Data Collecting Sheet Transition

The original data collecting sheet (left) provided some preliminary data to help move the project into the next phase but didn't answer all of the questions. The new data collection should provide more detailed information that can be put into the Data Decision Pyramid Tool. The new datasheet should also offer a way for other farmers to track traffic related to traditional and non-traditional produce.

Old Datasheet

Number of Purchasers a person to make a decision		person to move from interest to purchase WITHOUT conversation	Time spent talking	talking (Purchase Y/N)	Notes	

New Datasheet

	٧	Valking By		Walking By		Interested		Engaged		Purchase (number)					Vender Data		
	h	nterested		Number	Number	Time	Number	Time	Yacon	Pineberries	Sunchoke	Gr.Nut	Ch. Mint	Vender 1	Vender 2	Vender 3	
		Engaged															
	_	urchaser															
		uicilasci															
Mallita e la ca	Laster and		y without hesitation														
interest:		id passes b id pauses	y without nesitation														
Engaged		d engages i	the staff														
Purchaser:																	
rurchaser.	provides	money, tar	kes an item														
Field Defin	itions																
Number: Is	just a cou	ınt. Use tick	k marks					<i>DT</i>	\ L								
Time: Is the	amount o	of time mov	ring from				D	\cap F	١ı								
	the curre	nt stage to	the next.					• • •	•								
Number: is	the numb	er of adults	3														
Vender Dat	a: Pick ou	t 3 produce	vendors that														
can be easi	ly seen. N	ote how mu	uch time they														
spend talkii	ng to cust	omers.															
Notes																	
Place all no			keaways														
on the back	of this pa	ge															
	At the Er	nd of the Da	У														
Location:																	
Number of	people att	ending the	market														
General Ove																	
(circle one)	Slow	Average	Busy														