Nutrition Incentive Hub

CREATED BY GUSNIP NTAE CENTER

FEEDING FLORIDA

Florida's Food Bank Network

Designing A Mystery Shopper Program for your NI or PPR Program

A step by step worksheet

1. What are the goals for your mystery shopper program?

2. What do you hope to learn from your shoppers?

3. Research Protocol:
    a. What scope of mystery shopping will you need in order to achieve the goals of your mystery shopping project? Will you need to collect data from one individual location or multiple locations? If multiple locations, how will you select which locations participate?

b. How will you collect your data (e.g., survey, interviews, focus groups)?

c. How many shoppers do you hope to gather data from? Will you collect data to a finite point, or until no new information is collected?

d. What feedback do you need to collect from shoppers to achieve your goals?

4. Budget: These categories are just ideas, some categories might not be relevant for your program. We've left blank space for you to fill in categories that may not be on here.

Category	**Cost**
Personnel/Staff Time	
Travel	
Materials/Supplies	
Shopper Stipends	
Deliverable creation:	
Graphic Design	
Video Design	

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