

Aim To encourage the student to accurately estimate quantities and present their estimation graphically.

Preparation VIEW Retail must be pre-installed on a stand alone PC or network (where licensed). The activity could be undertaken by an individual or group of students.

Students will need some support in beginning their exploration of VIEW Retail. This can be achieved through a quick demonstration of by using the 'student guide' first. The students may also benefit from having access to maps on a printed sheet, to help them navigate around.

Students will need the attached student sheet with a pen or pencil, writing on the sheet or on another piece of paper.

Links to WRL Mathematics

Outcomes Improved skills with VIEW
Familiarisation with topic content in VIEW
Improved numeracy key skills

Pre activity Some familiarisation with VIEW is necessary as the students need to look around the store.

Discussion about how to estimate and what the problems might be when counting people in a public place.

Divide the class into 6 groups, with each group taking a floor.

Remind students that the SHIFT key and CTRL key will allow them to zoom in and out to better locate customers in the distance.

Activity Each group counts and estimates the number of people in the store on each floor. Some discussion and adjustments are made for areas not seen and people missed by the camera.

The groups collate their answers for each floor

A simple bar chart or pie chart is produced showing the numbers of shoppers on all floors.

Post activity Discuss the validity of the count – was the camera’s presence an influence on customers that are seen?

Constructing a bar chart and a pie chart. How is this done and which best illustrates the data gathered?

Extension activities Perform similar public ‘counting’ exercise in a local shop, library etc (with permission).

Discuss how knowing where customers are and how many of them there are might be useful to the business.

How can people be electronically counted ?

What variations might be seen over the day and over the week, season ?

You will need...

You will need a paper and a pen or pencil to make some notes. Having a printed copy of the floor maps might be useful to help you find your way around.

The House of Fraser virtual tour was recorded on a quiet mid week day. Some floors are busier than others and some customers would move away when they saw the camera in action.

The Challenge

The Store Manager is thinking of moving some sales assistants to other floors at busy times. He says that some floors are busier than others but would like to prove his point. He asks you to do a quick count and estimate of customers at a particular time in the day and provide him with the results as data and as a graph.

Visit the floor assigned to you and see if you can count any customers on that floor, including the lift area.

Avoid counting customers twice if they appear more than once

Avoid counting staff as customers

Use the SHIFT key to zoom in and the CTRL key to zoom out to look as closely as you can.

In areas you cannot see make some reasonable estimates, eg in a changing room.

Collect your results and contribute them to the results for all the floors.

Discuss the accuracy of the count and what the results tell you. How accurate is your count – good, fair, poor? How confident are you in your results. How inaccurate could they be, 20%, 100%, 300%?

Some of you should produce bar charts and others pie charts. Which works better for the manager do you think?