

## Survey Plan

### District Market Shopping Experience

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### Goal

Findings from field and interview research emphasized the relative popularity of fresh and hot meals among DM store items, and also the ways in which the current layout and provisions of those sections were inefficient or inconvenient. Therefore, we plan to conduct survey research to address the question of *How can the experience of getting meals at the District Market be improved for students?* This question is similar to that used for interview research, with the amendment of replacing “food” with “meals”, a wording that better reflects the area of focus. The wording of “students” is maintained, as it accurately reflects the demographic of participants that the survey will reach.

### Research Questions

The research questions help build on the findings from field and interview research.

- Are customers able to find meals that they can eat in their diets and enjoy eating?
- How do customers feel about the variety of the options that the DM offers?
- Would customers use a bulk serving sauce station in the DM to customize their meals?
- Would customers use a microwave in the DM to heat their meals?
- Are customers inconvenienced by the placement of the bins in the hot bar?
- Are customers inconvenienced by the way utensils are currently distributed?
- How often do customers wait in line for their meals?
- Do customers prefer a self-serve hot bar or to be served by a worker?
- Do customers visit meal sections more often than snacks and ingredients sections?

### Participants

Ideal participants are current UW students who have used the DM before to some degree of familiarity. Users with this background are most likely to be able to provide relevant and insightful information about their experiences at the DM.

Inclusion criteria are 1, the individual is a student, and 2, the individual has used the DM before. Exclusion criteria are 1, the individual is not a student, and 2, the individual has not used the DM before.

Participants will be recruited through digital messaging platforms. The survey will be shared in group and direct messaging channels and information boards.

Some ethical considerations to consider include 1, The right to withdraw without penalty, and 2, Valid and reliable data. For 1, participants will be allowed to provide no response to any of the survey questions. For 2, participants will be encouraged to answer as best they can.

## Methods

### Survey Tool

The survey will be conducted through Google Forms. This is a form tool with which participants are most likely to have the highest degree of familiarity among various well known survey tools.

### Survey Questions

Please provide answers to each of the following questions that accurately reflect your experiences.

1. [Multiple Choice] Are you a student? Y/N
  - a. Rationale: To ensure inclusion criteria are met.
2. [Multiple Choice] Have you purchased items from the DM before? Y/N
  - a. Rationale: To ensure inclusion criteria are met.

Please provide answers to each of the following questions that accurately reflect your experiences.

3. [Multiple Choice] How often do you visit the DM? Only occasionally, A few times a week, Once a day, Multiple times a day
  - a. Rationale: How do customers' purchase habits vary with the frequency of their visits?
  - b. Analysis: histogram; trends for other questions across selections for this question
4. [Ranking] Rank how often you purchase each type of item, from most to least common. Boxed meal (eg alfredo, teriyaki, etc), Hot meal, Soup, Vegan boxed meal (eg japchae, curry tofu, etc), Salad box, Sushi, Snacks (eg chips, granola bar, etc), Ingredients (eg bread loaf, spices, produce, etc), Other: specify
  - a. Rationale: Do customers visit meal sections more often than snacks and ingredients sections?
  - b. Analysis: average score for each option, where 1 is most common; trends/themes for rating and open ended questions across rankings for this question

[Rating] Select the number that best represents how you feel about the following statements. 1 Strongly Agree, 2 Agree, 3 Neutral, 4 Disagree, 5 Strongly Disagree

Analysis: average score per question and across questions

5. I am able to find meals at the DM that I can eat in my diet and enjoy eating.
  - a. Rationale: Are customers able to find meals that they can eat in their diets and enjoy eating?
6. I am satisfied with the variety of the options that the DM offers.

- a. Rationale: How do customers feel about the variety of the options that the DM offers?

[Rating] Select the number that best represents how you feel about the following statements. 1 Strongly Agree, 2 Agree, 3 Neutral, 4 Disagree, 5 Strongly Disagree

Analysis: average score per question and across questions

7. I enjoy being able to customize my meal with condiments.  
 a. Rationale: Would customers use a bulk serving sauce station in the DM to customize their meals?
8. I like to heat up my meal before eating it.  
 a. Rationale: Would customers use a microwave in the DM to heat their meals?

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9. [Multiple Choice] How often do you wait in line for a meal, ie at the hot bar or soup bar?  
 Not applicable, Never, Rarely, Sometimes, Often, Always  
 a. Rationale: How often do customers wait in line for their meals?  
 b. Analysis: histogram

[Rating] Select the number that best represents how you feel about the following statements. 1 Strongly Agree, 2 Agree, 3 Neutral, 4 Disagree, 5 Strongly Disagree, Not applicable

Analysis: average score per question and across questions

10. I feel that the bins in the hot bar being placed behind each other is inconvenient.  
 a. Rationale: Are customers inconvenienced by the placement of the bins in the hot bar?
11. I feel that being prompted for utensils at the register is inconvenient.  
 a. Rationale: Are customers inconvenienced by the way utensils are currently distributed?

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12. [Open Ended] What style of service do you prefer for hot meals and why? (eg self-serve, service by a worker, select from pre-packaged options, etc)  
 a. Rationale: Do customers prefer a self-serve hot bar or to be served by a worker?  
 b. Analysis: themes, outliers

## Work Back Schedule

Week	Mon	Tue	Wed	Thu	Fri
11/12 Tue - 11/15 Fri		Create plan	Create plan	Create plan	Create plan
11/18 Mon -	Participant	Plan	Participant	Data	Data

11/22 Fri	recruitment	due 12:30 pm	recruitment	collection	collection
11/25 Mon - 11/27 Wed	Data collection	Data collection	Data analysis		
12/2 Mon - 12/6 Fri	Data analysis	Data analysis	Data analysis	Create presentation	Create presentation
12/9 Mon - 12/10 Tue	Create presentation	Presentation due 12:30 pm			