

5 observations that need more clarification

- The ages of both participants - important to verify if it has any impact on how they shop.
- Participant A moved methodically through the store; Participant B wondered about randomly.
- Participant A was using a shopping list; Participant B was not.
- Participant B was purchasing a lot of expensive foods from specialty displays.
- Participant A was using coupons. Do they convince her to buy certain products?

A general list of questions

How old are you?

What is your annual income?

How often do you shop here?

How much money do you typically spend?

Tell me more about your shopping process

Do you have a plan when you come to the store?

How do you decide what to buy?

How much time do you like to spend shopping?

Is it important to have a routine at the grocery store?

Is it helpful to have a shopping list?

Tell me about your shopping list.

May I see an example of your shopping list?

What do you do if you can't find something on your list?

Do the special displays convince you to buy products?

How much does the store layout and product placement influence your shopping?

When you go shopping, do you use coupons? How often do you use them?

Where do you find the coupons that you use?

Are they printed coupons or digital?

How does the use of coupons influence where you buy your groceries or products?

Final list of interview questions

I'd like to learn a little more about you.

Could you please tell me which age range you fall between?

How many people live in your household?

Could you also tell me how much money you typically spend on groceries per week?

Tell me about how you plan a shopping trip.

Probes:

Do you come with a plan?

How do you decide what to buy?

How much time do you like to spend shopping?

Do you use a shopping list? If so, how does using it help you to stay organized?

How does store layout and product placement affect what you purchase?

Possible probe:

Do the off-shelf displays ever convince you to buy something you hadn't planned on?

Do you ever use coupons when shopping? If so, how much do they affect what you purchase?