INTERVIEW CONDUCTED

Interviewer	Xyrus Vincent L Dominguez and Rezzelle T. Onahon				
Note Taker	Precious Hope T. Jumuad				
Observer	Venz Joshua Nolasco				
Location	FashionLane Gift Shop, Market City, Agora, Lapasan, CdO				
Date	04-08-25	Start Time	1:00 PM	End Time	2:00 PM

Name: <u>Babylyn Dimalilay</u>   Date: <u>April 8, 2025</u>
Address: <u>Agora, Lapasan, Cagayan de Oro City</u>   Sex: ___Male ✔ Female
Occupation: <u>Business Owner</u>

Interview Questions:

1. Can you describe your current method for tracking customer movement in your store? What challenges or limitations have you experienced with your existing system?
   Mahimo ba nimo ihulagway ang inyong kasamtangang pamaagi sa pag-track sa lihok sa mga kostumer sa inyong tindahan? Unsa man kini—tradisyonal (manual counting) o moderno (CCTV ug uban pa)?
   Unsa man ka epektibo ang inyong kasamtangang sistema sa paghatag og impormasyon para sa inyong operasyon?
   <u>Currently, the store does not have any method, either manual or digital, for tracking customer movement. There is no formal system in place that limits their ability to analyze customer behavior or optimize store layout.</u>

2. What documents or data sources do you currently use to analyze customer traffic and shelf visitation patterns, and how effectively are they informing your decisions?
   Unsa nga mga dokumento o datos ang inyong kasamtangang gigamit aron ma-analisar ang customer traffic ug mga pattern sa pagbisita sa mga estante, ug unsa man ka epektibo kini sa pagpanghatag og impormasyon para sa inyong desisyon?
   Mahimo ba nimo isulti ang mga kaayohan ug kakulangon nga inyong nasinati gamit niini?
   <u>The store does not use documents or data sources to analyze customer traffic or shelf visits. However, the owner expressed interest in being provided with such tools, believing they could significantly enhance store performance and decision-making.</u>

3. Which areas or shelves in your store attract the most customer attention, and how do you determine this? Could you provide examples of patterns you've observed?

Sa imong tan-aw, unsa nga mga dapit o estante sa inyong tindahan ang pinakadaghan og kostumer nga mobisita, ug unsaon ninyo pagkahibalo niini? Makahatag ba ka og pananglitan sa mga pattern nga inyong nasuta?

Giunsa ninyo paggamit ang impormasyon nga kini sa pagplano sa layout sa inyong tindahan?

Based on observation, the beauty section receives the most customer attention. This was determined by identifying frequent buyers, primarily female customers, and the products they tend to purchase. The store relies on informal observation rather than data to identify such patterns.

4. What metrics or data points would be most valuable for you in a multi-camera tracking system (e.g., customer counts, dwell times, frequency of shelf visits)?

   Unsa man nga espesipikong metrics o datos ang labing bililhon para ninyo sa usa ka multi-camera tracking system (pananglitan, customer counts, dwell time, kadaghan sa pagbisita sa estante)?

   Unsa man ka importante ang matag usa niini para sa inyong negosyo?

   The owner considers all metrics, customer counts, dwell times, and shelf visit frequency valuable. Access to these insights would provide a deeper understanding of customer behavior and help improve store operations.

5. How could improved tracking of customer movement and shelf visitation patterns influence product placement and store layout optimization decisions?

   Unsa man inyong pagtuo, unsaon pag-impluwensya sa mas maayo nga pag-track sa lihok sa mga kostumer ug sa pattern sa pagbisita sa estante ang mga desisyon bahin sa pagplano sa layout sa tindahan ug pagbutang sa mga produkto?

   Aduna bay partikular nga mga lugar nga sa inyong tan-aw kinahanglan og pag-usab sa layout base sa datos?

   The owner believes that with better tracking, they could understand which areas perform well beyond the beauty section. They observed that the farther parts of the store receive less foot traffic and are curious to learn why. These insights could lead to strategic changes in product placement and store layout.

6. What features or functionalities would you find most useful in a web application for tracking customer movement and visualizing customer analytics?

   Unsa man nga mga features o functionalities ang inyong gusto makita sa usa ka web application nga gidesinyo para sa pag-track sa lihok sa mga kostumer ug pagpakita sa customer analytics?

   Aduna bay mga partikular nga aspeto sa interface o pag-presentar sa datos nga inyong gilauman?

   The owner expressed interest in analytics features, particularly those that visualize trends and patterns through charts. They prefer a simple interface that presents actionable insights.

7. What are your expectations regarding the ease of use and integration of such a system with your current operations? Are there specific interface or data visualization elements you'd like to see?

   Unsa man inyong gilauman bahin sa kahapsay ug integrasyon sa sistema sa inyong kasamtangang operasyon? Unsa ang inyong mga kabalaka bahin sa training o pag-adapt sa inyong kasamtangang proseso?

Unsa man ka importante para sa inyong mga kawani nga sayon ra sabton ug gamiton ang sistema?

Since the owner has no prior experience with similar systems, they were unsure what to expect. However, they are open-minded and excited to see what solutions the researchers could deliver, especially if the system proves user-friendly and insightful.

8. Would you prefer real-time customer tracking or post-event analysis? How would each option benefit your store operations?

   Gusto ba ninyo nga ang sistema maghatag og real-time nga updates o post-event analysis sa pag-track sa lihok sa mga kostumer? Ngano?

   Unsa man ang inyong gilauman nga interval para sa pag-update sa datos?

   After discussing the differences with the researchers, the owner recognized that post-event analysis would be more efficient. It would allow them to gather more complete insights, helping with strategic planning rather than immediate actions.

9. Have you noticed situations where occlusion or blocked views significantly hinder your current customer tracking? How could a multi-camera system address these issues?

   Nasulayan ba ninyo nga adunay mga kahimtang diin ang occlusion o pagkabara sa panan-aw sa kamera nagpahinay o nakabalda sa pag-track sa mga kostumer? Giunsa man ninyo pag-atubang niini?

   Sa inyong tan-aw, unsaon pag-improve sa sistema aron masulbad kini nga problema?

   Yes, occlusion is a concern. However, since the store already has multiple cameras, they can usually view customer activity from alternative angles. This reinforces the value of a multi-camera system in minimizing blind spots and ensuring continuous monitoring.

10. What privacy or operational concerns do you have regarding implementing an automated customer tracking system, and what measures would you suggest to ensure data security and compliance?

    Unsa man inyong mga kabalaka bahin sa privacy o operasyon sa pag-implementar sa usa ka automated customer tracking system sa inyong tindahan? Unsa man inyong mga sugyot aron masiguro nga ang datos protektado ug compliant sa regulasyon?

    Makahatag ba og dugang nga mga ideya kung unsaon pag-implement sa mga anonymization techniques para protektahan ang datos?

    The owner's primary concern was granting researchers access to their video footage. They were more comfortable with the idea after being assured that the data would be used solely for academic purposes and that privacy would be preserved. They agree that ensuring anonymization and security compliance is essential.

Documentation