

PEOPLE WATCHING IN



1 NOV 11:00AM-2:00PM

WHAT I DO

ORDER A MEAL AND STARTED OBSERVE THE PEOPLE AROUND ME



The activity I did was to sit in McDonald's and observe the customers of McDonald's, their different needs and behaviors and emotions.

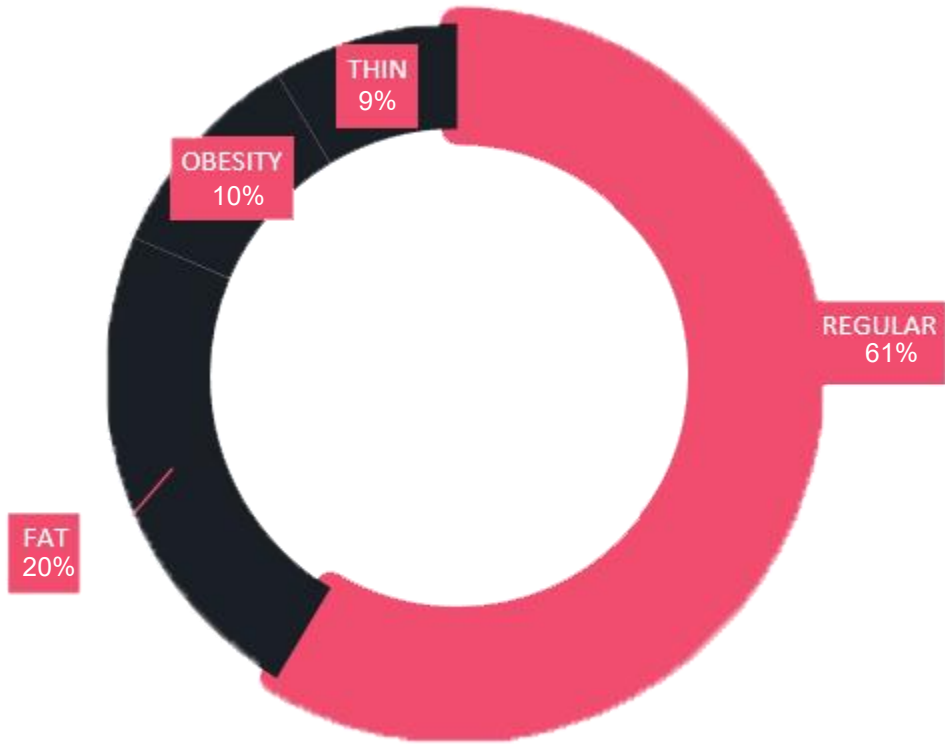
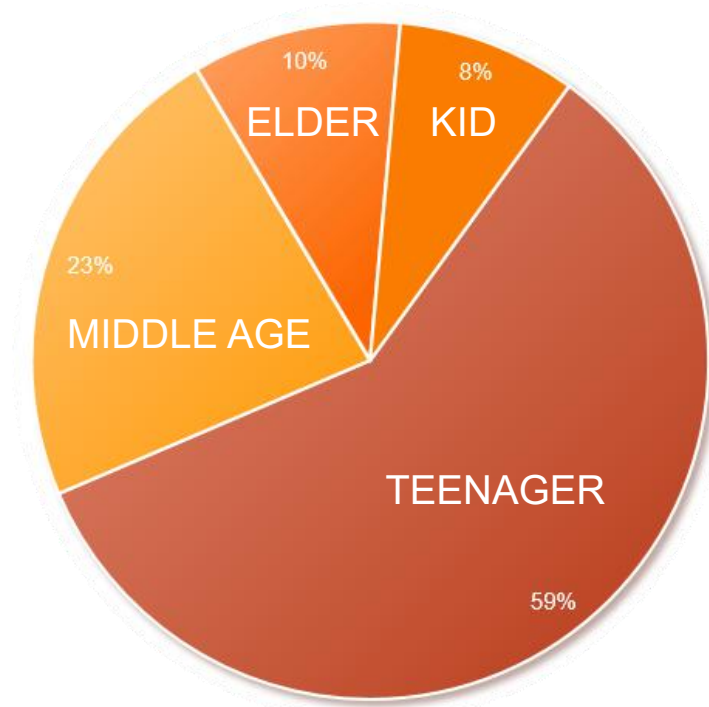
USE THE METHOD OF TAKING PHOTOS TO RECORD WHAT IS HAPPEN





After some time, I randomly selected several passers-by and conducted a brief interview with them, including asking them for information and the purpose of their visit to the place.

ANALYSIS OF DATA



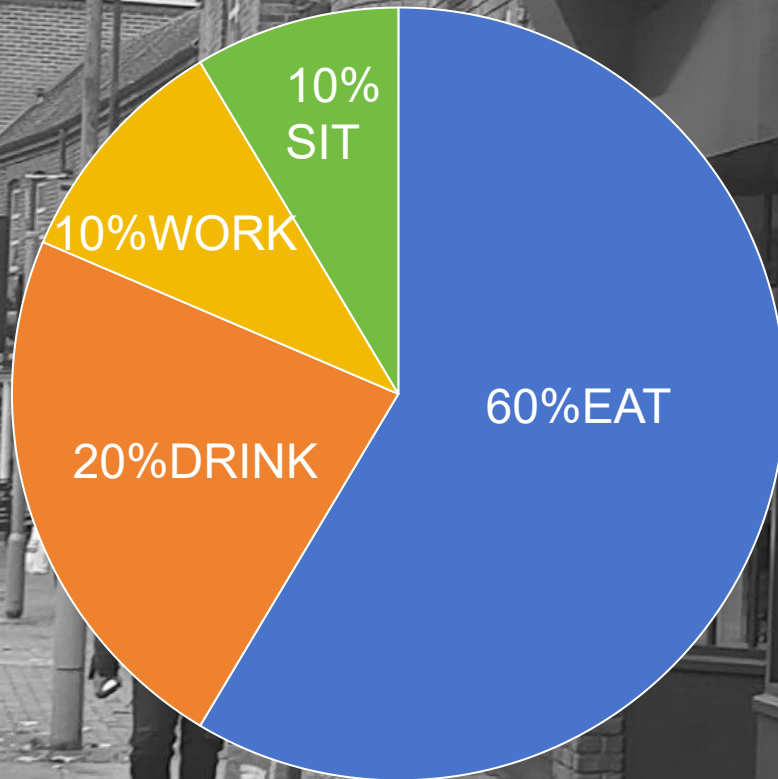
After that, I conducted a series of data analysis and made some different charts to complete the visualization. Among them, I found that young people accounted for the majority of the population of McDonald's, followed by middle-aged people, and the proportion of old people and children was the least. As can be seen from the second figure, this kind of fast food brand, which is rich in high calories, seems to have become the cause of some people's obesity. There were almost three times as many obese people as skinny people.

ANALYSIS OF DATA



From the race perspective, in addition to the white people living in the local consumption, McDonald's also seems to become the first choice of international students for lunch.

In one hour of statistics, I met a total of 15 white people, nine Chinese people, six Indian people, and six people who looked like mixed-race people.



IDEATION



In McDonald's here I found many young parents pushing baby strollers to eat with their children, which is almost rare in China, because in the eyes of most Chinese parents, such fast food is not a representative of health, so they rarely bring children under the age of five to McDonald's.

And I found that the infrastructure in McDonald's UK is very friendly for people with disabilities. For example, this long, low slope may not have such a design in most McDonald's stores in China.

I think this is something they really need to learn and improve. Another point that I think is not very convenient is that in China, we basically only need to use mobile phones to order food, after coming here, we have to queue up to use the ordering machine, which sometimes seems to cause some unnecessary waste of time and space.

