

The sentences are to be completed

The most irritating thing about going shopping is:  
\_\_\_\_\_

My shopping is always influenced by:  
\_\_\_\_\_

The best thing about going shopping is:  
\_\_\_\_\_

I have a favorite store:  yes  no

That is: \_\_\_\_\_

I often shop alone:  ja  nej

Or together with: \_\_\_\_\_

I shop for someone I do not live together with:  ja  nej

It is for: \_\_\_\_\_

Important: \_\_\_\_\_

Informations  
about you  
as a shopper



**IDENTITYCARD**

My name is:  
\_\_\_\_\_

I am this old:  
\_\_\_\_\_ **years**

I shop in this store:  
\_\_\_\_\_

I go shopping this many times a week:  
\_\_\_\_\_ **per week**

I shop for:  
\_\_\_\_\_ **persons**

They are:  
\_\_\_\_\_ **years**

As a shopper, I am this kind of customer:

\_\_\_\_\_ customer

The **indifferent** customer:

You are buying mostly by desire, and do not regret the more unhealthy shopping choices but has small intentions about buying healthier in the future.

The **mindful** customer:

Sometimes you read about health, and sometimes product labels to make sure of the content. You sometimes regret unhealthy purchases.

The **focused** customer:

You speak and read frequently about health and often regret your unhealthy purchase. You often read the label, as it makes a difference for you with content and origin.

**When I am preparing for a shopping, I often do this before:**

ask the children

checking expiration dates

look what my refrigerators content can be combined with

see how much money I can use

select the time for my shopping

look in the fridge

make a list

ask my partner

check out good deals

make a menu plan

decide where to go shop

find recipes

other things \_\_\_\_\_

For a day you go shopping



**1. assignment**

I remember what do buy this way:

I bring a list

Shopping list is in my head

Remember what the family likes


Call and asks for advice

Remembers what is already in the fridge

**PHOTOS STILL SAYS MORE THAN WORDS**  
Take a photo of these things, in this order:

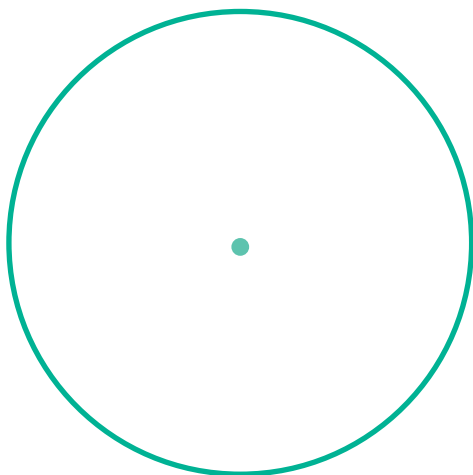
1. Here is a photo of my plate with food
2. Here is a photo of another persons plate
3. Here is the place where we had dinner

For a day you go shopping



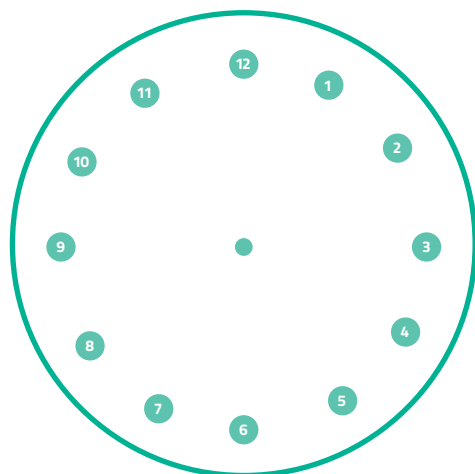
**2. assignment**

I feel my shopping trip are used for:



**This could be to: ... find the right product, enjoy? Spending time alone, waiting in line, determine me, look at offers, find Inspiration, explore content, choose a new vegetable, etc.**

At this time I went shopping, and it took this long:



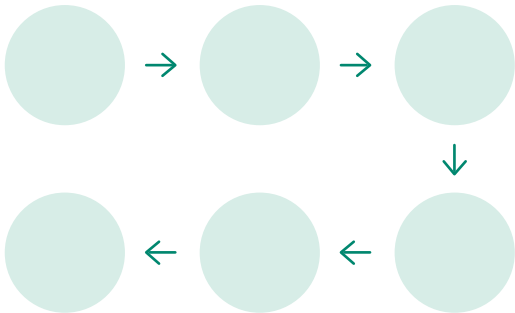
It was \_\_\_\_\_ day

Did you feel tempted to buy different than planned?

yes

no

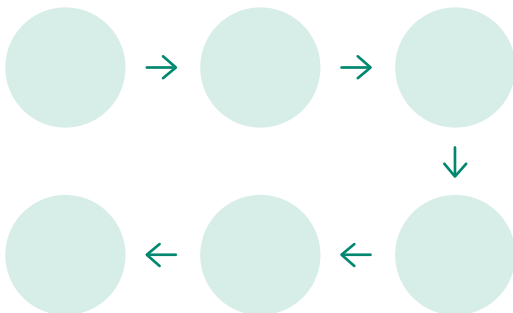
This was how I felt my mood change:



What if: I was comfortable the whole trip? So sticking to "comfortable" in all circles.

Find the yellow smiley stickers and put them on as your mood changed during your shopping trip

This is how my mood changed:



  
 comfortable

  
 disappointed

  
 frustrated

  
 edgy

  
 surprised

  
 unaffected

What if: I was comfortable the whole trip? Then stick "comfortable" on all circles.

### PHOTOS STILL SAYS MORE THAN WORDS Take a photo of these things, in this order:

1.

A photo of all my groceries

2.

A photo of the healthiest thing a got

3.

A photo of what I expect will taste the best

4.

A photo of the best thing I got

because \_\_\_\_\_

My mood changed because of this:

no

Did you feel inspired to buy different than planned:

yes

no

For a day you  
eat dinner  
in your own home



### ***3. assignment***

**What does the word health mean to you?**

A large, light blue rounded rectangular box intended for a user's response to the question above.

**What is a good meal?**

A large, light blue rounded rectangular box intended for a user's response to the question above.

**How do you define good taste?**

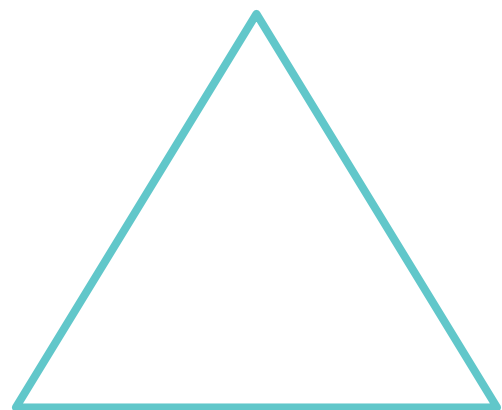
A large, light blue rounded rectangular box intended for a user's response to the question above.

**We have a national meal in Denmark,  
but what do you usually eat?**

A large, light blue rounded rectangular box intended for a user's response to the question above.

**My own pyramid of health:**

You probably know the food pyramid, and you probably often hear about advices within food and health. How would your own health pyramid look like?



You may: add other things that describe health for you, such as: joy, comfort, a daily walk, and so on. ...