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Subject: Progress Report on Formal Report with Survey and Interview Questions

Intended Audience:

- Michael Lam, owner of the intended SDM location
- David Wong, front store manager of the intended SDM location

Purpose:
Improving shelf-label/talker accuracy and efficiency at the SDM location

Significance:
Improving the accuracy and efficiency of shelf-labels/talkers will improve the customer experience, allow SDM employees to focus on other more meaningful tasks, and minimize losses due to the Scanning Code of Practice.

Research plan:
Identify problem:

- How many hours a week are spent on updating shelf-labels and talkers?
- How often do incidents occur that relate to labelling inaccuracies?

Primary data sources:

- Customer Surveys: Customers (anyone who regularly shops at a grocery/retail store)
- Employee Surveys: SDM employees and supervisors
- Interviews: SDM supervisors and managers

Secondary data sources:

- Research on current electronic shelf-labelling system offerings and features

Writing schedule:

Nov 14 2020: Research secondary data sources
Nov 16 2020: Begin interviews and surveys
Nov 23 2020: Begin drafting formal report
Nov 29 2020: Revise and edit draft formal report
Dec 1 2020: Post draft formal report on team forum
Dec 3 2020: Peer review team member's draft formal report
Dec 11 2020: Revise formal report based on peer review
Dec 15 2020: Make final revisions to formal report
Dec 17 2020: Post final formal report on team forum.

Survey/Interview Ethics Statement:
I am an undergraduate student at UBC engaged in a technical writing project. The purpose of the following survey/interview is to obtain primary data for an analysis and investigation that aims to provide recommendations for improving shelf-labels at Shoppers Drug Mart. Together with information sources researched online, this survey/interview will serve the ultimate purpose of providing recommendations for increasing the accuracy and efficiency of shelf-labels. The survey contains 5/5/7 questions and should take about 5/5/20 minutes of your time. Your responses are voluntary and anonymous. Thank you, I appreciate your generous participation in my survey/interview.

Customer Survey: https://www.surveymonkey.com/r/2T25ZK2

1) I have visited a store with paper shelf-labels.

    a) Yes
    b) No
    c) N/A

2) I find paper shelf-labels _____ to read and understand.

    a) Easy
    b) Sometimes difficult
    c) Always difficult
    d) N/A

3) I have visited a store with electronic shelf-labels.

    a) Yes
    b) No
    c) N/A

4) I find electronic shelf-labels _____ to read and understand.

    a) Easy
    b) Sometimes difficult
    c) Always difficult
    d) N/A

5) I prefer to shop in a store with _____ shelf-labels.

    a) Paper
    b) Electronic
    c) No preference

6) Comments (Optional):

Employee Survey: https://www.surveymonkey.com/r/C9YNFRX

1) In a week, I spend approximately _____ on activities related to updating price-labels and talkers.

    a) 0 – 30 minutes
    b) 31 – 59 minutes
    c) 1 – 2 hours
    d) 3 – 5 hours
    e) 6 – 9 hours
    f) 10 – 14 hours
    g) 15+ hours

2) On average, I work _____ per week at Shoppers Drug Mart.

    a) 4 – 8 hours
    b) 8 – 16 hours
    c) 17- 24 hours
    d) 25 – 32 hours
    e) 33+ hours

3) In a week, I approximately encounter _____ incidents regarding shelf-label inaccuracies.

    a) 0
    b) 1 – 2
    c) 3 – 5
    d) 6 – 10
    e) 11+

4) My position is a _____ at Shoppers Drug Mart

    a) Cashier/Merchandiser
    b) Cosmetician
    c) Supervisor
    d) Assistant Manager
    e) Manager

5) I would prefer my Shoppers Drug Mart to have a(n) _____ shelf-label system.

    a) Paper
    b) Electronic
    c) No preference

6) Comments (Optional):

Interview Questions:

1) What are some things that you like about the paper shelf label system?

2) What are some aspects of the paper shelf label system that could be improved?

3) How often are shelf-labels/talkers updated?

4) How much time do these tasks take?

5) How many labels are printed for each update/change?

6) How often do incidents involving shelf-labels come up?

7) What are your thoughts on an electronic shelf-label system? Better/worse? Why?