



Project ID: 926

Questionnaire ID: 2038

Shopper visits the sushi bar located inside their assigned grocery store between 3:30 - 5:00 PM. They will evaluate the sushi bar area, sushi chef interaction and product knowledge, and overall experience. They will select a sushi roll for purchase (from the case or can request a made-to-order item) and evaluate the presentation and food quality. Photos of the sushi display case and their selected sushi roll are required in addition to receipt/selfie for shop validation.

ISSUE	ACTION
Wrong date	Send to CL – likely OK with coaching.
Wrong location	Send to CL – reject if no open shop at location shopper visited.
Wrong time	If any overlap, OK to use. If shop times do not overlap at all, escalate to cancel.
No name for sushi chef	If no name tag, shopper is supposed to ask for the name. If no name and no explanation, contact the shopper to see why they did not obtain the name. OK to use with valid explanation (e.g., shopper asked but associate did not respond or shopper did not understand). If shopper included a valid explanation in Q23, move details to Q46. Q23 is hidden from the client. OK to use with description and coaching if shopper did not ask. If the shopper simply forgot to ask, do not include that detail in Q46.
No description for employee	Associate description is required. Contact shopper for description.
No sushi chef available	Check shop times to make sure shopper went during assigned timeframe and stayed in the sushi area at least 10 minutes. If OK to use: • Score No for Q21 (chef present/visible), if shopper did not. Save Changes and skip logic will apply. • Include all details in the Q46 narrative box, including any interactions with store employees and what they said about the sushi chef not being available, if applicable. (Q's 47, 48, and 49 are hidden from the client—this information must be moved into Q46 for the client to receive it.)



Did not order a sushi roll	The shopper must purchase and evaluate a sushi roll. Examples of valid sushi rolls: https://hisshosushi.com/products/ Shopper should try to choose an item with fish, vegetables, and rice, as those ingredients are evaluated for freshness in the survey. If their item is missing one of these ingredients (e.g., Veggie Roll with no fish), give credit for the missing item (the freshness questions are scored). Poke Bowl is OK with coaching. If shopper purchased additional non-sushi items, do not include references/photos in evaluation or scoring. If shopper indicates that they brought a guest and their guest ordered the sushi roll, remove references to other items, make sure scoring ONLY reflects the sushi roll, and rephrase to first person narrative.
Promoted items are in the case (Q7)	If photos show a sign for day-specific promo items (e.g., \$5 sushi every Thursday), score Yes even if the shop is not on the specific promo day (e.g., if shop is on a Friday, give credit for Thursday promotion).
Number of sushi packages in the case (Q12)	Check photos and make sure range selected aligns with display case photos.
Wow Bao Starter, Poke Bowl, and Platter (Q13)	Check photos to see if these items are visible. Score Yes if you can identify at least one of each of these three types of products in the display case photos.
Items included with package (Q57)	Check food photos to verify which items were included in the package.
Did not ask open-ended question	If a question cannot be formed from the narrative, send to CL. Shop will cancel if a question cannot be formed from the narrative/details.
Minimal or generic narrative	Contact shopper to obtain additional information. Escalate if additional information is not provided and scoring/issues need to be reviewed.
Did not upload receipt	Contact shopper to obtain receipt. If the shopper did not provide an itemized receipt, but location can be verified on CC receipt, OK to use. If shopper cannot provide any receipt, escalate to cancel.



HISSHO SUSHI QE INSTRUCTIONS

Updated 9.29.2026

Notes on reimbursement	Shopper is reimbursed up to \$15 for sushi items only. Verify on receipt to ensure correct reimbursement (e.g., do not reimburse for other grocery items even if the combined cost overlaps or is below \$15).
Did not upload required photos	Shopper is required to upload at least 2 DIFFERENT photos of the sushi bar display case AND at least 2 DIFFERENT photos of their sushi roll showing the packaging, labeling, and ingredients prior to consumption. Send to CL if photos are missing. OK to use with only 1 photo in either or both upload spaces if it is a good quality photo. Cancel if shopper does not have any photos of display case and/or shopper does not have any photos of food item prior to consumption.
Fraud Prevention	Shopper must write dispatch number on receipt and provide a location selfie. If missing dispatch number and/or selfie, but receipt, survey, and photos look valid/acceptable, OK to use. Coach on missing selfie.