

## Recording sheet to be completed by the observer

Name of observer

Time taken to find what the customer asked for  
**A**

**Ask the sales person:**

|  |                          |   |                          |
|--|--------------------------|---|--------------------------|
| <b>How easy was it for you to find what the customer wanted?</b> |                          | <b>How did you feel when you were trying to find the right items?</b> |                          |
| very easy  | <input type="checkbox"/> | OK  | <input type="checkbox"/> |
| quite easy   | <input type="checkbox"/> | frustrated  | <input type="checkbox"/> |
| quite difficult  | <input type="checkbox"/> | confused  | <input type="checkbox"/> |
| very difficult   | <input type="checkbox"/> | stressed out  | <input type="checkbox"/> |

**Ask the customer:**

**What do you think about the speed of service in this shop?**

|       |                          |
|-------|--------------------------|
| quick | <input type="checkbox"/> |
| OK    | <input type="checkbox"/> |
| slow  | <input type="checkbox"/> |

Name of observer

Time taken to find what the customer asked for  
**B**

**Ask the sales person:**

|  |                          |   |                          |
|--|--------------------------|---|--------------------------|
| <b>How easy was it for you to find what the customer wanted?</b> |                          | <b>How did you feel when you were trying to find the right items?</b> |                          |
| very easy  | <input type="checkbox"/> | OK  | <input type="checkbox"/> |
| quite easy   | <input type="checkbox"/> | frustrated  | <input type="checkbox"/> |
| quite difficult  | <input type="checkbox"/> | confused  | <input type="checkbox"/> |
| very difficult   | <input type="checkbox"/> | stressed out  | <input type="checkbox"/> |

**Ask the customer:**

**What do you think about the speed of service in this shop?**

|       |                          |
|-------|--------------------------|
| quick | <input type="checkbox"/> |
| OK    | <input type="checkbox"/> |
| slow  | <input type="checkbox"/> |

Name of observer

Time taken to find what the customer asked for  
**C**

**Ask the sales person:**

|  |                          |   |                          |
|--|--------------------------|---|--------------------------|
| <b>How easy was it for you to find what the customer wanted?</b> |                          | <b>How did you feel when you were trying to find the right items?</b> |                          |
| very easy  | <input type="checkbox"/> | OK  | <input type="checkbox"/> |
| quite easy   | <input type="checkbox"/> | frustrated  | <input type="checkbox"/> |
| quite difficult  | <input type="checkbox"/> | confused  | <input type="checkbox"/> |
| very difficult   | <input type="checkbox"/> | stressed out  | <input type="checkbox"/> |

**Ask the customer:**

**What do you think about the speed of service in this shop?**

|       |                          |
|-------|--------------------------|
| quick | <input type="checkbox"/> |
| OK    | <input type="checkbox"/> |
| slow  | <input type="checkbox"/> |

|              |                                   |
|--------------|-----------------------------------|
| Round number | Average time taken for this round |
|--------------|-----------------------------------|