

Project 1

# People Watching

Waterstones(2:00 PM - 5:30 PM)

October 19

Jiayi Wen

# Observation Overview

Objective: Understand the user flow and behaviors in Waterstones Bookstore.

Observation Time: 2:00 PM - 5:30 PM.

Key Characteristics of the Space:

No seating area for users.

Users need to stand or keep moving.

Observation Method:

Recorded user demographics, movement patterns, and activity types.



## High User Mobility:

Most users spent time walking through the store.

Few users stopped to read for long durations.



## Browsing Patterns:

Users frequently moved between shelves.

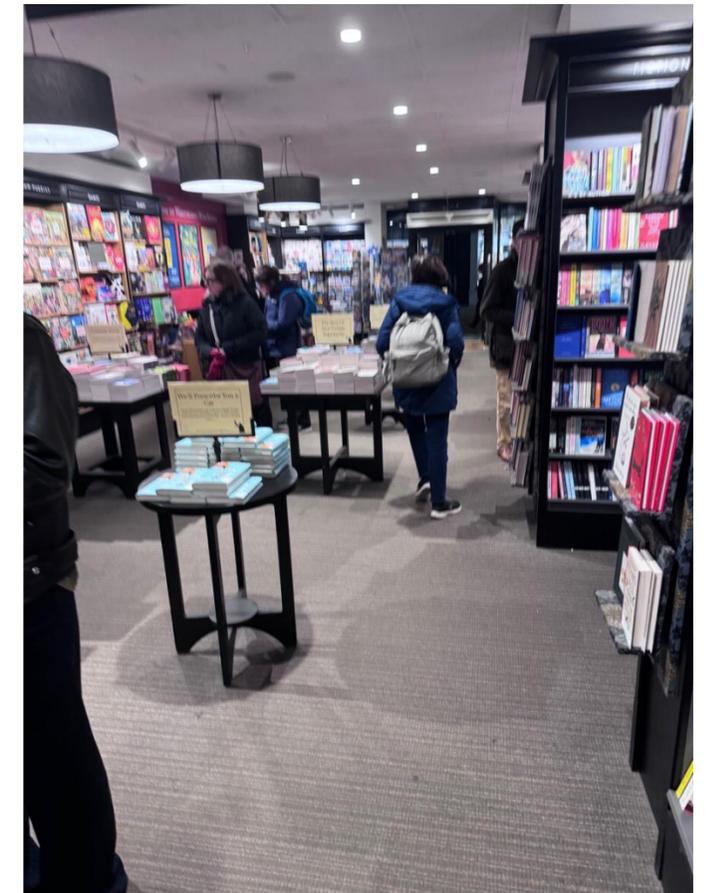
Comparisons of books before making decisions were common.



## Standing Behavior:

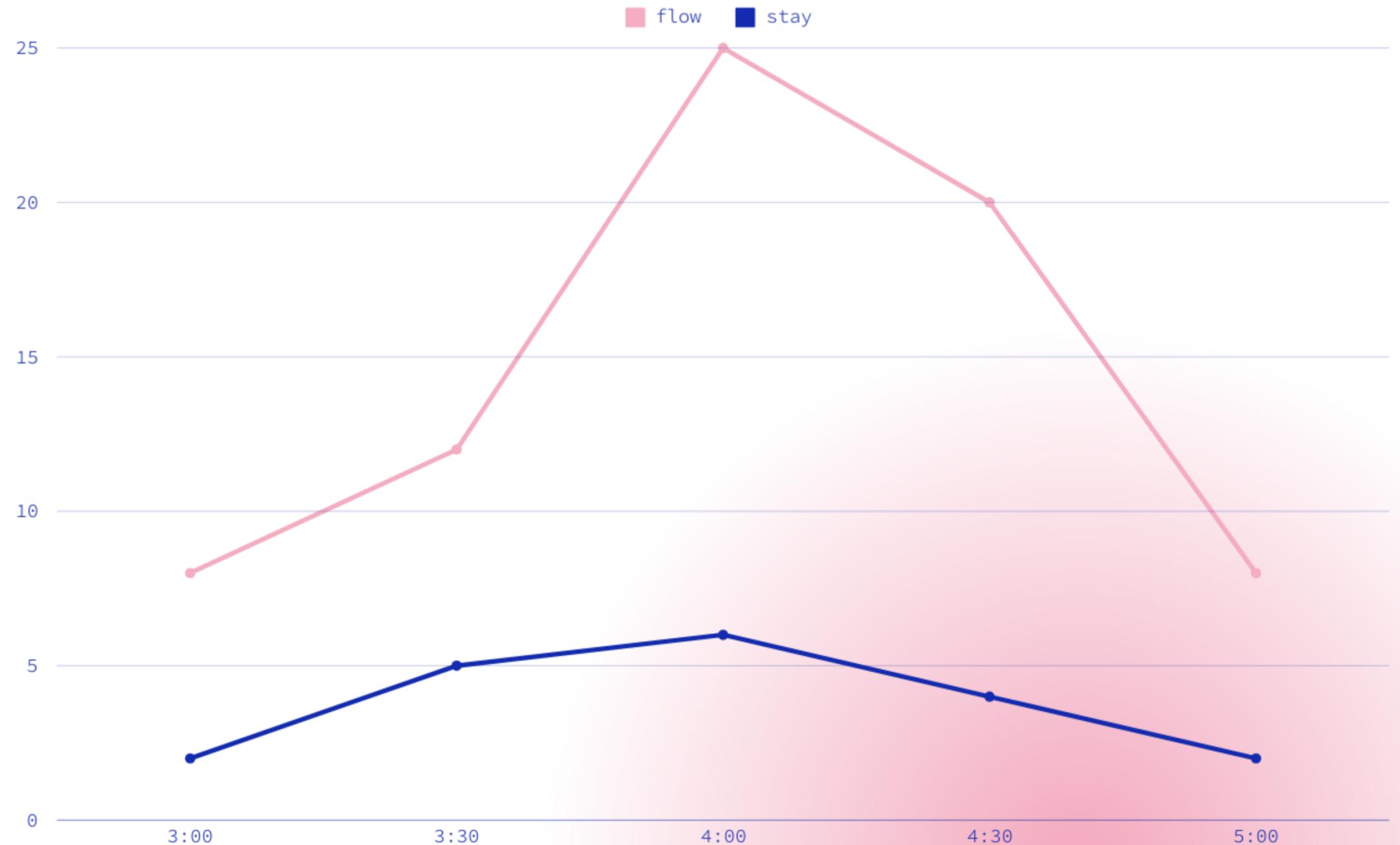
A minority (approximately 5-10%) stood for longer durations at specific shelves.

Most interactions were quick and transient.

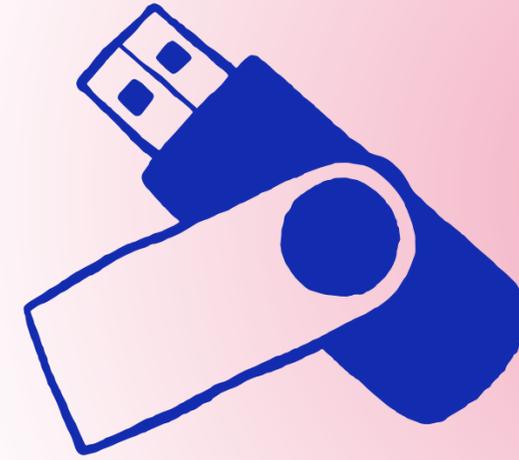
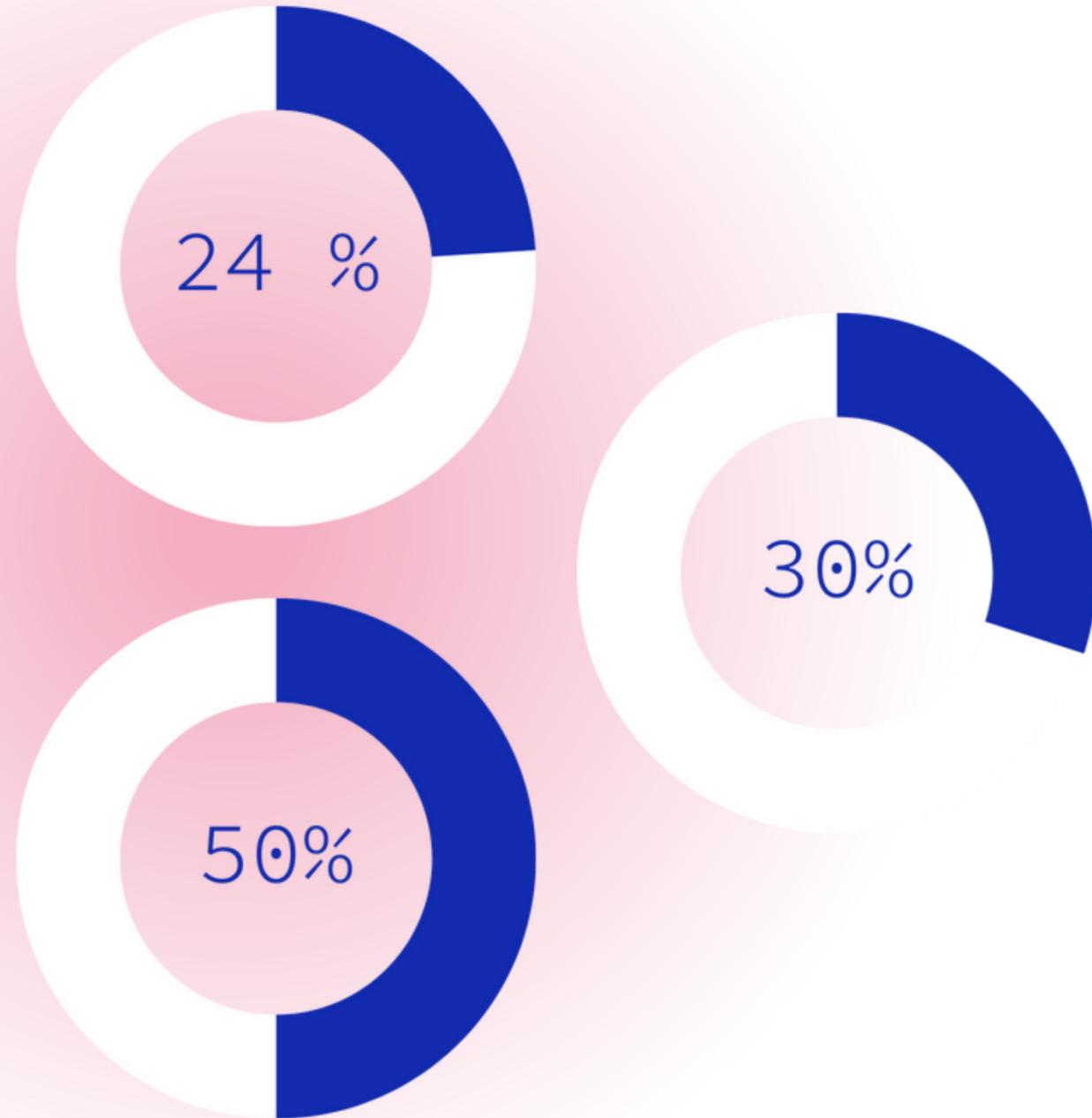


# User Flow Patterns (Over Time):

The bookstore does not have a sitting area, so the turnover rate is very high, there are 2-5 regular customers who stop to read in the bookstore, 15 mobile customers in the bookstore at 3:30, up to 25 at 4:30, and a minimum of 8 at 5:30 when the store is about to close.



## Data Visualization



- 50% Elderly users: Predominantly browsing and occasionally purchasing.
- 30% Families (parents and children): Primarily in children's book sections.
- 20% Teenagers and Middle-aged users: Limited browsing and quick purchases.



## Emotions and Reactions

### a. Children

Observed behaviors: Excitement and curiosity.  
Emotional reactions: Enthusiastic engagement with colorful books and interactive content.  
Common scenario: Parents guiding children while they actively browse or pick books.

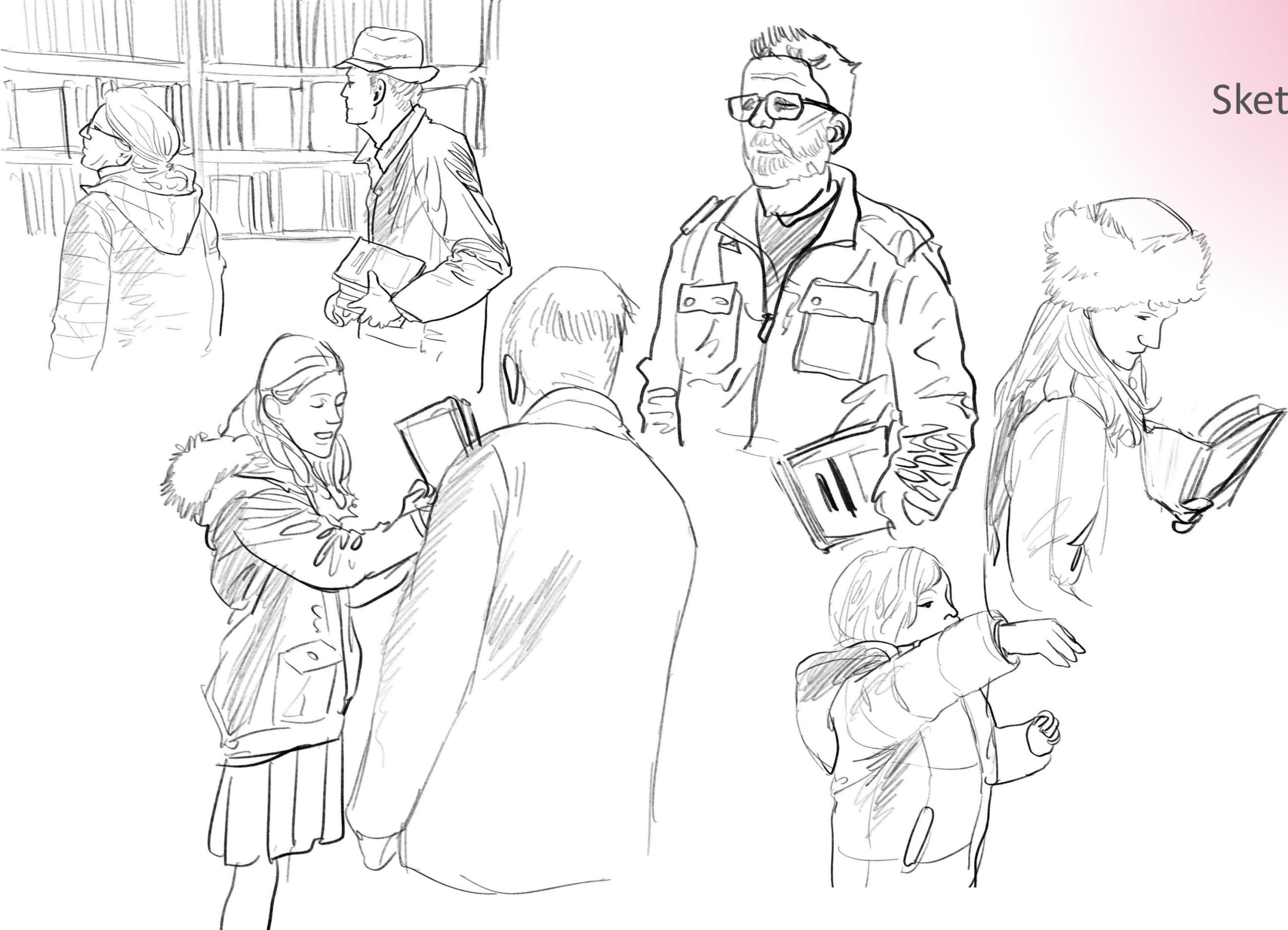
### b. Teenagers

Observed behaviors: Often in groups or pairs, chatting and laughing while browsing.  
Emotional reactions: Relaxed and social, treating the bookstore as a casual hangout spot.

### c. Elderly Users

Observed behaviors: Quietly moving through sections, occasionally stopping to examine books.  
Emotional reactions: Calm and reflective, showcasing a deliberate and focused engagement with the environment.

# Sketches



# Insights and Observations

## No Seating Area Impacts User Behavior:

High user flow rates indicate the lack of seating encourages movement rather than prolonged stays. Few users read books standing, suggesting the environment may not support long-term engagement.

## Demographic Skew Toward Elderly Users:

Elderly users form the majority, reflecting a possible trend toward paper-based reading being more favored by older generations. Families and children utilize the store for specific sections but spend less time overall.

## Youth and Middle-aged Users:

Smaller group with targeted visits; primarily quick purchases or browsing.

# Conclusions

Elderly users dominate the observed demographic, reflecting a growing trend of physical book readership among older generations. Their deliberate and reflective engagement highlights the importance of creating a welcoming and comfortable environment tailored to their needs.

The absence of seating areas discourages prolonged stays, leading to higher user turnover and shorter engagement periods. This limits opportunities for deeper interaction with books and a richer user experience, potentially impacting overall sales and user satisfaction.

The highest user flow occurs at 4:30 PM, making this an optimal time for customer service efforts, such as offering personalized recommendations or conducting promotional activities to maximize engagement during this critical window.

Thank you  
for listening!