

Shop Focus Ground Contractive Report

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### **Executive Summary**



- 74 qualitative comments were provided by students at focus groups and were analysed line by line.
- Due to the sporadic nature of the comments a list of top three ideas (by number) have been identified and reported. As well as this, raw data has also been provided due to the relatively small sample.
- Two separate focus groups were run and 9 students attended.

### **Top 3 Services or Products**

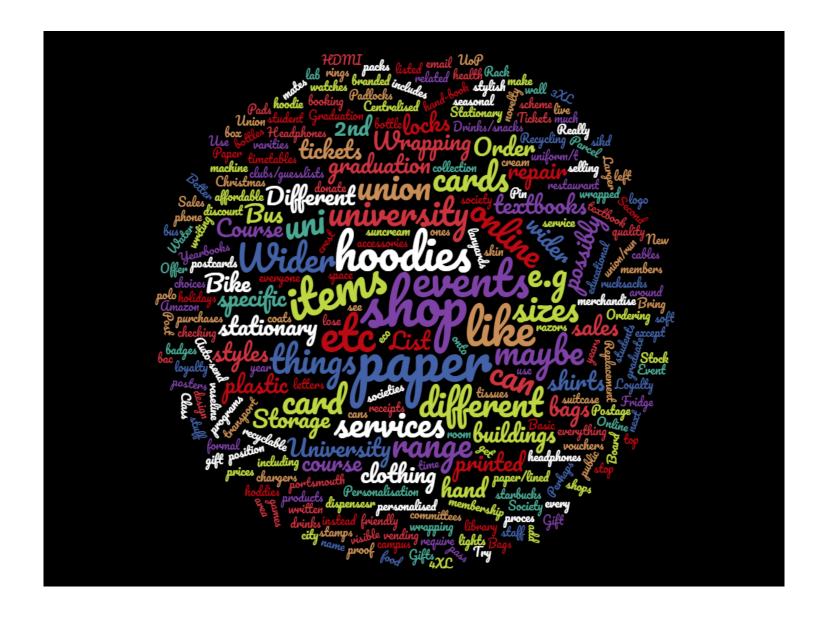


With the data that was been provided, the three most popular services and products are listed below (not in any particular order);

- 1. Online services (such as the ability to check stock online, ordering in bigger sizes online etc.)
- Stationery (greater variety of stationery including University personalised letters, branded stationery packs etc.)
- 3. Personalisation (including hoodies, t shirts and groups based items).
  One of the most popular ideas raised was that of personalised
  Graduation hoodies which change year on year.

## **Word Cloud**





# Raw data comments



| 2nd hand textbook sales   | HDMI cables   | Post box  |
|---|---|---|
| 2nd hand textbooks or things you can donate to the shop and get a   |   |   |
| discount for next time  | Headphones  | Postage stamps  |
| Amazon gift cards   | IT repair   | Rack of postcards   |
| Auto-send receipts for membership purchases - for members only events, committees require proof                                       | Larger sizes maybe add 3XL and 4XL  | Really like that they are selling Christmas hoodie, maybe more choices or for different novelty items |
|   | List of services and prices visible and written (possibly                   |   |
| Bags (rucksacks) with uni logo on   | posters on the wall)  | Recycling service   |
| Basic health products e.g. skin cream, razors, sun cream etc.   | List of union staff and their position and email                            | Replacement student card  |
| Better quality lanyards   | Loyalty card scheme (includes food on campus)                               | Sales - Bring back the sales (maybe during holidays)  |
| Bike locks  | More live events to the union/run by the union - tickets sold at the shop   | Second hand-book shops (textbooks)  |
| Bike repair or accessories like lights and locks  | More seasonal stuff   | Society hoodies (personalised) - but affordable)  |
| 9   |   | stationery packs (branded)  |
| Bus pass that you can top up in the shop  | More stylish, wider varieties of clothing styles                            | Stock checking online   |
|   | More things at the shop like Vaseline, wrapping paper                       | Storage for suitcase in different buildings   |
| Centralised area for all the course specific items  |   | Storage space (for societies)   |
| Class of 2019 hoodies for graduation  | Offer room booking for everyone (including University buildings)            | Tickets for public transport around Portsmout   |
| Could use a loyalty cards for everything in the university - so except Starbucks but union shop, restaurant, services in library etc. | Online services so you can see what sizes are left in the shop for clothing | Try to be more eco friendly, make things recyclable   |
| Course related programs for educational process   | Order items online  | University polo shirts  |
| Course specific items like lab coats etc.   | Order online for sizes  | Use paper bags instead of plastic bags  |
| Different design to hoodies for different years   | Ordering society uniform/t shirts   | Water dispenser for bottle  |
| Different styles of hoodies every year for students that graduate   | Padlocks  | Wider range of headphones   |
| Drinks/snacks and a vending machine   | Pads of writing paper/lined paper   | Wider range of phone chargers   |
| Event tickets (e.g. Union events, wider city events, clubs/guess lists)   | Paper with university crest for formal letters                              | Wider range of stationery   |
| Fridge with soft drinks (cans and bottles)  | Parcel collection   | Wrapping paper  |
| Gift vouchers   | Perhaps university tissues  | Wrapping paper  |
| Gifts e.g. watches, rings etc.  | Personalisation printed onto UoP merchandise                                | Yearbooks for graduation  |