

EXCLUSIVE TO POPAI MEMBERS

SHOPPER Snapshot

Quick, accessible insight report providing key information about shopping habits and what shoppers see in-store.



All this for **less than £10** per shopper!



Tap into POPAI & Roamler's nationwide network of almost 3,000 shoppers



Ask questions of 100 shoppers!



Shoppers are ordinary members of the public that are registered, qualified users of Roamler's proprietary crowd-sourcing mobile app and are familiar with such tasks.



Set your own questions about them and their journey in-store



Understand what they see along the store journey; what impacts on them and why



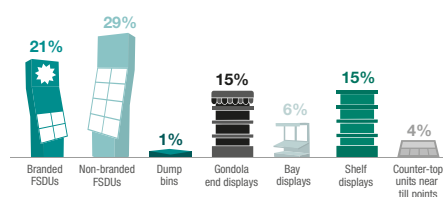
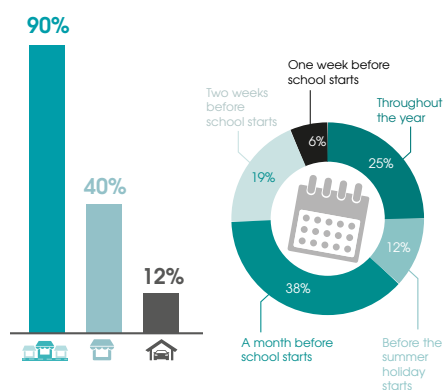
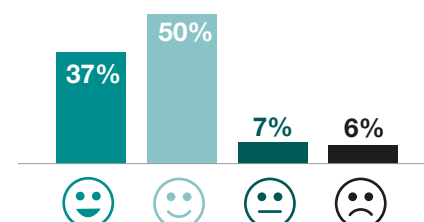
Access hundreds of photos taken by shoppers in-store bespoke for your project



Find out about their personal shopping habits; understand them in more detail



Receive an outline report from POPAI to understand the headline result



How to build your shopper snapshot survey:

A step-by-step guide



We'll **send 100 shoppers into store for you**, which will provide a fantastic snapshot into who they are, how they shop and what they see when they are in-store

To make this service manageable for us and affordable for you, we've created a set template of what can be asked and how you'll get the information back, but you can personalise the questions to suit your own needs



You will **be able to ask up to 6 questions about the shoppers** and their shopping habits – we've given you some examples to get you started. Once we've checked all the questions with you, we'll send them on to the shoppers.



Next **we'll send them into stores!** You can choose the sector and let them loose, you can choose type of stores or you can even choose individual retailers and the number of visits to that retailer, for example "50 Curry's stores, 20 John Lewis stores, 20 Tesco Extras and 10 Euronics Stores".



When they are in-store you can also ask each shopper to take up to 3 photos, as instructed.



Once you've completed the questions in this form and submitted your order along with payment, **we'll input the questions into the Roamler portal and set the project live.**



Our network of shoppers are pretty quick to respond to our survey requests and **we should have the full batch of 100 responses in one week!**



We'll send the results report to you as soon as we can. The maximum you'll have to wait is 1 week after the all submissions have been received. The final information we'll send you is:

- A templated PDF & PPT with answers to all the questions represented graphically
- A link to download all the photographs taken in-store
- The raw excel data file containing all 100 survey responses.

All of the above is available for a total of £999

**please note that at the time of publishing, our service is limited to the UK only.*

Creating your survey

Here are some sample questions to get you thinking about what to ask:

Example 'SHOPPER HABITS' questions

1. How often do you use your phone to look for product information in the ABC category whilst you are in-store?
2. How often do you buy XYZ product from a store?
3. What influences your choice the most when choosing to buy ABC product?
4. What is your age bracket?
5. What is your gender?
6. What is your family/ marital / home owner status?

Example "IN-STORE"/PHOTO questions

1. How easy is it to find XYZ in-store?
2. Find the XYZ display in the ABC aisle, how would you rate the stock levels on the display, where 1 is empty and 5 is full?
3. In the XYZ department, rate the way the products are laid out, how easy is it to distinguish between them? Where 1 is very hard and 5 is very easy
4. Find the XYZ category, rank these brands in order of the way they stand out, where 1 is almost invisible and 5 is in your face
5. What promotional messages can you see in the XYZ aisle?



Questions should be multiple choice, to elicit the best quantitative results but you can ask the shopper for "any other comments" which will appear in your raw excel data sheet and provide you with anecdotal feedback.

The best results are obtained where your answers are a rating or a range of options for shoppers to click on, such as:

- Very easy to understand
- Easy to understand
- Difficult to understand
- Very difficult to understand

OR

- "Research online from 3rd party websites"
- "Recommendations from friends and via social media"
- "Information in-store, then I go online to buy"
- "Seeing the product, reading information in-store and seeking assistance from a staff member"

OR

- 1 2 3 4 5** Rating from 1-5, where 5 is the best
- "How many different messages are in the window"?

Placing your order

Please fill in the boxes below and this will create your order.

About YOU:

Name:

Company Name:

Address:

Job title:

Email address:

Questions about the SHOPPER:

You need to give up to a **MAXIMUM** of **SIX** possible answers for the shoppers to choose from, whether it's a simple number range or descriptions such as "very rarely", "once a week", "once a quarter", or "I mainly browse online and buy in-store", "I mainly browse and shop online", "I browse in-store and buy online".

Question 1:

Answers:

Question 2:

Answers:

Question 3:

Answers:

Question 4:

Answers:

Question 5:

Answers:

Question 6:

Answers:

Please continue onto the next page...

IN-STORE questions

You need to give up to a **MAXIMUM** of **SIX** possible answers for the shoppers to choose from, whether it's a simple number range, or descriptions such as "really easy to find", "quite hard to find" and "really hard to find" or maybe even "brands to look out for".

Question 7:

Answers:

Question 8:

Answers:

Question 9:

Answers:

Question 10:

Answers:

Question 11:

Answers:

Question 12:

Answers:

Photo instructions

Instruction 1:

Instruction 2:

Instruction 3:

Here you should ask the shopper to take up to 3 photos of either things they see in answering questions 7-12 above, or separate instructions such as taking a photo of the window. **Examples include:** ✓ Take a photo of the store window ✓ Take a photo of the promotion in the aisle that stands out the most to you ✓ Take a photo of the most confusing display ✓ Take a photo of the sign you see.

By completing this form, I confirm my order of a POPAI Shopper Snapshot Survey which will include the questions and instructions I've inserted above. I understand that on receipt of payment, the survey will be sent to shoppers within 48 hours and cannot be changed. If after 2 weeks of the survey being live, POPAI has not received 100 responses, I understand that the project will be closed and results will be sent to me based on responses received at that point. I understand the price is £999+VAT and the survey will not be sent to shoppers until full payment has been received by POPAI. Once this form has been completed and sent to POPAI, it constitutes an order, for which full payment is due and no refunds will be issued. I understand that the fee payable for this service does not cover any consultation time and such consultation, should it be needed will be chargeable at an agreed rate.

Signed:

Date: