PEOPLE WATCHING

OPEN HOUSE DELI in the heart of Winchester is a healthy, delicious light food bar with fresh ingredients and a focus on sustainability at its core. Being in the heart of the neighborhood, OPEN HOUSE DELI attracts local residents, especially the fitness and office crowd.

This project aims to summaries the user behavior, user data and user sentiment of OPEN HOUSE DELI through in-depth observation and data recording in a research study using the COLLECT and COMPREHEND approaches of the 5C design theory.
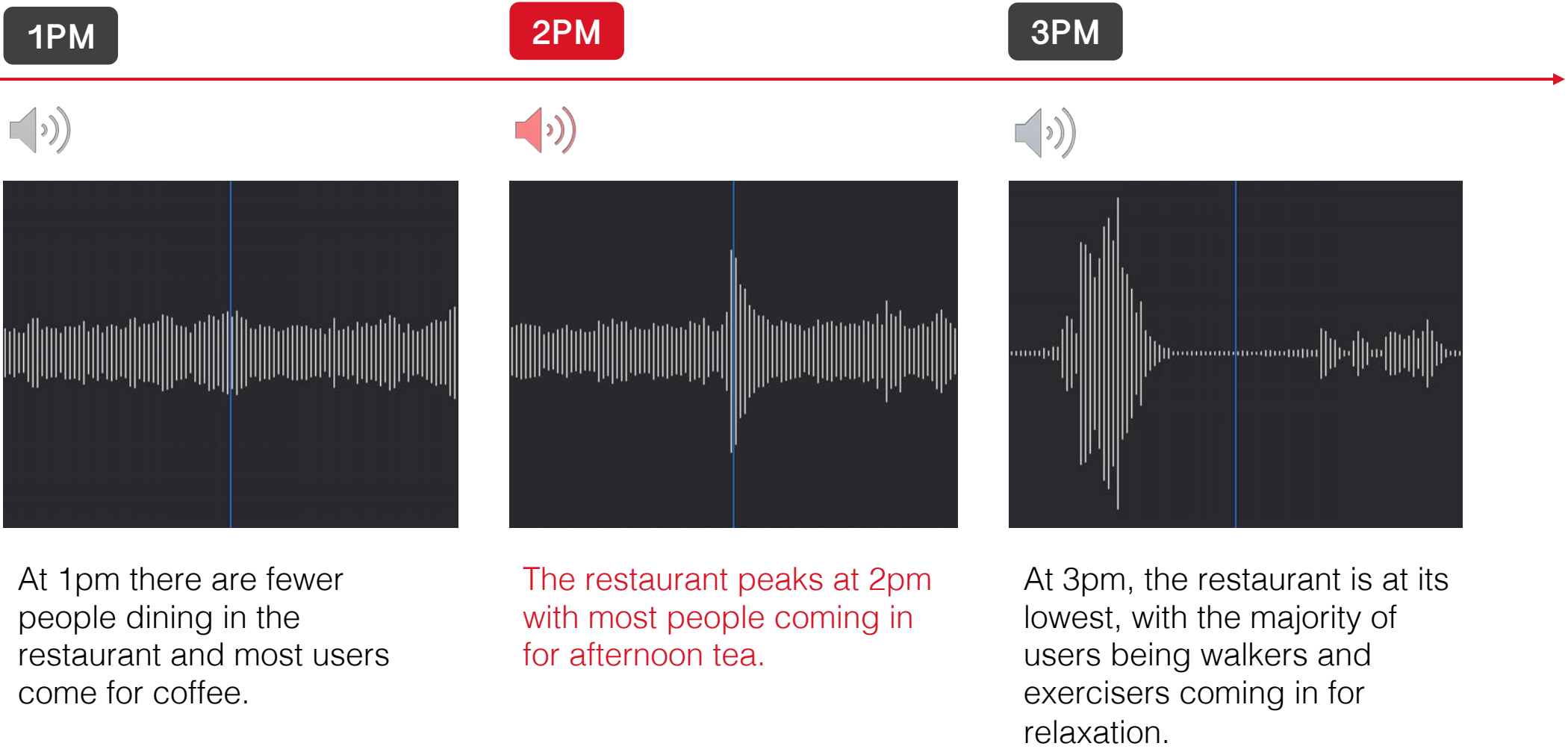
OPEN HOUSE DELI

open house deli is a light restaurant in the center of Winchester.

Specializing in healthy meals, desserts and coffee. The interior is colorful and warmly lit.

AUDIO TIMELINE – USERS&LOCATION
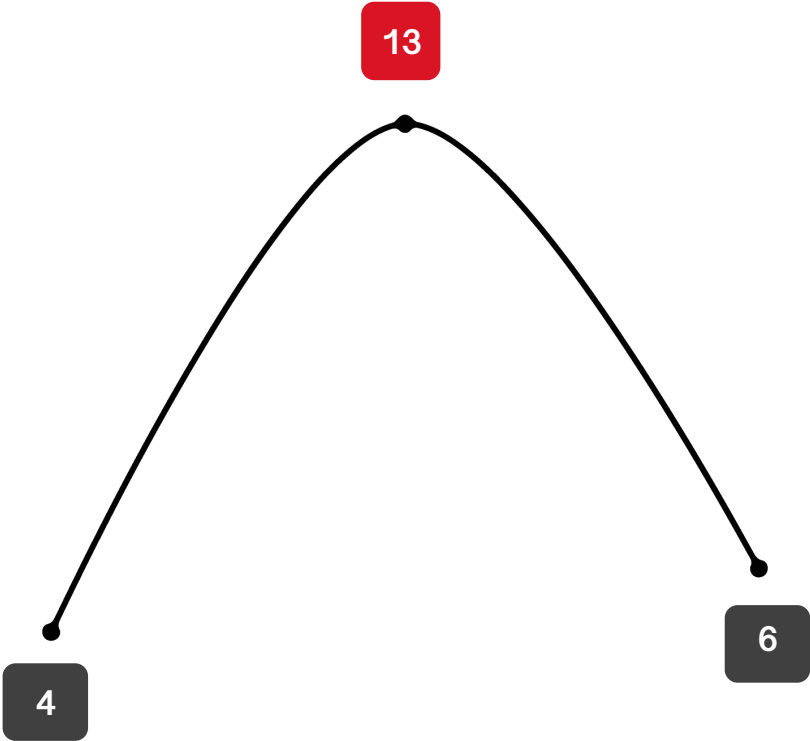
1PM

2PM

3PM

At 1pm there are fewer people dining in the restaurant and most users come for coffee.

The restaurant peaks at 2pm with most people coming in for afternoon tea.

At 3pm, the restaurant is at its lowest, with the majority of users being walkers and exercisers coming in for relaxation.
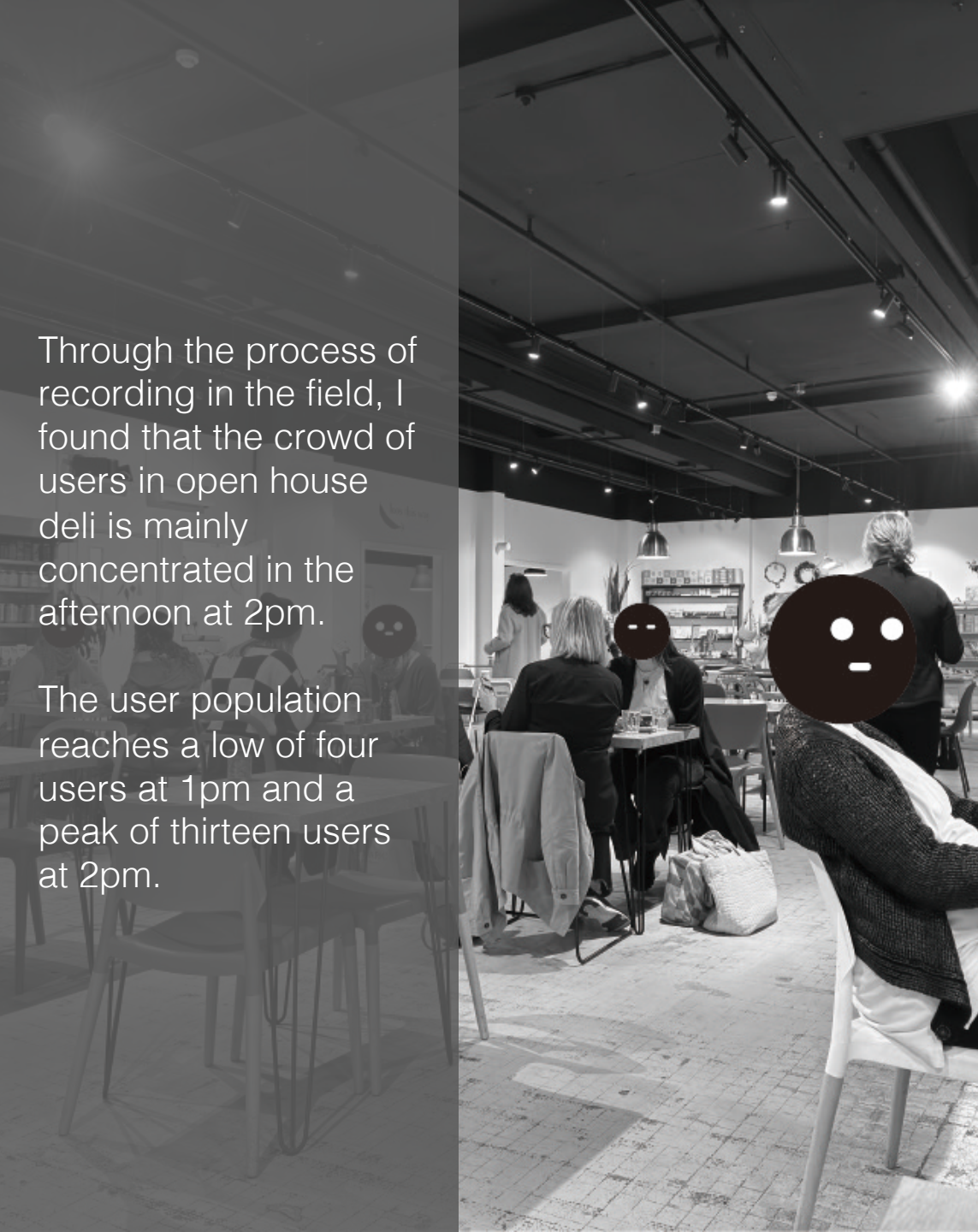
USER STATIS TICS

13

4

6

Through the process of recording in the field, I found that the crowd of users in open house deli is mainly concentrated in the afternoon at 2pm.

The user population reaches a low of four users at 1pm and a peak of thirteen users at 2pm.

USER EMOTION

👤 ✖ **20**

Through the three hours of recording in the field, I accumulated data on the emotions of 20 users.

Most of them showed pleasant emotions (15) and a small number showed negative emotions - frustration (3) and anxiety (2).

USER BEHAVIOUR

30%   **60%**   **10%**

In the course of recording user behavior, I found that 60 per cent of users were talking to other people, 30 per cent were using laptop devices and 10 per cent were using headset devices.

USER BIOGRAPHIES

Abandonment - Takeaway Coffee Cup

Mobile Devices - Smartphones & Laptops

Abandonment - Dine-in Coffee Cups & Cutlery
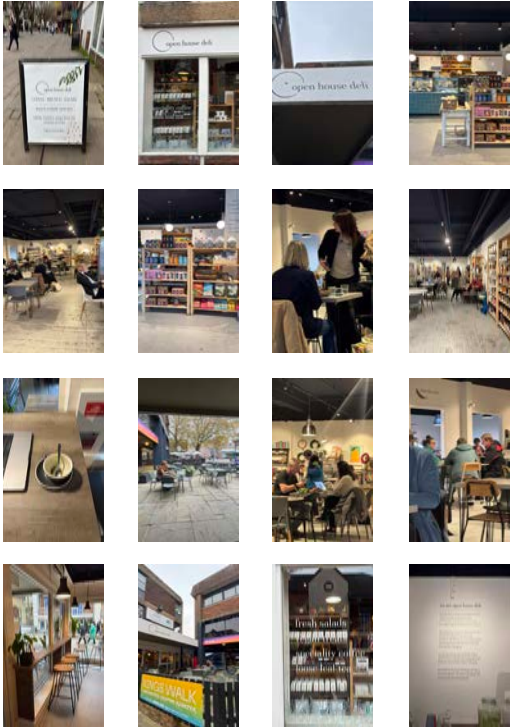
RESEARCHPROCESS

Brief-1 Analysis

Help me understand the goals and tasks at the heart of the project
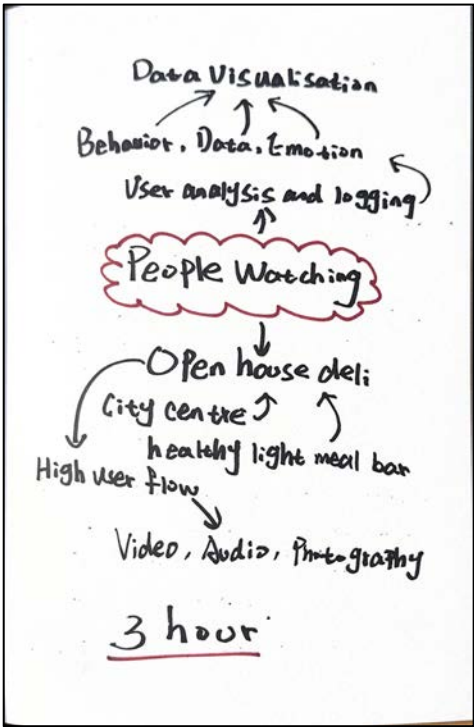
Mind map of brief-1

Organizing ideas for my subsequent field research

Field study (photographic evidence)

Provide primary visual support and evidence support for my research