

Shop Focus Group Qualitative Report

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- **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.

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.)
2. 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.

Comments provided during focus groups

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
Bags (rucksacks) with uni logo on	List of services and prices visible and written (possibly 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)
Board games	More stationery	stationery packs (branded)
Bus pass that you can top up in the shop	More stylish, wider varieties of clothing styles	Stock checking online
Bus timetables the ones listed on each uni bus stop	More things at the shop like Vaseline, wrapping paper	Storage for suitcase in different buildings
Centralised area for all the course specific items	New printed cards if you lose your uni card	Storage space (for societies)
Class of 2019 hoodies for graduation	Offer room booking for everyone (including University buildings)	Tickets for public transport around Portsmouth
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
Graduation hoodies possibly with your name or course mates on it	Pin badges are wrapped in too much plastic	