

Store study

Using Smartphone/Tablet Questionnaire App (SODA)

—Indonesia (Jakarta) —



SurveyMY

What is “MobileMY”?

It is our mobile survey system which allows answering offline using a smartphone/tablet App.

It enables, for instance, a survey to evaluate services and a display of goods at a store with photographs taken then and there

Compared with conventional paper-based surveys:

- it allows respondents to answer a questionnaire and simultaneously take photos or movies, which clarifies information about a display of goods, etc. for you to analyze contents of replies from them.
- Respondents can save their response data offline, and you will be able to output total results of a survey as soon as they upload the data.
- As it is essentially a CAPI, interviewers’ burden will be greatly reduced.



1. Evaluations of your stores (conditions of cleaning, attending to your customers, etc.),
 2. Evaluations of your competitors (line-ups of products, conditions of attending to their customers, etc.), and the like
- You can set a question pattern along the theme.

Scenes for MobileMY

Self Interviews

A respondent having smartphone/tablet will download the mobile App and participate in a survey at any given location.

Lifestyle Studies

Answering a questionnaire and taking pictures/shooting movies off-line. Studies on usage of household products, food diaries, etc.

Event Studies

Evaluate an event from the visitors perspectives. Capture their points of interest. Instantly record a respondent's evaluation and photographs of booths/exhibits, etc. drawing his attention.
Evaluation of an entire event venue or individual booths, exhibits, etc.

Store Studies

Evaluation of a store through the eyes of consumers.
Visit a store and evaluate its actual conditions, such as a selection of goods.

By Interviewers

Usable as an offline survey system (CAPI) by providing interviewers with devices where the system has been installed.

Survey results

Survey Summary

Country and area: Jakarta, Indonesia

Target: Stores visited by interviewers who own smartphone or tablet and downloaded questionnaire App (SODA)

Questions: 8 categories (including photo capture)

Samples: 14 stores

Fieldwork: 19th - 22nd Sep 2013

Examples of items asked

- Displays of goods**
- Goods that stand out among all and photographs of those**
- Overall evaluations and the reasons**

Types of stores visited

Type of Store	Number of stores
Hypermarket	3
Supermarket	2
Convenience store	3
TOKO Kecil	3
Warung	3

Stores visited and their locations (provided by GPS and mapped by Google Earth)



Store 1 (Lottmart-Hypermarket)

Type Hypermarket
 Store name Lotte mart
 Outside



Evaluation the store 8 points
 Reason It's a Korean store. It's bright and has a feeling of cleanliness in it. Also offers an abundant line-up of products.

Snack such as crisps

Products which stood out

Lays

Sports drink

Products which stood out

Pocari sweat

Instant noodle

Products which stood out

Indomie goreng

Chocolate snack

Products which stood out

Silver queen

Lactic acid fermentation beverages

Products which stood out

Cimory

Condiments

Products which stood out

Masako

Frozen food

Products which stood out

Fiesta

Ice cream

Products which stood out

Walls

Store 2 (Bali Deli-Supermarket)

Type Supermarket
 Store name Bali Deli
 Outside



Evaluation the store 9 points
 Reason This is a new store. Very clean but quite expensive

Snack such as crisps

Products which stood out

Trattoria

Sports drink

Products which stood out

Pocari

Instant noodle

Products which stood out

Mie sedap

Chocolate snack

Products which stood out

Belgian

Lactic acid fermentation beverages

Products which stood out

Green fields

Condiments

Products which stood out

Kara

Frozen food

Products which stood out

Farm house

Ice cream

Products which stood out

Baskin robbins

Store 3 (Family mart- Convenience store)

Type Convenience store
Store name Family mart
Outside



Evaluation the store 8 points
Reason It's a new store. Quit big and convenient. Offers an abundant line-up of products.

Snack such as crisps



Products which stood out

Calbee



Sports drink



Products which stood out

Mizone



Instant noodle



Products which stood out

Mie sedap



Chocolate snack



Products which stood out

Toblerone



Lactic acid fermentation beverages



Products which stood out

Ultra milk



Condiments



Products which stood out

Sasa



Ice cream



Products which stood out

Baskin robbins



Store 4 (Toko udin—TOKO Kecil)

Type Toko Kecil
 Store name Toko udin
 Outside 

Evaluation the store 5 points
 Reason Not enough items

Snack such as crisps



Products which stood out

Snack 

Sports drink



Products which stood out

Pocari 

Instant noodle



Products which stood out

Indomie 

Chocolate snack



Products which stood out

Beng beng 

Lactic acid fermentation beverages



Products which stood out

Ultra Mik 

Condiments



Products which stood out

Sasa 

Store 5 (Yasmin-Warung)

Type Kios/Warung
Store name Yasmin
Outside



Evaluation the store 3 points
Reason Small stall

Snack such as crisps



Products which stood out

Garuda



Instant noodle



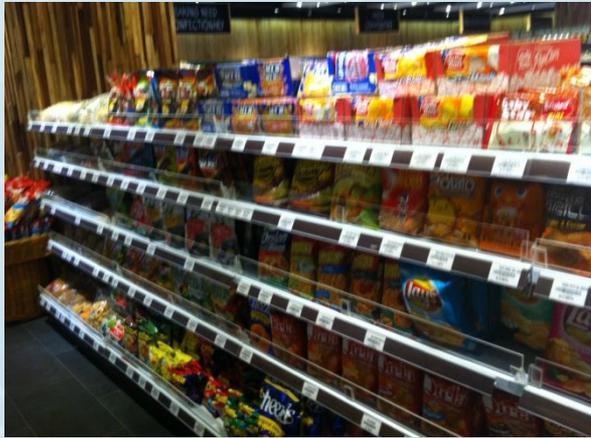
Products which stood out

Indomie



Display of goods (top) and products which stood out (bottom) – Snacks

Supermarket



Convenience store



TOKO Kecil



Display of goods (top) and products which stood out (bottom) – Instant noodles

Hypermarket



Convenience store



Warung



Display of goods (top) and products which stood out (bottom) – Condiments

Hypermarket



Convenience store



TOKO Kecil



Display of goods (top) and products which stood out (bottom) – Sports drinks

Hypermarket



Convenience store



Warung



Display of goods (top) and products which stood out (bottom) – Frozen food

Hypermarket



Hypermarket



Convenience store

