

Observational Notes

Participant A:

- Middle-aged female probably around her late thirties to early forties. Dresses in office professional clothing but wearing sneakers. Probably works long days and may have stopped on her way home from work
- Worked with motivation and routine - immediately grabbed the larger shopping cart moved to the first aisle. Grabs most items of food off the shelf quickly without too much thought. Using a shopping list and checks items off as she goes.
- Grabbing a lot of kids food, mac n' cheese, and colorful cereal, so likely a mother. Maybe under a time restraint
- Seems to know where everything is located except for once in a while making a short backtrack and pausing to scan shelves looking for a product.
- She also read through nutrition labels of multiple packaged products that she bought and at certain times compared two different brands before deciding of one. Maybe health conscious or working with a food allergy
- Also noticed that the vegetables were located close to the entry/exit. Participant A left these for her last stop and grabbed some right before heading for the checkout.
- When she got to the checkout lane, she used a few coupons that she had in her bag and I'm assuming these are what she sometimes looked at before purchasing an item. I would also assume that she was shopping on some sort of budget...
- All in all, her shopping experience seemed fluid and well planned.

Participant B:

- Male roughly aged 18-25
- He was wearing jeans with rip in the knee, a t-shirt, and flip-flops. When he entered he grabbed a small basket and paused to look around the store.
- He picked up a few groceries. Grabs stuff in no particular order, shuffles between different aisles with no visible shopping list, often going back to an aisle he'd already been in.
- Seems relaxed while shopping, casual, wondering and looking about. Picking things up and putting them back down. May be indecisive, may be planning meals as he goes. Once in a while stops to look at some snacks. Purchased a lot of pre-cooked foods and majority were packaged.
- He didn't purchase fresh vegetables or fruits but stopped by the bakery section to get some bread. Participant B chose the smaller lines in the self-checkout kiosk.