

# 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 (Lottemart-Hypermarket)



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. Quite 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  
Store name  
Outside

Kios/Warung  
Yasmin



Evaluation the store  
Reason

3 points

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

