

Pop-Up Shop Mystery Shopper Evaluation Form

Visit Details

Shop Name

Location

Date of Visit

Time of Visit

Mystery Shopper Name

Staff Interaction

Were you greeted upon entry?

Rate staff friendliness

- ☐ 1
☐ 2
☐ 3
☐ 4
☐ 5

Comments on staff interaction

Shop Appearance

Rate cleanliness

- ☐ 1
☐ 2

- ☐ 3
- ☐ 4
- ☐ 5

Comments on shop appearance

Product Display

Were products easy to find?

Comments on product displays

Overall Experience

Rate your overall experience

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

General Comments/Suggestions