

# INFERNCIES:

## SOCIAL NORMS

- Respect social distancing.
- Do not yell or talk loud.
- If you break something, you buy it.
- You have to pay for everything you are taking.
- Respect others.
- Respect lines and turns.
- Follow the protocols.
- Do not run.
- Return the shopping carts and basket to their place.





# REFLECTIONS: GENERAL IMPRESSIONS

People shopping behaviors are so diverse, but in general, people want to perform their shopping as fast as possible, they doesn't like to wait in lines, and most people like to perform their shopping experience independent.

**How have you managed the impact of your presence in the environment?**  
I was acting like another customer and my video camara was on my pocket.





# ANALYSIS:

People get impatient when waiting in lines.  
People get frustrated when they can not find what they are looking for.

**People need these objects to perform the shopping for groceries.**

Products: what are they purchasing.

Shopping carts, baskets, bags: To carry the products

Cashiers, money, credit cards: To pay for the products.

Barcode scanner: To accelerate the shopping process.

Printers: To request turns. (Deli)



## IN-STORE SHOPPING EXPERIENCE

People seek personalized attention.

- Some people enjoy buying personalized products.

- Some people ask for help when they can't find a product.



**Personalized Service**

**SHE WAS ABLE TO HELP HIM**



# IN-STORE SHOPPING EXPERIENCE

People enjoy to compare and select the products they are going to purchase.

- Many people choose fruits and vegetables carefully.
- Some people compare prices and qualities between products.
- Some people read product labels.



# MANY PEOPLE PREFER TO BUY THEIR CHEESES AND HAMS AT THE DELI:

**Process:** People must acquire a turn to be served.

**Pros:** They like the personalized attention and the possibility to choose the quantity of the product they want to buy.

**Cons:** They dislike waiting in line to be served.

**Feelings:** Impatience.



PEOPLE WERE FEELING IMPATIENT



# MANY PEOPLE PREFER TO USE THE SELF-CHECKOUT MACHINES:

**Process:** People have two options for payment at the cashier or self-check.

-Many people prefer to pay at the self checkout

**Pros:** Independence, they can lead your checkout process at your own pace and verify prices.

They do not have to interact with another person (the machine has a choice of different languages)

**Disadvantages:** Sometimes, the machines do not allow procedures, and you need to ask for help to continue with the payment process.

**Feelings:** Confusion, self-reliance.



# THE STORE IS NOT FRIENDLY TO PEOPLE WITH DISABILITIES

People in wheelchairs have difficulty accessing products and paying.





# CARRYING PRODUCTS

There is no preference for carrying the products while shopping; many people use their own carts, own bags, store basket, the store shopping cart, and some people hold everything in their hands.



PREFER TO CARRY THE PRODUCTS

# STORE BENEFITS

Very few people use the store's resources to streamline their purchasing process, such as:

- The machine scans all the products once you add them to the cart.
- Promotion coupons.
- Order by the device at the Deli section.





# SHOPPING WITH KIDS

- Some people go through the shopping process in the company of their children.
- Some children do not enjoy being at the store.
  - Some adults get stressed by the kids.



# SHOPPING LIST

People buy by following their shopping list

- Some people use their phones
- Some people paper lists





## CARE OF THE STORE TOOLS

People do not leave shopping carts or baskets in the right place when they finish using them.



## Proof that I record the videos

This is me, getting inside the place.



This is me riding my bike to enter the place and interacting a little bit inside the store

