Primary Research – Qualitative Shopping Diaries Task List

OMB BURDEN STATEMENT: This information is being collected to assist the Food and Nutrition Service in improving the shopping experience for WIC participants. This is a voluntary collection and FNS will use the information to meet the needs and understand the challenges of current program participants. This collection does not request any personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0611. The time required to complete this information collection is estimated to average 60 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22306 ATTN: PRA (0584-0611). Do not return the completed form to this address.

1. Introduction

This section is meant to give context and instruction for the rest of the diary entries. Participants will be able to access these questions through any browser on any smartphone with internet. There will be a Spanish-speaking moderator for the LEP participants.

Task list introduction:

THANK YOU for agreeing to participate in our study on WIC shopping! Allow me to introduce myself, my name is [INSERT MODERATOR NAME] and I will be the moderator for this study -- It's nice to meet you!

As part of this study, we want you to grocery shop for WIC foods just like you would in a typical week. We are simply asking that you share your shopping experiences with us through the questions that we pose in this diary.

The diary is going to include three sections related to a grocery shopping trip where you use your WIC benefits:

- 1. **Pre-shop diary**: About getting your WIC food benefit and all the things you do before you go shopping.
- 2. **Shopping diary**: About a WIC shopping trip, including how you typically shop and what happens during your trip.
- 3. **Post-shop diary**: After your WIC shopping trip reflecting on how it went and what could have made shopping easier for you.

You will need to complete the three diary sections in order (1. Pre-shop, 2. Shopping, and 3. Post-shop), and the next section will unlock only after you have

completed the previous one.

Be sure to **read through all the activities within the section before you start** so you are clear what questions to answer. You can access the activities through the web browser on your smartphone anywhere that you have internet access. Your posts will only be viewed by researchers directly involved in this study.

We recommend you do a separate video for each task to avoid long upload times.

You will need to complete **ALL the activities** to qualify for the \$50 incentive and to be eligible for a follow-up interview which comes with an additional monetary incentive. Respondents will be selected for interviews based on the quality and thoroughness of their responses to these activities.

These activities should take you approximately **45 minutes to complete** before, during and after your **normal grocery shopping**. You do not need to take a special trip to the store, simply complete the activities around your next regular grocery shopping trip.

If you have any technical difficulty with these activities, please let us know by sending an email to support@qualzy.com

Looking forward to seeing you soon.

2. Background Task

This section is meant to gather some background information on each WIC participant.

Task Title	1. Background
Required Response	Text entry with optional picture upload
Task Prompt	The purpose of this task is to help us to get to know you a bit better.
	Please take a moment to answer the following questions so that we can get to know you a little
	 One interesting fact about yourself Who is in your household, including how many children and their ages (but you do not need to give us their names) How long you have you been using WIC benefits What made you decide to apply for WIC

	If you use any apps related to WIC, please take a screenshot and upload a picture so that we can see what you use. You can take a screenshot of the homepage of the app or the tiles on your phone's home screen, whatever you are most comfortable with.
Privacy	Private, only the respondent and researcher can see entry

3. Pre-Shop Diary

This begins the pre shopping diary section. Respondents will be able to complete these tasks in any order that they see fit.

Task Title	2. Receiving WIC Food Benefit
Required	Text and minimum of 1 photo upload
	Text and minimum of 1 photo upload
Response	
Task Prompt	Next, we want to learn about how you receive your WIC food benefits
	 each month. In a few sentences please explain Are you notified when your WIC balance is available for you to use? If so, how are you notified? Do you ever check your WIC balance before you go shopping? If so, how and why? If not, why not? Have your WIC food benefits ever expired before you expected them to? If yes, what did you do? How has receiving WIC food benefits impacted your life and/or your
	family? Take a photo of your WIC food benefit. This photo may be of a WIC shopper app, a receipt, a website, or any other place that you go to check your balance. If you cannot or do not check your balance, please explain in your text response.
Privacy	Private, only the respondent and researcher can see entry

Task Title	3. Shopping Preparation
Required	1 Video upload

Response	
Task Prompt	The purpose of this task is to help us understand what you do to get ready to go WIC shopping.
	Find a private place and when you are ready, record a 1-2 minute landscape video to explain what you do to plan your WIC shopping and why. In your video, include answers to questions like
	 What do you do to get ready to go shopping? Please be as detailed as you can about anything you might do (e.g., making lists, checking sales, selecting stores, finding childcare, finding recipes, etc.). Do you typically plan to shop for other items at this store besides your WIC items? Which ones and why?
	Do you use a WIC mobile app before going to the store? If so, what features do you use and why?
Privacy	Private, only the respondent and researcher can see entry

Task Title	4. Choosing a WIC Store
Required	1 Video upload
Response	
Task Prompt	Next, we want to know why you shop where you do for your WIC items.
	 Find a private place and when you are ready, record a 1-2 minute, landscape video to explain how you choose the store(s) where you do your WIC shopping. In your video, please tell us about your decision in your own words. You might consider answering questions like Do you do your WIC shopping at the same store or multiple stores? Why or why not? If you shop at multiple stores, please tell us which ones? How do you (or did you) decide at which store(s) to use your WIC benefits? How do you (or did you) find WIC approved stores? Have you had any difficulty with finding stores that accept WIC near you? What WIC approved stores are closest to you? How far are the closest stores? Do you shop at those stores? Why or why not?
Privacy	Private, only the respondent and researcher can see entry

4. Shopping Diary

This begins the shopping diary section. Respondents will be able to complete these tasks in any order that they see fit. They will have to complete every activity in this section.

Task Title	5. The WIC-Approved Store
Required	Minimum 1 Photo upload
Response	
Task Prompt	Take a photo of yourself in front of the store where you are going to do your WIC shopping and upload it. Please get the name of the store in the photo so we know which store you are shopping at.
Privacy	Private, only the respondent and researcher can see entry

Video uploads Ve are excited for you to take us shopping in the store! Pretend that you re teaching a new WIC participant how to shop. ecord at least 5 short videos while you are shopping to show us the insulation outs of how to do it. We are looking for things like
re teaching a new WIC participant how to shop. ecord at least 5 short videos while you are shopping to show us the ins
re teaching a new WIC participant how to shop. ecord at least 5 short videos while you are shopping to show us the ins
ecord at least 5 short videos while you are shopping to show us the ins
, , , , ,
nd outs of how to do it. We are looking for things like
Where do you start? Why?
 How do you know if something is WIC approved (i.e., do you use shelf labels, your food list, and/or WIC shopping app to determine this)? Do you always buy the same WIC items? Why or why not? What is easy about WIC shopping? What is difficult? Which WIC foods, if any, are difficult to find in the store? Have you ever been unable to find an item you needed? If so, what?
 Do you use a WIC shopper app while you shop? Why or why not? If yes, what makes the app helpful (or not)? Do you use any other apps besides the WIC shopper app while you are in the store? Which ones? How?
 How easy or difficult is it to find someone at the store to help you with a WIC purchase? Where do you go to get help?
on't worry about video length. The videos can be as long (or as short) as ou need to share with us your experience. This is your chance to show us
I about WIC shopping.
)

Privacy	Private, only the respondent and researcher can see entry
---------	-----------------------------------------------------------

Task Prompt You are almost finished! Before you leave the store, we want to know about checkout.
You are almost finished! Before you leave the store, we want to know about checkout. Please send us a video telling us about your WIC check-out process. You do not have to video your actual checkout experience, but please tell us about it by explaining what happened and answering questions like • How was your check-out process today? Did you have any issues? If so, what happened? • How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had issues when checking out, how were they addressed by the cashier prother store personnel? 10 Task Title 8. Quick Depring hases protote personnel seem knowledgeable about Select 1 wid short answer text • How did the cashiers or store personnel make you feel during your Before your asset from fawfrom altout to the please packet authernoil below that bristet leads your depoling after the please packet authernoil below that bristet leads your depoling after the please packet authernoil below that bristet leads your depoling after and process.
about checkout. Please send us a video telling us about your WIC check-out process. You do not have to video your actual checkout experience, but please tell us about it by explaining what happened and answering questions like • How was your check-out process today? Did you have any issues? If so, what happened? • How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had issues when checking out, how were they addressed by the cashier or other store personnel? #### Task Title #### Response • How did the cashiers or store personnel seem knowledgeable about Select 1 wid short answer text • How did the cashiers or store personnel make you feel during your Before your assistant and to the plans parter an entropii below that bestetelents wourdseling after the plans parter and retropii below that bestetelents wourdseling after an entropii below that
Please send us a video telling us about your WIC check-out process. You do not have to video your actual checkout experience, but please tell us about it by explaining what happened and answering questions like • How was your check-out process today? Did you have any issues? If so, what happened? • How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had susues when checking out, how were they addressed by the cashier or other store personnel? 10 Task Title 8. Quick Shorp in Alases pretore personnel seem knowledgeable about select 1 wind short answer text • How did the cashiers or store personnel make you feel during your Before your aspling altourld/researcheories and regoin below that bestellents your aspling altourld/researcheories and regoin below that
not have to video your actual checkout experience, but please tell us about it by explaining what happened and answering questions like • How was your check-out process today? Did you have any issues? If so, what happened? • How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had ssues when checking out, how were they addressed by the cashier or other store personnel? 100 Task Title 8. Quick Shopping Alassants to the personnel seem knowledgeable about Select 1 wid short answer text • How did the cashiers or store personnel make you feel during your Before your setting attachts the plans personnel why you
not have to video your actual checkout experience, but please tell us about it by explaining what happened and answering questions like • How was your check-out process today? Did you have any issues? If so, what happened? • How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had issues when checking out, how were they addressed by the cashier or other store personnel? 10 Task Title 8. Quick Dio neites Alessant store personnel seem knowledgeable about select 1 wid short answer text • How did the cashiers or store personnel make you feel during your Before your settion faithfrom thous to the please pastes an empire below that presented the please pastes and explain why you
it by explaining what happened and answering questions like • How was your check-out process today? Did you have any issues? If so, what happened? • How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had issues when checking out, how were they addressed by the cashier or other store personnel? 10 Task Title 8. Quick Shapping Assessmentore personnel seem knowledgeable about select 1 wind short answer text • How did the cashiers or store personnel make you feel during your Before your assessment to the please salest an enjoil below that besteeleasts was designed to why you
How was your check-out process today? Did you have any issues? If so, what happened? How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? Do you need to put your items in a particular order when checking out (i.e., WIC items first)? If you have had issues when checking out, how were they addressed by the cashier or other store personnel? Task Title Required Select 1 wind short answer text How did the cashiers or store personnel make you feel during your Before your satton fawfrom thousand the planar salest aunchyoji below that besteefledts your sasting attentioners or how you
• How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had issues when checking out, how were they addressed by the cashier or other store personnel? Task Title 8. Quick Sooneins Assessmentore personnel seem knowledgeable about Select 1 wind short answer text Prompt Before your sast toon far wing the stort personnel make you feel during your Before your sast from far wing the salt our chepters are seed to what personnel make you you
How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? Do you need to put your items in a particular order when checking out (i.e., WIC items first)? If you have had issues when checking out, how were they addressed by the cashier or other store personnel? Task Title
How did you check-out your WIC items at this store (i.e., were you rung up by a cashier, did you use self-checkout, or some other process)? Do you need to put your items in a particular order when checking out (i.e., WIC items first)? If you have had issues when checking out, how were they addressed by the cashier or other store personnel? 10 Task Title 8. Quick Shapeing Alass matter personnel seem knowledgeable about select 1 wid short answer text Response • How did the cashiers or store personnel make you feel during your Before your asking attout the plans palest am enjoit below that pasteelies your asking attout to the plans palest am enjoit below that
rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had ssues when checking out, how were they addressed by the cashier or other store personnel? 10 Task Title 8. Ouick Shopping Aless small be personnel seem knowledgeable about Required Select 1 wind short answer text • How did the cashiers or store personnel make you feel during your Before youggat toom favy transliberatotheplans parked comenoji below that Destate floats your despina altout of cashiers and the plans parked to whe plain why you
rung up by a cashier, did you use self-checkout, or some other process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had ssues when checking out, how were they addressed by the cashier or other store personnel? 10 Task Title 8. Ouick Shopping Aless small be personnel seem knowledgeable about Required Select 1 wind short answer text • How did the cashiers or store personnel make you feel during your Before youggat toom favy transliberatotheplans parked comenoji below that Destate floats your despina altout of cashiers and the plans parked to whe plain why you
process)? • Do you need to put your items in a particular order when checking out (i.e., WIC items first)? • If you have had issues when checking out, how were they addressed by the cashier prother store personnel? 10 Task Title 8. Quick Shorts in Alexandrator personnel seem knowledgeable about Select 1 wid short answer text • How did the cashiers or store personnel make you feel during your Before yourgattion faw from albout other least on any oil below that best tellents your faciling altout dy reseal company at the end text plain why you
Do you need to put your items in a particular order when checking out (i.e., WIC items first)? If you have had issues when checking out, how were they addressed by the cashier or other store personnel? Task Title 8. Quick Shopping Alexandre personnel seem knowledgeable about Select 1 wid short answer text Prompt Before you gat tion faw from allocatothe plans part and exposite below that pastate fleats your fasting altout to resemble and respect and explain why you
out (i.e., WIC items first)? • If you have had issues when checking out, how were they addressed by the cashier of other store personnel? 10 Task Title 8. Quick Shopping Algestantion personnel seem knowledgeable about Required Select 1 wid short answer text • How did the cashiers or store personnel make you feel during your Task Prompt Before your faction faw from allocatothe plans paleat amenoji below that bestate fleats your facting altoutly researchesing at rise and texplain why you
If you have had ssues when checking out, how were they addressed by the cashier of other store personnel? 10 Task Title 8. Quick Shehe icashiers of other store personnel seem knowledgeable about Select 1 wild short answer text • How did the cashiers or store personnel make you feel during your Task Prompt Before your faction faw from about other brase salest our enjoit below that bestate fleats your facting altout dy care showing this and texplain why you
addressed by the cashier of other store personnel? 8. Quick Shopping Attensions to the personnel seem knowledgeable about 8. Quick Shopping Attensions to the personnel seem knowledgeable about 8. Quick Shopping Attensions to the personnel seem knowledgeable about 8. Quick Shopping Attension to the personnel seem knowledgeable about 8. Quick Shopping Attension to the personnel seem knowledgeable about 8. Quick Shopping Attension to the personnel seem knowledgeable about 8. Quick Shopping Attension to the personnel seem knowledgeable about 15. Quick Shopping Attension to the personnel seem knowledgeable about 15. Quick Shopping Attension to the personnel seem knowledgeable about 15. Quick Shopping Attension to the personnel seem knowledgeable about 15. Quick Shopping Attension to the personnel seem knowledgeable about 15. Quick Shopping Attension to the personnel seem knowledgeable about 15. Quick Shopping Attension to the personnel seem knowledgeable about 15. Quick Shopping Attension to the personnel seem knowledgeable about 15. Quick Shopping Attension to the personnel seem knowledgeable about 16. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 18. Quick Shopping Attension to the personnel seem knowledgeable about 19. Quick Shopping Attension to the personnel seem knowledgeable about 19. Quick Shopping Attension to the personnel seem knowledgeable about 19. Quick Shopping Attension to the personnel seem kno
Required Select 1 wild short answer text Select 1 wild short answer text
Required Select 1 wid short answer text How did the cashiers or store personnel make you feel during your Task Prompt Before your faction factor the plans salest amenoji below that best tellects your facting altoutly care showing tripe and the plain why you
Pesponse How did the cashiers or store personnel make you feel during your Task Prompt Before your and the plans palest aumenoji below that best tellents your and insultant or the plans palest aumenoji below that
Task Prompt Before your and faw transhout other languages and explain why you best tellents your and install cuttof cutted the plans partest and explain why you
pristate fleats was responsed to the second property and the second property a
Privacy Private, only the respondent and researcher can see entry

5. Post-Shop Diary

This begins the post-shopping diary section. Respondents will be able to complete these tasks in any order that they see fit. They will have to complete every activity in this section.

Task Title	8. WIC Shopping Evaluation
Required	1 Video upload
Response	
Task Prompt	Tell us how that WIC shopping trip went overall.
	Find a private place and when you are ready, record a 1-2 minute,
	landscape video talking about your WIC shopping trip. Include answers to questions like
	 Overall, how was this WIC shopping trip for you? Was this shopping trip like a typical WIC shopping trip for you? Why or why not?
	Where there any surprises during your trip?
	 Is there anything you wish was easier about WIC shopping?
	How many WIC shopping trips do you typically take to use all your
	WIC benefits in one month?
Privacy	Private, only the respondent and researcher can see entry

Task Title	9. Your WIC Purchases
Required	1 Video upload
Response	
Task Prompt	Now, we'd like to see what you've purchased using your WIC benefit.
	When you get home, record a video showing us the WIC foods that you
	bought and why. Include answers to questions like
	What made you select the WIC-approved foods you bought?
	Did you find all of the WIC foods you wanted on your shopping trip?
	Did you need to go to any other store to finish your WIC shopping?
	Did you have any issues finding a specific WIC food you wanted? If
	yes, what did you do?
	Did you purchase other non-WIC grocery or essential items at the
	store? If so, what?

	How do you plan to use the WIC products that you purchased? Do you have any favorite recipes that you want to share?
Privacy	Private, only the respondent and researcher can see entry

Task Title	10. WIC Shopping Overall
Required	1 Video upload
Response	
	The purpose of this task is to help us understand your overall experience
	with the WIC program.
	Find a private place and when you are ready, record a 1-2 minute,
	landscape video to explain what you think of your overall WIC shopping
	experiences. Include answers to questions like
	How did you learn how to use your WIC food benefits? Did anyone
	or anything give you any instructions or tips?
	Which tips or tricks have been most helpful and why?
	What is the best part of WIC shopping? What is the worst part of
	WIC shopping?
	Have you ever had issues determining if something was WIC
	approved? Did you resolve the question, if so, how?
	approved. Did you resolve the question, it so, now.
	Has WIC shopping gotten easier, more difficult or stayed the same
	since you first started? Why?
Task Prompt	If you could do one thing to improve WIC shopping for yourself and
	other participants like you, what would it be?
	outer participants into you, what would it be:
Privacy	Private, only the respondent and researcher can see entry
FIIVALY	Finale, only the respondent and researcher can see entry