use Dominick's kiosks') with Dominick's kiosks or whether other, more practical factors influence frequency of use (i.e. 'When I shop for many items and I prefer that someone scan them for me' or 'When I buy liquor'). Knowing how these factors correlate with frequency of use will help us improve usability.
On average, how satisfied are you with your experience using Dominick's self-service checkout kiosks?	Select one answer.	This question tells us how satisfied the respondent has been with Dominick's kiosks in the past. It helps us measure one of the key variables stated in our research objective: customer satisfaction. We have provided 5 options in a range between very satisfied and very dissatisfied. This gives us two degrees of satisfaction/dissatisfaction above or below the neutral option (3) respectively.
PROCEDURES		
How do you begin when checking out at a self-service kiosk?	Select all that apply	The answer choices for this question are the three different ways to begin using the self-service kiosk, posed to give us an

		idea of the differences in this user behavior. Answers to this question may help us determine whether certain beginning behaviors have higher or lower associated error frequencies or user satisfaction rates.
Which of the following features of the self-service check out kiosk at Dominick's have you used?	Select as many as apply	This question lists all the common features of the self-service kiosk system, which will allow us to explore how thoroughly the respondent uses the self-service kiosk.
Think back to the last time you used the self-service check out kiosk at Dominick's. In your experience, how easy were each of the following functions to use?	Please rate how difficult or easy each feature was to use on a scale between 1 and 5 where: 1= very difficult 2 = difficult 3 = neither difficult nor easy 4 = easy 5 = very easy	This question inquires about the respondent's perceptions of ease of use of the self-service kiosk. This question asks the respondent to rate common features of the previous two questions in an odd Likert scale (an odd scale because we want to know whether the user is ambivalent on any of these features). We have discussed, too, the possibility of offering another, separate choice for "I have never used this feature." Our current survey tool doesn't permit the use of more than 5 choices in a grid question. So, as a result of the findings of the pilot, we may decide to change to a different survey application.
ERROR RATE		
Have you ever had any difficulty while using the automated self-service check out kiosk at Dominick's?	Select one answer.	The following two questions will help identify common errors that influence the respondent's perception of Dominick's kiosks. We're avoiding the word "error" as it may confuse respondents or lead them to view their past experiences as problematic ("error" is a somewhat inflammatory word).
Which, if any, of the following difficulties have you encountered when using a self-service kiosk at Dominick's?	List any problems you have had here.	This question will help to identify common errors that influence the respondent's perception of Dominick's kiosks. This will be an open question for the pilot to help generate a list of errors, as there are too many different things that can go wrong for us to predict.

Have you ever made a mistake while using the automated self-service check out kiosk at Dominick's?	Select one answer.	The next three questions help gather information on how the respondent recovers from errors and her/his perception on how easy it is to do so. In the pilot study, we have followed up this first question with an open short answer question asking respondents to list the types of mistakes they have made. This will help generate a list of common mistakes for the final survey.
How easy was it to recover from your mistake and continue checking out?	Select one answer.	This is a grid style question where we ask people to rate how easy it is to recover from each item from the list of mistakes, with one choice being "this has never happened to me." Answers to this question will help us determine how perceived ease of recovery from errors correlates to customer satisfaction and frequency of use. They will also help us better focus our usability goals (since all error recovery should be ideally perceived as easy).
How did you recover from your mistake and continue checking out?	Select one answer.	Here we will have a grid style question where we ask people to choose how they recovered from each item from the list of mistakes, with one choice being "that has never happened to me." This question helps us better understand user behaviors and allows us to see how the respondent's perceived ease of recovery relates to the respondent's actions (i.e. is restarting the check out screen perceived as easy or hard). This will help us further focus our usability goals.
DEMOGRAPHICS		
Do you regularly use any automated self-service check out kiosks other than those at Dominick's?	Select one answer.	This question will give us an better idea of the respondent's overall perception of Dominick's kiosks through subjective comparison with other kiosks she/he regularly uses.
If you answered 'Yes,' please list the types of self-service check out kiosks you use.	Example: CTA Farecard Kiosk, Jewel self-service check out kiosk	This open question is a follow up to the previous one and, posed during the pilot, may enable us to develop a checklist type of question listing other types of self-services kiosks for the actual survey.The examples listed give the respondents some reference for answering this question. They may not have initally

		thought of self-service kiosks in locations other than stores so the CTA example provides some reference for additional types of self-service kiosks. Based on responses, we may also change this to a checkbox question in the survey we administer since people may not recognize all of the different kiosks they use.
How do these other automated self-service check out kiosks compare with those at Dominick's?	Tell us how each self-service type kiosk compares to Dominick's self-service kiosk	This question is a probe for additional details about other self-service kiosks to determine user satisfaction of those systems compared with Dominicks. Again, it is an open question for short answer responses to obtain information about how users feel about usage of other types of self-service kiosks. The answers may provide us with information about user satisfaction and system usability of other self-service systems when compared to Dominicks's systems.
In what year were you born?	ex. 1979	This may prove useful later during analysis of the data, our assumption being that people who have just started shopping on their own (18-21?) have been exposed to more kiosk technology might find the kiosks easier to use.
How often do you grocery shop?	Select one answer	This question will gather information and statistics about the shopping frequency of the user, which will be useful when correlated with the shopper's perceptions of ease of use and satisfaction with the self-service check out kiosks at Dominick's.
How many people do you grocery shop for?	Select one answer	This question is asked because there may or may not be usability differences in how those who shop for larger orders or more people use the self-service kiosk vs. those shopping for smaller orders. We used neutral language in asking "how many people" someone shops for vs. "how many people are in your family."
Are you the primary grocery shopper in your household?	Select one answer	This question might shed light later in our analysis of whether a household's primary shopper is more likely to use the self-service kiosk vs. a non-primary shopper, reflecting different

		usage patterns.
On average, how much do you spend per grocery shopping trip?	Select one answer	This question is asked to provide us with additional details on whether the average amount of money spent has any relationship to the usage frequency or satisfaction of the self-service kiosk. Although we framed this question in terms of money spent, the dollar amount can be used as a rough guide for number of items purchased.
A question here with a fill in the blank essay box to gather any other information that the user wants to provide.		