**Spoke to Patel Bros’s Store owner at Charlotte. Patel Bros is a big Indian grocery chain**

1. Customers often visit your store looking for items they haven’t purchased before, either as first time customers or as repeat customers buying a new item for the first time. As a store owner, do you think your customers have any issues finding products within your stores?

Yes. 30% of the time they need help

1. What steps can customers take to seek help finding the items on their shopping lists?

Ask help to the employees, use sign boards

1. How many dedicated staff do you have to help customers find items?

No dedicated staff for helping, but each aisle has person manning them and they are always ready to help.

1. How many hours do you estimate your staff dedicates to helping customers find the items they’re shopping for?

30 min to 1 hour

1. How interested are you in collaborating with third parties to help your customers find items within your store?

Yes

Google, map people had approached them and corporate, but that did not go further

1. Would you be willing to share the layout of your store and each item’s bay location with third parties?

Depends on how secured the data will be handled, Do not want competitors to hash out what items I keep and how much quantity I am holding. If they know I have less, they can use that info to develop some marketing scheme.

I would be interested if the data is only displayed for 1 item.

Or

Navigation gets activated once the shoppers enters the store and gets destroyed once he exits the store.