

Ageing Matters

Are you Senior Friendly?

Part 2

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In last month's issue, we explored a trip shopping through the eyes of one of our seniors. We now continue on their expedition.....

We head into the meat department, hoping for some smaller cuts and packages. They are available but at a much greater cost per kilogram than the large "family packs". Well, that's okay – I'll just take a few packages – I don't need to eat much anyway.

The fish department is appealing as I can just get the amount that I would like but darn it – there's that big counter in between me and the clerk again. I can't really hear what they are asking and they can't hear what I would like.... I wish they would just come around and ask. They could ask what I would like and they could even get it ready when they have time while I'm doing my other shopping – then I could go back and pick it up – would work great in the deli, too. Oh well, they aren't going to worry about us "mouldy oldies" so just get a bit of shrimp and move on.

The dairy department is pretty good except for the small containers are usually on the very top shelf and it can be a real stretch to get up there. I hope I don't drop my little jug of milk or get unsteady on my tiptoes, it can be so embarrassing. Couldn't they keep just a few a little bit lower? I've got to be careful what I buy here though as some containers are very hard to get open with arthritic hands. They do put directions on them but the print is so small or the same colour as the container. Not much help to me if I can't see it!!

The produce section is pretty good for me, except those bags that I just can't get open – oh well, I just need one or two of each thing – I don't need a bag for that. I do love the bags of salads – that is very helpful although there could be some smaller portions, too.

The bulk section would be great for me to get just a few things but it's so intimidating. High and you need to have steady feet and two good hands to fill the bags, maybe someone will be kind enough to help me.... and then, you have to try and write the number on the tag – my handwriting isn't very clear anymore. Oh well, I'll just skip it today – maybe I'll just get a container of peanuts – hope I can get that open when I get home.

Now, let's head for the till. The staff there are really very helpful although sometimes I feel very slow when I'm paying. It's so confusing now with all the cards and different ways to pay. I sure appreciate it when they help me pay and bag up my things. Sometimes, they even offer to help me to my car but I hate to bother them, they are so busy and I can manage. Off for home and time to get my purchases in and put away. Phew! I'm tuckered out.

Walking a mile in someone else's shoes is a great way to assess your business and how "senior friendly" it is. Take the "senior" challenge and ask yourself how you can help by finding simple yet innovative ways to serve all of your customers. After all, hopefully we will all be there one day.