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 minutes of your time. Your responses are voluntary and anonymous. Thank you, I appreciate your generous participation in my survey/interview.

**Customer Survey:**

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

1. Yes
2. No
3. N/A

**2)** I find paper shelf-labels \_\_\_\_\_\_\_ to read and understand.

1. Easy
2. Sometimes difficult
3. Always difficult
4. N/A

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

1. Yes
2. No
3. N/A

**4)** I find electronic shelf-labels \_\_\_\_\_\_\_ to read and understand.

1. Easy
2. Sometimes difficult
3. Always difficult
4. N/A

**5)** I prefer to shop in a store with \_\_\_\_\_\_\_\_\_ shelf-labels.

1. Paper
2. Electronic
3. No preference

**Employee Survey:**

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

1. 0 – 30 minutes
2. 31 – 59 minutes
3. 1 – 2 hours
4. 3 – 5 hours
5. 6 – 9 hours
6. 10 – 14 hours
7. 15+ hours

**2)** On average, I work \_\_\_\_\_\_\_\_\_ per week at Shoppers Drug Mart.

1. 4 – 8 hours
2. 8 – 16 hours
3. 17- 24 hours
4. 25 – 32 hours
5. 33+ hours

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

1. 0
2. 1 – 2
3. 3 – 5
4. 6 – 10
5. 11+

**4)** My position is a \_\_\_\_\_\_\_\_\_\_\_\_ at Shoppers Drug Mart

1. Cashier/Merchandizer
2. Cosmetician
3. Supervisor
4. Assistant Manager
5. Manager

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

1. Paper
2. Electronic
3. No preference

**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?