

# Grocery Store Observation Log

Take a look at how different products—from cereal to shampoo to soda—are placed on shelves and at the end of the aisles. Which ones are most likely to catch a shopper's attention? Why? Write your observations in the chart below.

an example!

What is the product	How is it displayed?	What catches shoppers' attention?
Cereal	The front of the boxes face out.	There are bright colors and cartoons on the front of the boxes.

## Signs

What kinds of signs do you see in the store? What signs seem to attract shoppers? Why? Do the signs have bright colors, snappy slogans, or interesting pictures?

an example!

What is the sign for?	What does the sign look like and what does it say?	What catches shoppers' attention?
Potatoes	The sign is black with big white writing on it. It says, "Russet Potatoes 88¢ lb."	The writing is big and easy to read. It also tells shoppers how much the potatoes cost.

## Customers' Decisions

Watch what other customers take from the shelf—and what they put back. Why do you think they decided to buy something (or not).

an example!

What did the customer pick off the shelf?	Did the customer decide to buy it?	Why do you think the customer decided to buy it (or not)?
A box of crackers	Yes	She looked at the price on the box and decided to keep it.