

Independent Bookstore Mystery Shopper Evaluation Form

Shopper Information

Name

Date of Visit

Time of Visit

Store Information

Bookstore Name

Location

Store Appearance

Exterior Condition

Interior Cleanliness

Organization of Books/Displays

Staff Interaction

Were you greeted upon entering?

Did staff offer assistance?

Staff Knowledge/Friendliness Comments

Product Evaluation

Book Selection & Variety

Ability to Order/Find Specific Title

Checkout Experience

Wait Time at Checkout

Comments on Checkout Process

Overall Impressions

What Did You Like Most?

Suggestions for Improvement

Final Ratings

Overall Experience (1-5)