

Athletic Footwear Store Mystery Shopper Evaluation Form

Store & Visit Information

Store Name/Location

Date of Visit

Time of Visit

Mystery Shopper Name/ID

Exterior & Entrance

Was the store exterior clean and inviting?

☐ Yes ☐ No

Comments

Store Cleanliness & Organization

Was the sales floor clean and well-organized?

☐ Yes ☐ No

Were displays neat and stocked?

☐ Yes ☐ No

Comments

Staff Interaction

Were you greeted upon entering?

☐ Yes ☐ No

Did staff offer assistance?

☐ Yes ☐ No

Were staff friendly and knowledgeable?

☐ Yes ☐ No

Comments

Product Availability & Selection

Did you find the athletic footwear styles you were looking for?

☐ Yes ☐ No

Was your preferred size in stock?

☐ Yes ☐ No

Comments

Checkout Process

Was the checkout area organized?

☐ Yes ☐ No

Was the transaction processed efficiently?

☐ Yes ☐ No

Comments

Overall Experience

How would you rate your overall experience? (1 = Poor, 5 = Excellent)

Additional Comments