



People Watching at hmv

Home of entertainment

13:17PM-16:24 PM

2 November 2024

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The study analyses the user behaviour and space utilisation of different user groups of hmv in order to understand how different users interact and their needs, with a view to exploring ways to enhance the user experience.

Aim

Objective

A 3-hour static observation of users in the hmv focusing on foot traffic, mood, behaviour and interactions.

Overview

Methodology

Direct observation, take notes, photography, audio recording.

Tools

Camera, Phone, Notebook, iPad, Clock

Location & Inspiration



Address: Units 38, 40 The Brooks, Winchester SO23 8QY

Why choose hmv?

• Higher Foot Traffic:

After a couple of stampedes, I've noticed a high rate of congregation here on weekend afternoons, with a concentrated and consistent flow of traffic.

• Diverse customer base:

Appeal to customers of different ages and interests. From young pop culture enthusiasts to older retro music fans, it can show how people of different generations and cultures interact, consume and choose entertainment.

• Frequent Interpersonal Interactions:

User often engage in lively discussions, share opinions, or experience cultural moments with friends or staff. These social behaviours and the formation of social connections in public spaces allow me to observe multiple patterns of human behaviour.

Spatial distribution of hmv



technology

Occupying a smaller area, furthest from the entrance.



film & TV

The area is second only to the music area and is generally more middle-aged and older, with more men than women.



clothing

The area is only slightly larger than the play area, with more married ladies staying.



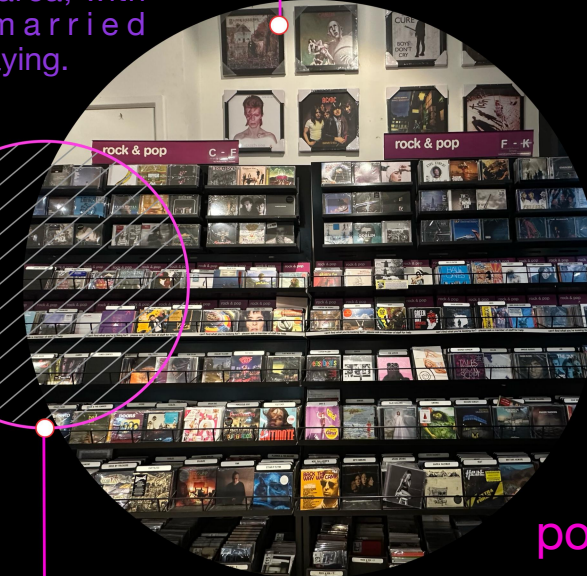
gaming

Occupying the smallest area, customers' stay time is also the shortest, there are far more males than females, and there are far more young than middle-aged and old people.



music

It covers the largest area, is stylised and not all clustered together, and is the area with the highest age, span, and, buzz of foot traffic.



pop culture

Taking up an area second only to the music and film & TV areas, parents with children and groups of teenagers are generally prone to stopping by and interacting.



User — — Staff member



These were the users who stayed the longest and most regular during my observation.



some were responsible for organising items

some were mainly responsible for talking to customers and helping them find what they wanted

some were responsible for cashing and checking out

User — — Clientele



child

Children didn't show up much during the time I observed, they usually came with their parents and siblings and were immediately happy to share anything they saw that they liked.



teenager

Teenagers are more likely to come with friends and like children will be happy to share with those around them, they are the most active user group in the space.



senior citizen

Unexpectedly, it was found that Senior citizen user groups make up the largest percentage and they come alone at a much higher rate than any other age group.

The proportion of men coming alone is higher than that of women



young adult

I've observed that young adults are the users with the most purchasing power, they are generally targeted in a certain area and dress the most individually.



adult

Most middle-aged people travel in couples, but they don't stay together all the time; they prefer to separate to go where they want to go.

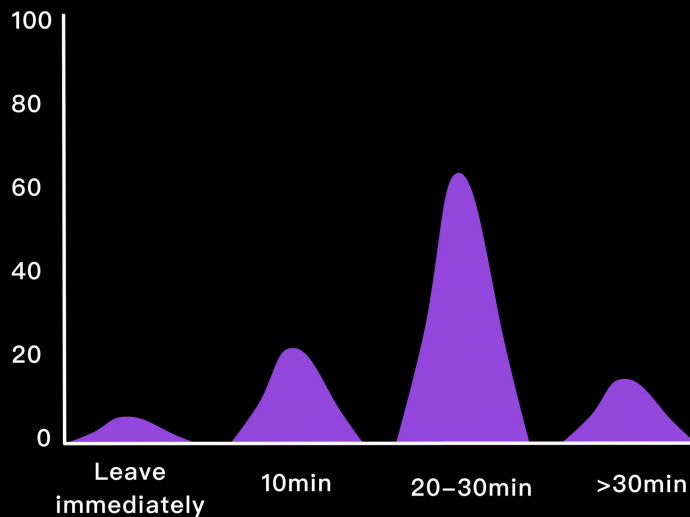
User Statistics



Genders



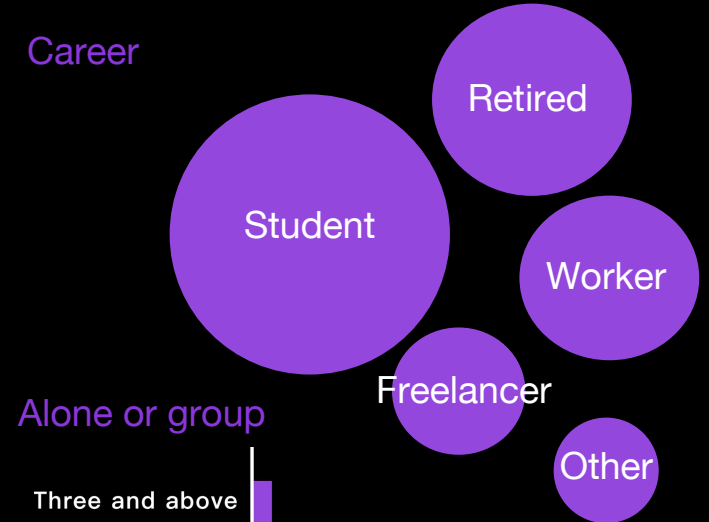
Length of stay



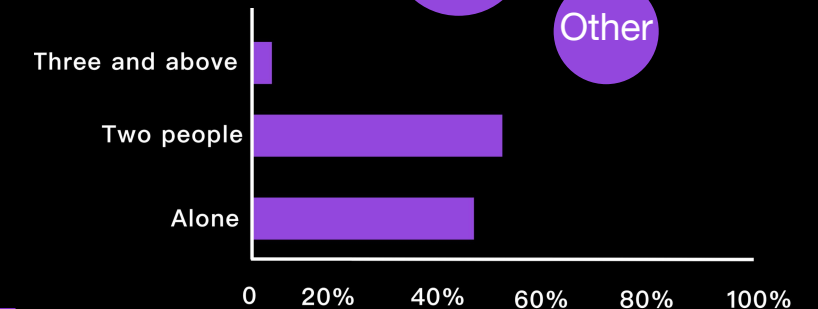
Intentions



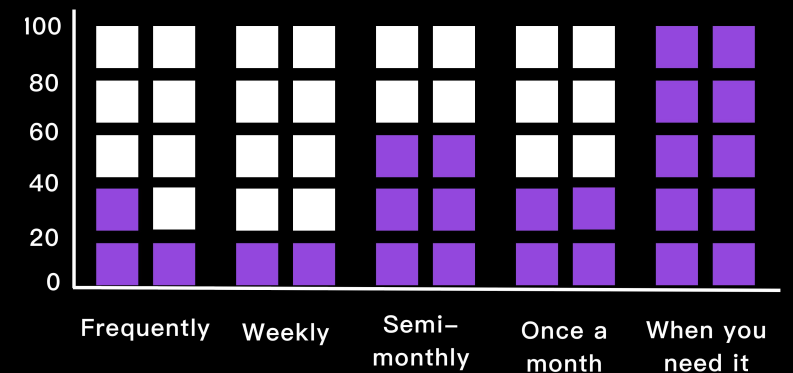
Career



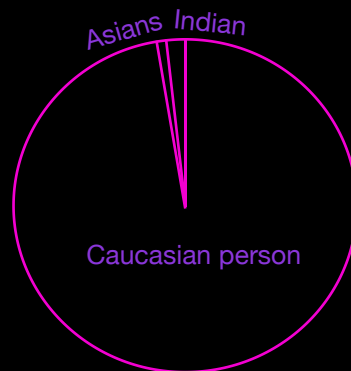
Alone or group



Frequenc



Race



Population density trends

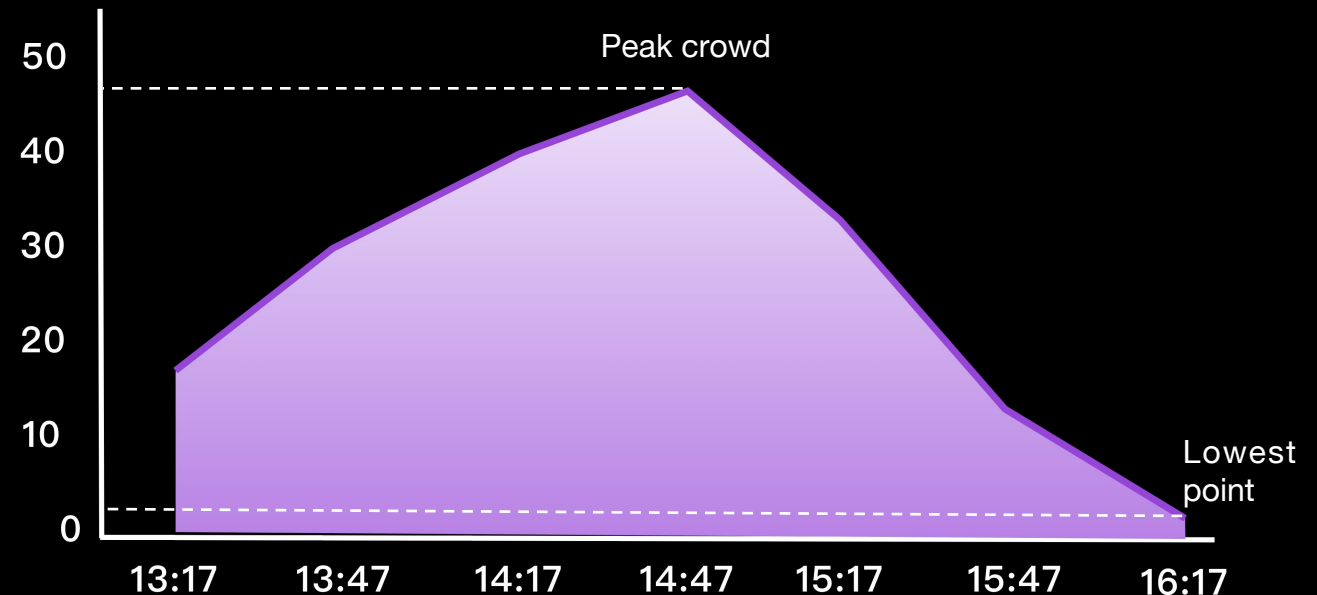
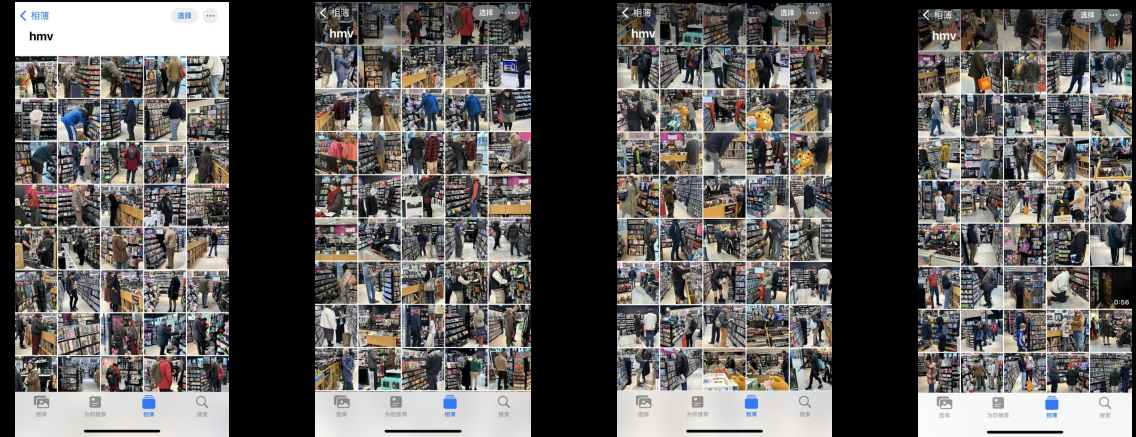


Fluctuations in population density during the observation period:

13:17PM: About a dozen people, The longest stay was made up of teenagers interested in pop culture and games and families with children.

14:00PM: At the peak of the crowd, there were a lot of people coming in and out, from young adults to the elderly, basically music lovers and users with the strongest purchasing power.

16:00PM: Foot traffic was freezing, with only a few sporadic users and an average of only one user entering almost every ten minutes.



Feelings



Visual

A wide range of neatly organised merchandise makes a strong visual impact as soon as you enter the shop.

Especially in the film and music album section, the display and colour scheme of the products attracted customers' attention.



Film posters and music album covers are displayed on the walls and pillars, creating an immersive visual experience for users.



Users can physically touch items such as CDs, vinyl records, DVDs, dolls, etc. and feel their texture and weight.



Touch

Users also engage in touch behaviours when they see something they are interested in or are looking for.

More than 99% of users are tactile in this space.

In the Technology area, customers can try on headphones and record players to get a feel for the sound quality and comfort of different audio devices.



Aural

Sound of users discussing and sharing

Sound of background music playing in the shop

Sound of collision between users searching for products

Sounds of staff exchanging ideas



Emotions



From entering the shop to leaving, each touch point may trigger a different emotional response. Below are the emotional changes experienced by users along the way:

Upon entering the hmv:



Curiosity



Excitement



Anticipation

Browse and select in:



Excitement



Satisfaction



Confusion

When interacting and experiencing:



Pleasure



Surprise

At checkout and departure:



Hesitation



Contentment

At the time of purchase decision:



Pleasure



Contented

Behaviors



Browse & Explore

Customers enter the shop and start browsing freely. Explore the different categories of products. Look at details such as front and back covers, labels, prices, etc. Compare different products and evaluate whether to buy or not.



Social interaction

Many customers come with friends and family and during the shopping process they discuss products, exchange opinions or share their favourite products. Some shoppers also share on social media platforms, participate in community discussions, or seek recommendations and reviews from others.



Stay & Experience

Interactions typically occur in the audition and poster areas of the shop. These interactive experiences help customers to better understand the product and thus make purchasing decisions.



Search & Query

Customers will follow shelf labels to search on their own or ask shop staff for details of a specific product, stock status, price and other information, or even ask for recommendations of similar products.



Buying behaviour

After completing their shopping, customers will go to the cashier to check out, some may choose to pay online, while others may use their membership card to settle the bill.

Noteworthy Activities



Sketch 1. A father pushing a child in a pram looking for cartoons in the film&TV area.



Sketch 2. A grandfather in a baseball cap with a camouflage rucksack and washed-out jeans, pushing his luggage, picking out a record.



Sketch 3. The staff lady helped the user to find the desired album.



Sketch 4. A little girl is attracted by the film poster and is poring over it.



Sketch 5. The staff lady helped the user to find the desired album.



Sketch 6. A young man smiles happily after searching for a long time and finally finding the vinyl he wants.



Sketch 7. The woman is teasing the baby in the pram with a doll.



Sketch 8. A grandfather in a very cool denim waistcoat is looking for rock records.



Sketch 9. The little boy found his favourite toy and ran to share it with his grandfather, who was looking for the film.