

Project ID: 988

Questionnaire ID: 2014

- Shopper will visit assigned Target store and take photos of specific departments and displays. Observe cleanliness, inventory, and staff presence, but no in-depth interactions required. Purchase is optional.
- Assigned weekday or weekend shop date—only difference is timeframe, survey and methodology are the same.
- Weekday timeframe: 4:00 PM - 10:00 PM
- Weekend timeframe: 11:00 AM - 10:00 PM

ISSUE	ACTION
Went wrong day	Escalate to see if shop can be accepted on the date the shopper went. OK to accept as long as same location does not receive two shops on the same day, and date shopper went aligns with correct weekday/weekend timeframe. Escalate to have day ID attributes adjusted if needed.
Wrong location	Escalate to see if open shop at location shopper went to.
Went at wrong time	If any overlap, OK to use. Shop must be started in the timeframe. If shop was done completely outside timeframe, escalate for review. If shop times do not overlap at all, escalate.
Check shop start & end times	Shop Start Time = time shopper entered the store Shop End Time = time shopper left the store Check timestamps on photos—start time should be roughly same time as shopping cart photo, end time should be roughly same time as service desk photo or selfie.
Q1 indicates “Target”	If shopper indicated that they or someone in their immediate family works for Target... TBD direction. Escalate. Thoughts: • Contact the shopper to see which family member and location. • Accept as long as there are no issues and conflict. (In that case, remove “Target” from the Q1 selections so the client doesn’t see that.)
Did not arrive at least 1 hour prior to closing	OK if scoring/photos not affected.

ISSUE	ACTION
Brought a child	OK if scoring/photos not affected.
Made a purchase	Not required, but OK. Receipt can be used for additional validation.
Had an in-depth interaction	Not required, but OK.
Could not find a certain department or display	Shopper is not required to ask if they cannot find a certain department or display. If they do ask, remove details from narrative.
Missing core photos	Escalate for review. If nothing useable for a certain department/display, shop cannot be accepted with missing photos. Cancel/Accept and contact the shopper to redo with firm coaching.
Missing alternate photos	If the shopper forgot to take the alternate photo, could we still accept? Based on the client call, it sounded like the alternate was more of a placeholder type of photo vs. actual data. Call the store to verify (e.g., confirm they have no Cat & Jack Girls Clothing). If no one answers, look online (be sure to input the specific location and select “shop in-store” to verify if the item/brand is available at that specific store). Shop cannot be accepted with missing photos. Cancel/Accept and contact shopper to redo. If location is confirmed to not have the intended department/display, and shopper does not have the required alternate photo, escalate. (Maybe we could use a different alternate photo?)
Photos do not show table and adjacent rack	Escalate for review. If we cannot accept, Cancel/Accept and contact shopper to redo.
Photos are taken landscape instead of portrait-style	Escalate for review. If we cannot accept, Cancel/Accept and contact shopper to redo.

ISSUE	ACTION
Photos are framed incorrectly	If photos do not exactly match the examples, but are generally OK, use with coaching. Escalate if unsure. Possible issues: • Photo is too zoomed in • Photo not taken from the main aisle • Shopping cart area does not show hand baskets (I could see this getting escalated, but the client's example photo doesn't show baskets, so it seems like it's a nice-to-have but not required)
Photos are blurry	If we have any direction on what the client is using the photos for, maybe we can put it here. What is most important to be clear? Is it important to be able to see the layout? Read the signage on the tables? See if any trash/items are on the floor? Etc. If you can make out what's in the photo, is that good enough, even if photos are slightly fuzzy?
Shopper provided multiple photos of one display/dept	Only one photo in each upload space should be sent to the client. QA will trigger an error message if there are multiple photos uploaded to a question. Select the best photo to keep that best aligns with the requirements/framing as outlined in the shop instructions.
Scoring the organization and condition of the Intimates and Hosiery area	The intent of this question is an overall assessment of the area and not specifically focused on whether or not there were items on the floor (i.e., items on the floor do not automatically make it bottom box). Middle box is appropriate if the area is mostly presentable, even with a few items on the floor.
Location has no produce section	Score question "Is there a team member available to assist shoppers in the Fresh Produce area" as No. The team member friendliness question will then be skipped. Team members in nearby food and beverage aisles do not count—these questions specifically evaluate staff in Fresh Produce. Escalate for QANOTE to be added.
Location has no girls/boys/toddlers clothing	Strip location #4448805 has no children's clothing. Select N/A - Alternate for those three sections (boy, girls, toddlers) and use overview photos of other departments (shopper should provide additional/alternate photos) to demonstrate what the location does have in-store. If applicable for other locations, escalate for QANOTE to be added.

ISSUE	ACTION
Minimal or generic narrative	Contact shopper to obtain additional information if there are discrepancies between commentary and photos. Narrative should address any issues the shopper observed related to cleanliness, staff, or inventory.
Did not upload selfie	Contact shopper to obtain selfie. If no selfie but shopper made a purchase and location/date/time can be verified through receipt, OK to use. If no selfie or receipt but other photos and shop details seem fine, likely OK to use, but escalate.
Did not upload receipt	Receipt is not required, but if shopper made a purchase, receipt can be used for additional validation.

Notes

- There is never a case where we would send more than one photo per upload space to the client. The client shops in all of the other states—we're just doing NV—so the photos we feed into their data stream must match.
- Photos should be framed to match the example photos. If they are not, escalate. If the shopper was in the correct department, likely use with coaching.
- The same group of NV shoppers will be completing these shops monthly—coaching must be firm and thorough.
- If shopper references items out of place in their narrative but the corresponding photo of that department doesn't justify it, check to see if shopper uploaded additional photos in Shop Validation. Move up the score and remove references if photos/narrative do not adequately justify. (Use best judgement—if shopper explains that the issue wasn't visible from the main aisle and therefore isn't shown in the photo, we will trust them and leave it in.)
- For the photo of the beauty department—the shopper can capture the regular Target aisles or the Ulta or other branded displays, client confirmed either is fine.
- Shoppers cannot go back to redo portions of the shop or obtain missing photos, because the timestamp of the photos must match the shop date/time.
- If we don't use any NV report, it must be Cancel/Accepted so they are paid, since they are employees.
- The survey will change slightly from month to month—the client has several of what they call “plus-up” questions that they rotate out.