

Shop front questionnaire

Question at least 10 (minimum) people with similar questions so you can find out valuable information that will help you design your shop front. These people need to be within your target market, right age, etc.

1.) Which shop picture do you prefer? (Show shop pictures)

Shop A

Shop B

Shop C

2.) What draws you most to a shop front that you were not planning on visiting?

- a. The signage?
- b. The colour?
- c. The layout?
- d. Moving displays in the window?

3.) Which type of sign attracts you most to a shop?

- a. A revolving / moving sign?
- b. A neon sign?
- c. A 3D sign?
- d. Moving TV images?
- e. Something else?

4.) What do you think is should be most important about the shop signs font?

- a. Easy and very clear to read fonts?
- b. Stylish fonts but which are fairly clear to read?
- c. Very quirky designer fonts that is not so easy to read?

5.) Do you like the shops fronts logo to represent what it sells?

- a. Yes
- b. No

6.) Which of these shop fronts do you prefer?

- a. Open views into the store and no displays?
- b. Slightly restricted views and a display?
- c. No views and a display?

7.) Once inside the shop what type of layouts do you like?

- a. Small, tight and compact?
- b. Medium sized?
- c. Large, open and spacious?

8.) Will you come into a shop if you receive money off voucher or a sales leaflet at home from a mail shot?

- a. Yes
- b. No

9.) Which shop promotional would most attract you to visit a shop?

- a. A famous person was signing in there?
- b. The shop had 50% off all lines?
- c. The shop was running a competition to win a big prize?

10.) Do you like awnings on shop fronts?

- a. Yes
- b. No