

# In-Store Observation Checklist

## Store & Observer Information

Store Name

Store Location

Observation Date

Observation Start Time

Observation End Time

Observer Name

## Store Environment

☐

Cleanliness of store area

☐

Organization of shelves & displays

☐

Adequate lighting

☐

Appropriate background music or sound

☐

Comfortable temperature

Other observations

## Product Display & Merchandising

☐

Products well-stocked

☐

Pricing clearly visible

☐

Promotions/signage displayed



Displays organized & tidy

Other observations

## Staff & Customer Service



Staff greet customers



Staff available for assistance



Professional staff appearance



Staff knowledgeable about products

Other observations

## Customer Behavior

Estimated number of customers observed

Common activities noticed (e.g., browsing, asking for help)

Notable customer interactions

## Additional Comments & Suggestions