

Name:

Date:

Class:

## Field Trip Form

### STOP #1 -- La Michoacana Mexican Market #10



#### I. Approach & Entry – Americans with Disabilities Act (ADA)

- 1) a) Are there handicapped-accessible parking spaces in the parking lot? YES or NO
- b) Are there international symbols of accessibility in front of each spot? YES or NO
- c) The signs are \_\_\_\_\_ inches off the parking lot level.
- 2) There is a clear route from the accessible parking spaces to the entry door, which may include a ramp.  
YES or NO
- 3) The entry door is \_\_\_\_\_ inches wide.

#### II. Access to Good & Services – Americans with Disabilities Act (ADA)

- 4) Aisles and routes in the store are at least 36-inches wide. YES or NO (Measure several aisles and pathways.)

EXPLAIN:

- 5) No objects protrude more than 4-inches into aisles and pathways. YES or NO (Walk around and measure several.)

EXPLAIN:

- 6) Door handles can be opened without moving the wrist. YES or NO (Look at the entry doors.)

EXPLAIN:

- 7) There is at least one checkout aisle with a counter surface less than/equal to 36 inches in height. YES or NO

EXPLAIN:

#### III. Food & Product Placement – Market Logic/Placement

- 8) What are the food staples in the Mexican market?
- 9) Where are the food staples located (back, center, front)?
- 10) a) Are the aisles numbered?
- b) How many aisles are there? (Count them if they aren't numbered.)
- c) How can you tell what products are located in each aisle?

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- 11) Is there is transition of products across the store moving left to right or right to left? Explain the transition of products.
- 12) a) Select one aisle in the store. What types of products are located in this aisle?  
b) Explain how the products change moving down the aisle.
- 13) The store just received a brand-new type of burrito shell. Where do you think this new product should be placed and marketed? Explain your reasoning.
- 14) Where would you place a temporary display for “Day of the Dead” (November 1)? Why?

**STOP #2 – Huber Mart**



I. Approach & Entry – Americans with Disabilities Act (ADA)

- 1) a) Are there handicapped accessible parking spaces in the parking lot? YES or NO  
b) Are there international symbols of accessibility in front of each spot? YES or NO  
c) The signs are \_\_\_\_\_ inches off the parking lot level.
- 2) There is a clear route from the accessible parking spaces to the entry door, which may include a ramp. YES or NO
- 3) The entry door is \_\_\_\_\_ inches wide.

II. Access to Good & Services – Americans with Disabilities Act (ADA)

- 4) Aisles and routes in the store are at least 36-inches wide. YES or NO (Measure several aisles and pathways.)

EXPLAIN:

- 5) No objects protrude more than 4-inches into aisles and pathways. YES or NO (Walk around and measure several.)

EXPLAIN:

- 6) Door handles can be opened without moving the wrist. YES or NO (Look at the entry doors.)

EXPLAIN:

- 7) There is at least one checkout aisle with a counter surface less than/equal to 36 inches in height. YES or NO

EXPLAIN:

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III. Food & Product Placement – Market Logic/Placement

- 8) What are the food staples in the Turkish market?
- 9) Where are the food staples located (back, center, front)?
- 10) a) Are the aisles numbered?
  - b) How many aisles are there? (Count them if they aren't numbered.)
  - c) How can you tell what products are located in each aisle?
- 11) Is there is transition of products across the store moving left to right or right to left? Explain the transition of products.
- 12) a) Select one aisle in the store. What types of products are located in this aisle?
  - b) Explain how the products change moving down the aisle.
- 13) The store just received a brand-new type of tea. Where do you think this new product should be placed and marketed? Explain your reasoning.
- 14) Where would you place a temporary display for Turkish “Republic Day” (October 29)? Why? – 100 years old!