

The background features a minimalist graphic design composed of several overlapping circles in different shades of orange. There are three large circles in a light orange shade, one medium-sized circle in a medium orange shade, and two small circles in a darker orange shade. The circles overlap in a way that suggests depth and movement.

feel

Considerations on the evaluation of the indicators in the report:

- Indicators are evaluated through perception and the evaluation results range from 0 (zero) to 10 (ten).
- Indicators translate the items that will be evaluated.
- The difference of degree, less than 1%, was disregarded.

Index: Degree that represents the perception of **all** respondents about **all** evaluated indicators per item.

Strong Point and Weak Point: With the index and the standard deviation of respondents' perception, we find the **maximum and minimum degrees of respondents' perception**. Indicators above maximum degree are the **Strong Points** and the ones below are the **Weak Points**.

Indicators considered **Strong Points** or **Weak Points** are found without association with defined degrees.

Minimum Ideal per Indicator: In the existence of Weak Point(s) the degree is found to know the percentage of necessary improvement to **eliminate** it. In this case, some indicators that **are not initially Weak points suffer influence** of perception and now need to be worked on. In the absence of Weak Point(s), the Minimum Ideal per Indicator is the minimum degree of the group's perception.

Below the expression "**Indicator(s) to be worked on**" are the indicators that need to be worked on (Weak Point(s) that suffered the influence of perception). The percentage is calculated through the **indicator's degree by Minimum Ideal per Indicator degree**.

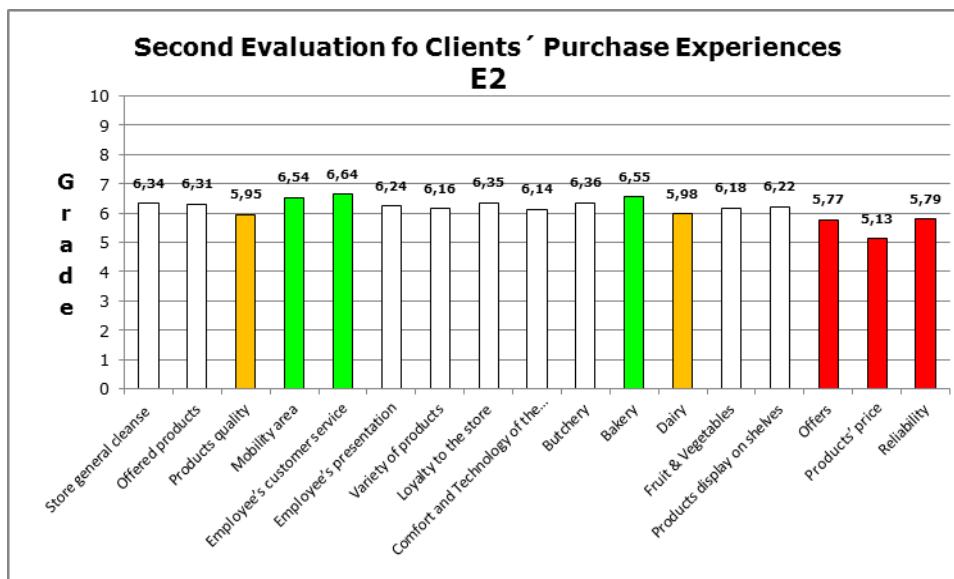
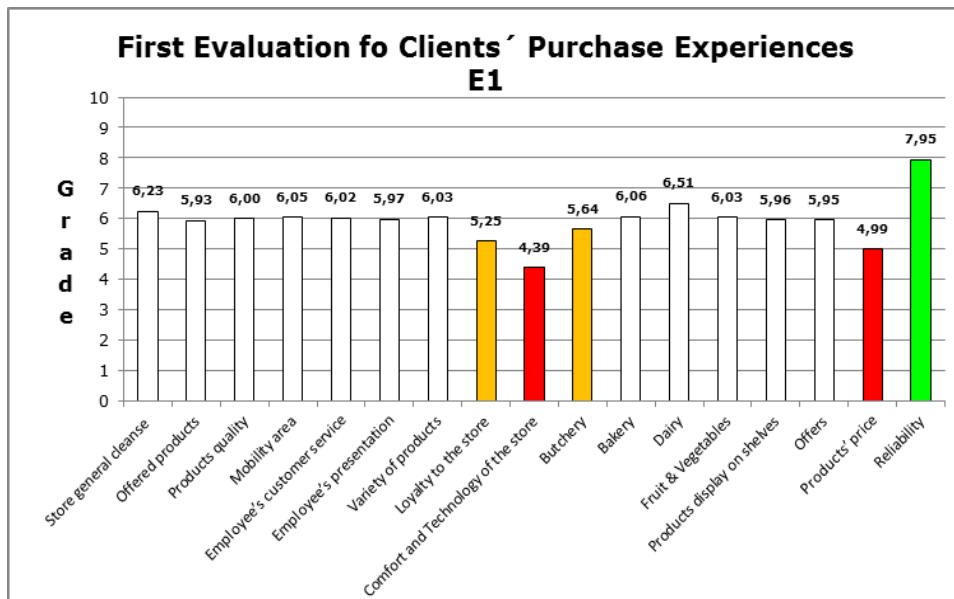
Critical Factor: When there is sharp divergence of perception between items.

General Index: Degree that represents all respondents' perception about all evaluated indicators in the Survey.

Clients' Purchase Experiences in a Supermarket:

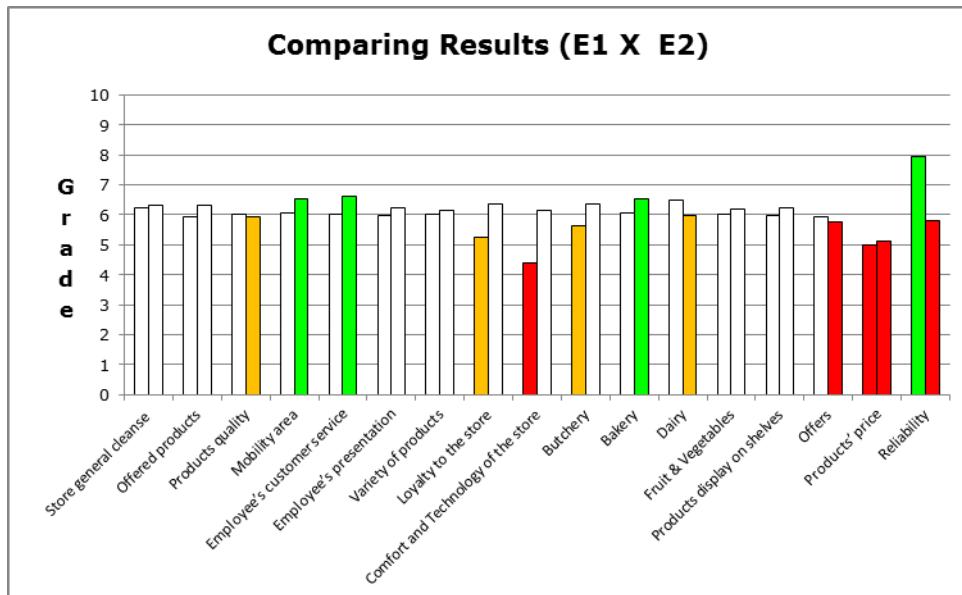
Process:

- 1) E1: First Evaluation of Clients' Purchase Experiences.
- 2) Plan of Action to improve clients' experience.
- 3) E2: Second Evaluation of Clients' Purchase Experiences.



Strong points and **Weak Points**

Comparing results from Experience 1 (E1) to Experience 2 (E2):



Strong points and **Weak Points**

Orange: Indicator(S) To Be Worked On