



03-28-2017

Survey: Graphic Novel  
Inventory

26559

COMIC SENSE  
2007 WASHINGTON BLVD  
BELPRE OH 45714 US

Location: COMIC SENSE

**QUESTION**

**ANSWER**

**GENERAL INFORMATION**

<b>Date shop performed:</b>	3/28/2017
Day of shop:	Tuesday
Time visit began:	1:55 PM
Time visit ended:	2:05 PM

PHOTO OF STORE FRONT:



PHOTO OF STORE FRONT:



**PHOTO OF STORE HOURS:**



Was the assigned title/issue number available?

No

1. Type of location:

Free-standing

2. Were the store hours posted, or did you have to inquire about them?

Posted

**3. PLEASE SPECIFY THEIR STORE HOURS (DAYS AND TIMES).**

**Monday: 11:00 a.m. - 7:00 p.m**

**Tuesday: 11:00 a.m. - 7:00 p.m**

**Wednesday: 11:00 a.m. - 7:00 p.m**

**Thursday: 11:00 a.m. - 7:00 p.m**

**Friday: 11:00 a.m. - 7:00 p.m**

**Saturday: 11:00 a.m. - 7:00 p.m**

**Sunday: closed**

**"GENERAL INFORMATION" COMMENTS ABOUT THE LOCATION:**

The outside of the building is decorated like a comic book. The front door reads: "Welcome, Superheroes!" It is a freestanding building with an apartment above it.

## INQUIRY AND PURCHASE

### INQUIRY

1. Were you greeted when you entered the location?	Yes
1a. If YES, please specify what was said.	"Hi, how are you?"
1b. Please specify how long it took to be greeted (from the time you entered the location).	0-10 seconds
2. Was it easy to figure out where the new releases for the week are located?	Yes
3. Please specify the titles of the comic books you were to find.	<b>X-Men Prime and Old Man Logan</b>
4. Please specify the issue numbers of the comic books you were to find.	<b>1 and 20</b>
5. Were these specific title(s) and issue(s) available on the shelves?	No
5a. If NO, was an employee able to find a copy for you?	No

#### **5B. PLEASE SPECIFY WHAT THE EMPLOYEE SAID.**

**The employee said they would not be available until the next day and explained that new releases come out on Wednesday. He invited me back the next day to get the title.**

6. If applicable, please specify where it was located.	N/A: It was unavailable
7. Was the employee who assisted you friendly?	Yes
8. Was the employee who assisted you helpful and focused on you?	Yes

#### **Name/description of employee who assisted you on the sales floor:**

...Name:	<b>Jay</b>
...Sex:	Male
...Height range:	<b>5'10"</b>
...Age range:	<b>40-45</b>
9. Did the employee wear a uniform or a name tag?	Neither

#### **"INQUIRY" COMMENTS:**

**The employee was knowledgeable and helpful. He focused his time on me and assisted me when I inquired about the comic books. He suggested alternatives after he told me the comic books I wanted were not available.**

### PURCHASE

10. Did this location use a POS system (cash drawer with computer monitor) or a standalone cash register?	POS (cash drawer with computer monitor)
12. Were you thanked and/or given a sincere parting comment?	Yes

#### **"PURCHASE" COMMENTS:**

**I did not make a purchase. Nevertheless, the employee was cordial.**

**The payment system was POS with an iPad setup. The register was visible immediately upon entering.**

### IMAGE

**DESCRIPTION OF THE STORE LAYOUT:**

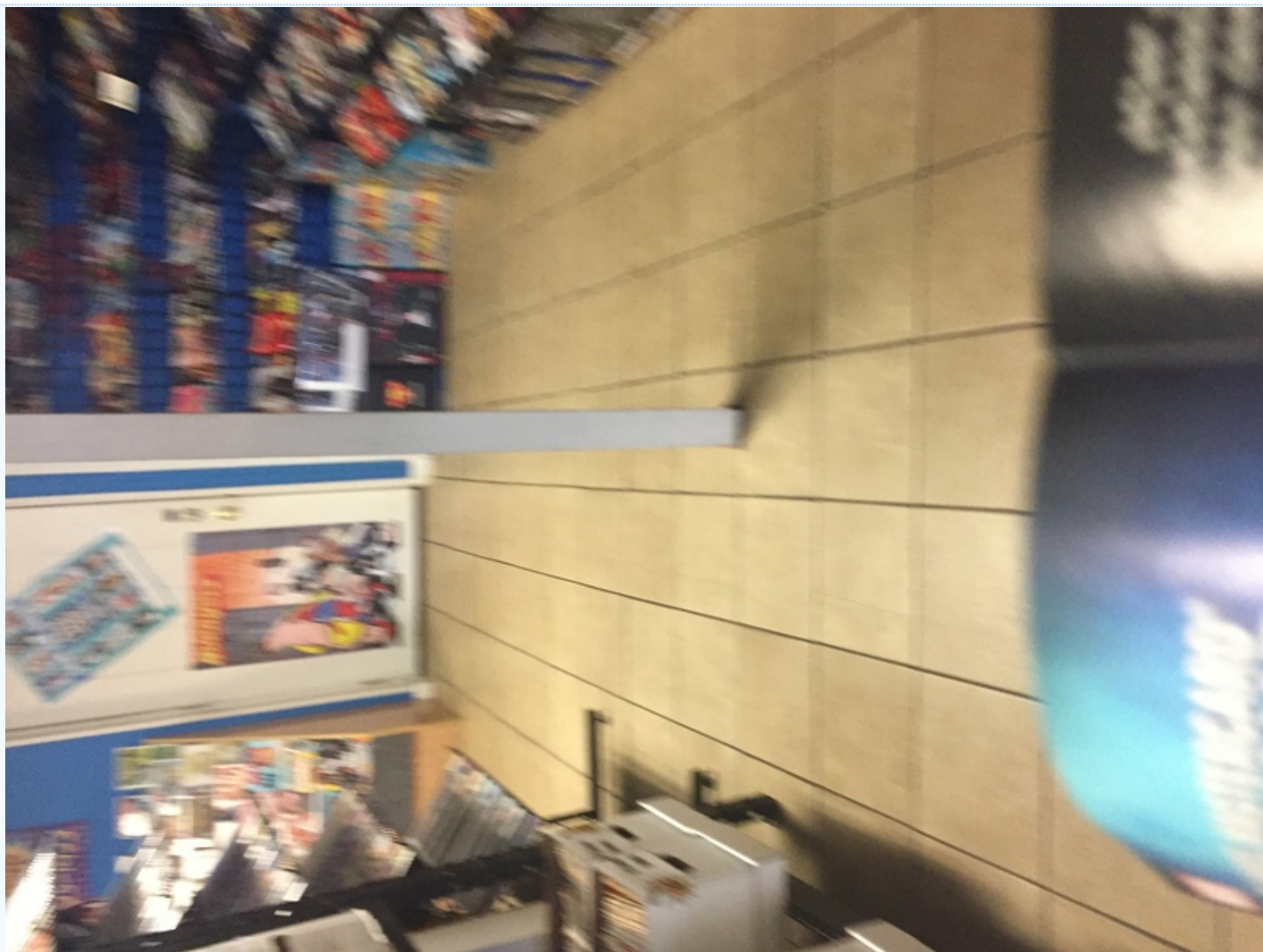
I entered the door and the cash register area is immediately to the right. The POS system is an iPad based system and there was a laptop from which the employee looked up information for me. Recent editions of comic books were on shelves similar to a library. They were stacked by title and were in chronological order. The 'new releases' were clearly marked.

One shelf in the middle of the store housed collectible comic issues in plastic sleeves. Another shelf had comic-related games. The far wall housed books.

To the far left of the entrance is a separate game room. No one was present, but the employee said they have gaming events in that area of the store. There were two arcade games as well as five tables with chairs.

I did not see a TV.

**INTERIOR PHOTO:**



1. Was there at least one TV in the store?	No
2. Was the floor clean and free of debris?	Yes
3. Were the shelves orderly and well stocked?	Yes
4. Was the store free of boxes on the floor and/or stacked against the wall?	Yes
5. Was the store well lit?	Yes
6. Was exterior signage visible?	Yes

7. Was the exterior of the store clean and free of debris? (If in mall, refer to the immediate entrance of the store.)	Yes
8. Were the employees clean and neat in appearance?	Yes
9. Were there gaming tables in use and/or were customers playing games while you were at the location?	No

**"IMAGE" COMMENTS:**

**The store is an older building with older shelving units, but it is clean and well-lit. There is a striking symmetry to the layout, with comic books in straight rows and games stacked neatly. Every inch of the wall is covered with images, giving the store a unique look. It's a nice blend of energy and order. The game room was off to the side, and looked very clean as well.**

**OVERALL IMPRESSION**

1. Have you been to this location before?	No
2. Did you feel comfortable in this location during your visit today?	Yes

**2A. PLEASE COMMENT ON WHY OR WHY NOT.**

**Although it is in an older building, the store was clean and well-organized. The employee was cordial and engaging. The street-facing exterior wall is decorated like a page from a comic book.**

**3. HOW WOULD YOU DESCRIBE YOUR PRIOR KNOWLEDGE OF COMIC BOOKS AND GRAPHIC NOVELS?**

**I had fairly minimal knowledge of comic books prior to the shop.**

**"OVERALL IMPRESSION" COMMENTS:**

**It is a nice store with a great layout and friendly staff. The careful organization makes it easy to shop. The inventory was impressive for being in a small town, and the employee said that he was able to get items quickly if they were not in stock.**