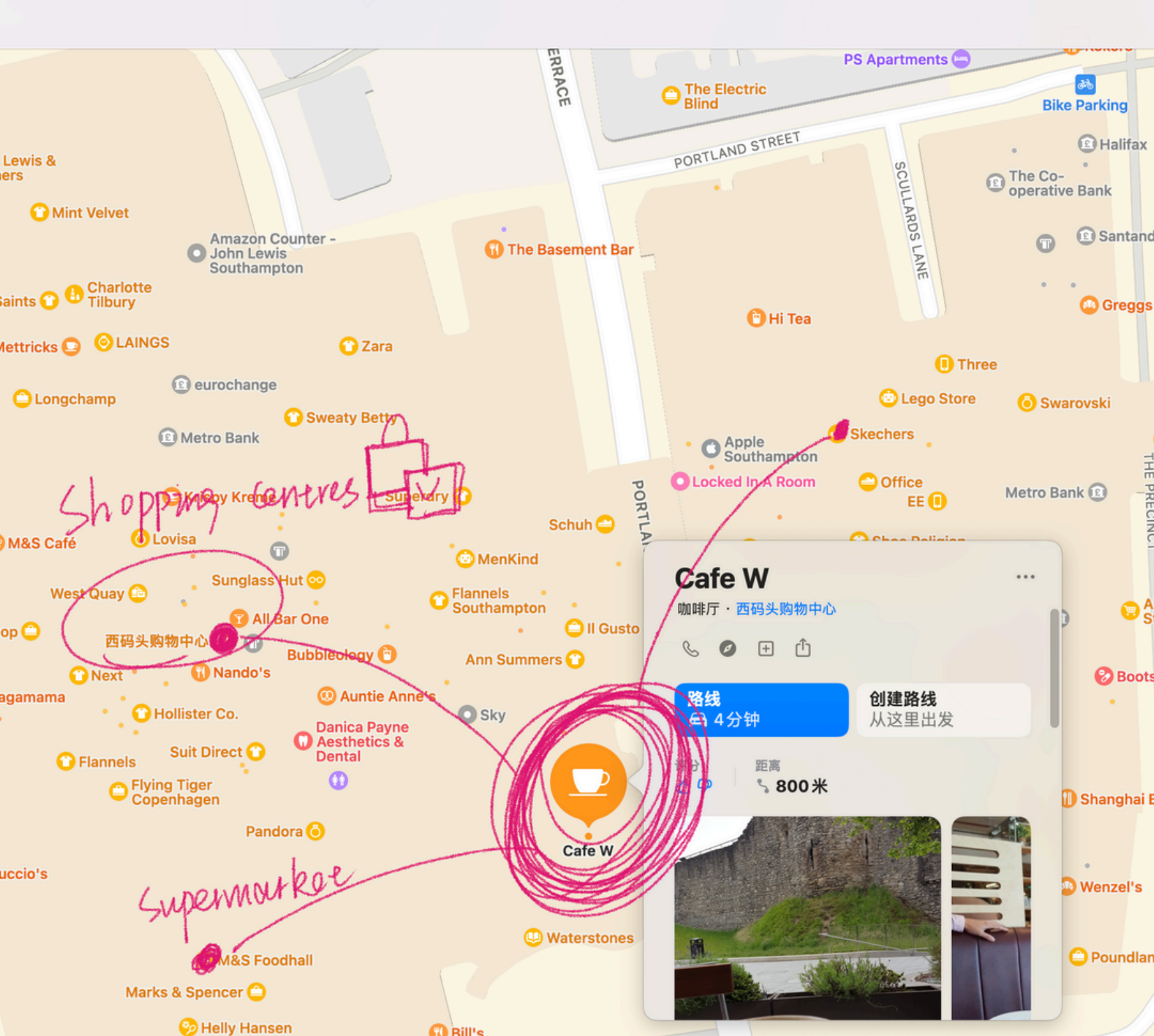# PROJECT 1 PEOPLE WATCHING

Design and New Media
ARTD6115

SENYAO WANG

# ■ Location - Cafe W



Cafe W is located near the Westquay shopping center and is surrounded by stores such as Zara, Marks & Spencer and Hollister Co., showing that the area is a popular location for shopping and leisure.

The cafe is also surrounded by restaurants (such as Wagamama and Nando's), as well as other leisure and entertainment venues (such as Showcase Cinema and Hollywood Bowl), suitable for shopping or relaxing after fun.

# Demographic Groups

Students, seniors, freelancers, and mall visitors are the primary demographic groups being observed

Comfort and privacy
Customers tend to choose soft seats or sofas for extended stays, especially when they need to work or relax.

The time of day influences their choice.
During peak hours, customers are more inclined to choose compact seating for quicker access, while during off-peak hours, they prefer spacious and comfortable seating.

Social interaction space
Open public seating, such as shared tables and bar seats, is also a preferred choice for customers.

# ■ Popular Seating Preferences

# Seating preference statistics

Seat Usage Heatmap in a Coffee Shop (Custom Color)
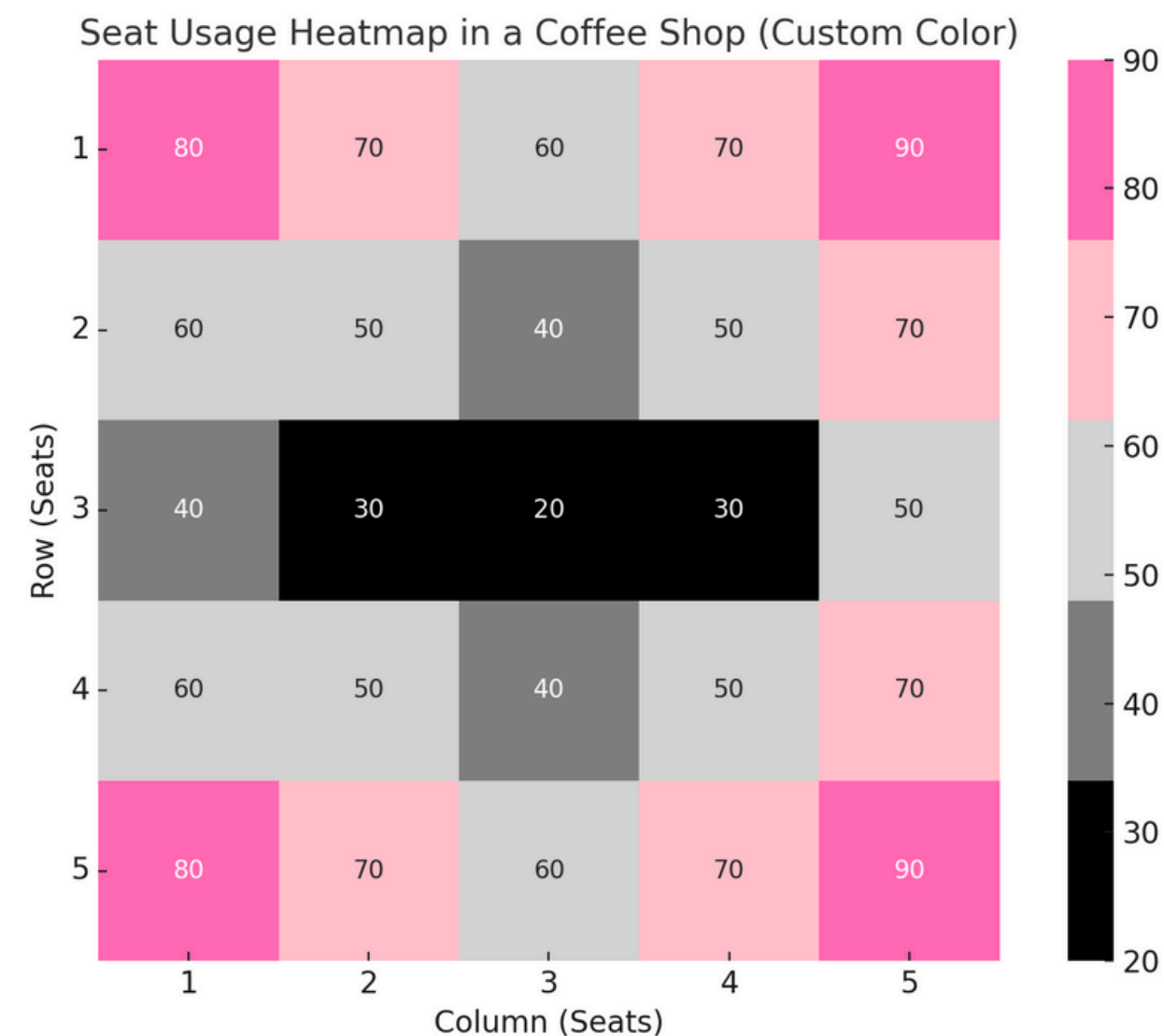


The figure above shows the use of black, white and grey powder in the cafe seat utilization heat

Depth (black, gray) indicates areas with low usage.
Light gray to pink indicates a gradual increase in usage
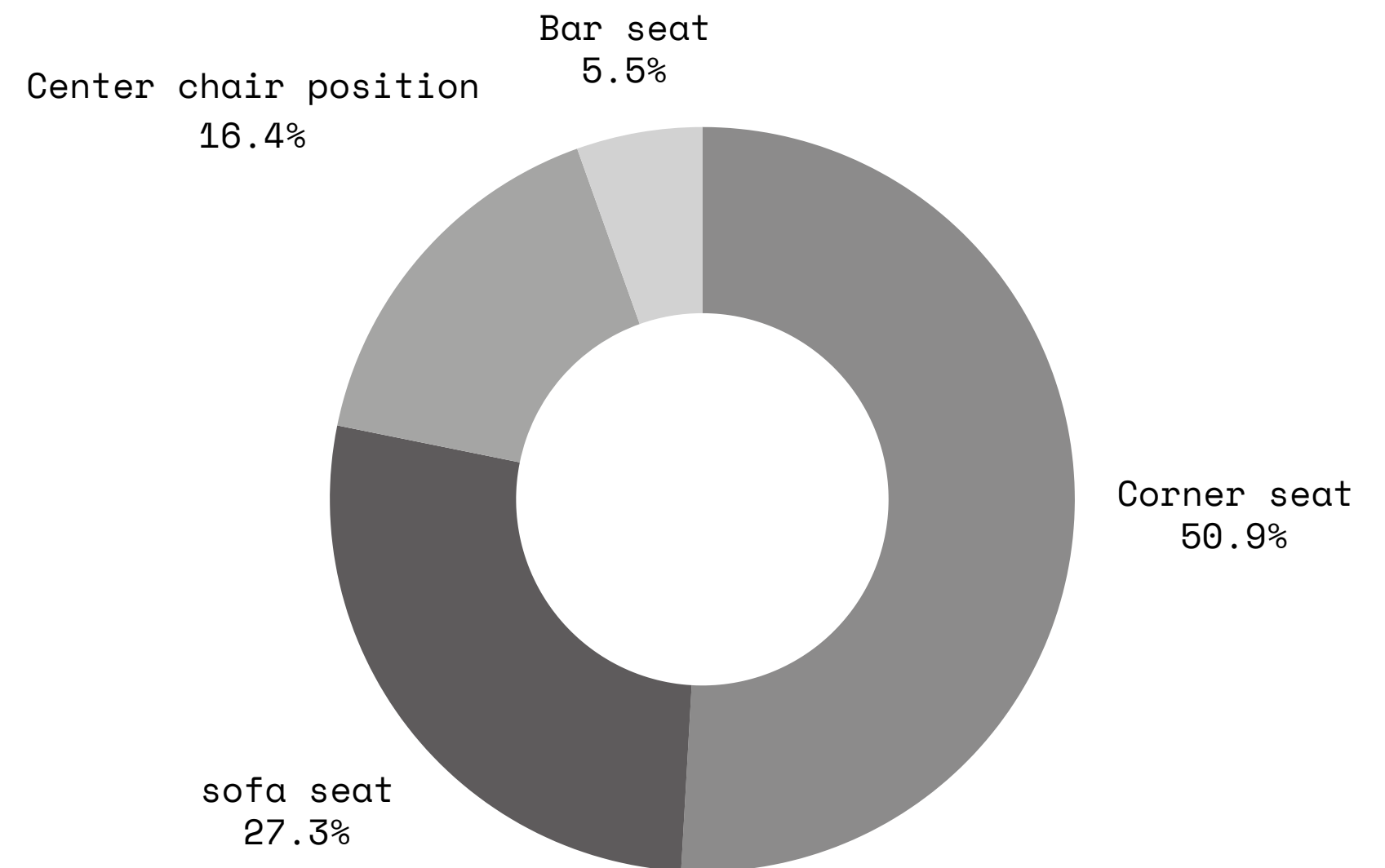


Corner Seat: the highest choice. This indicates that consumers prefer corner seating.
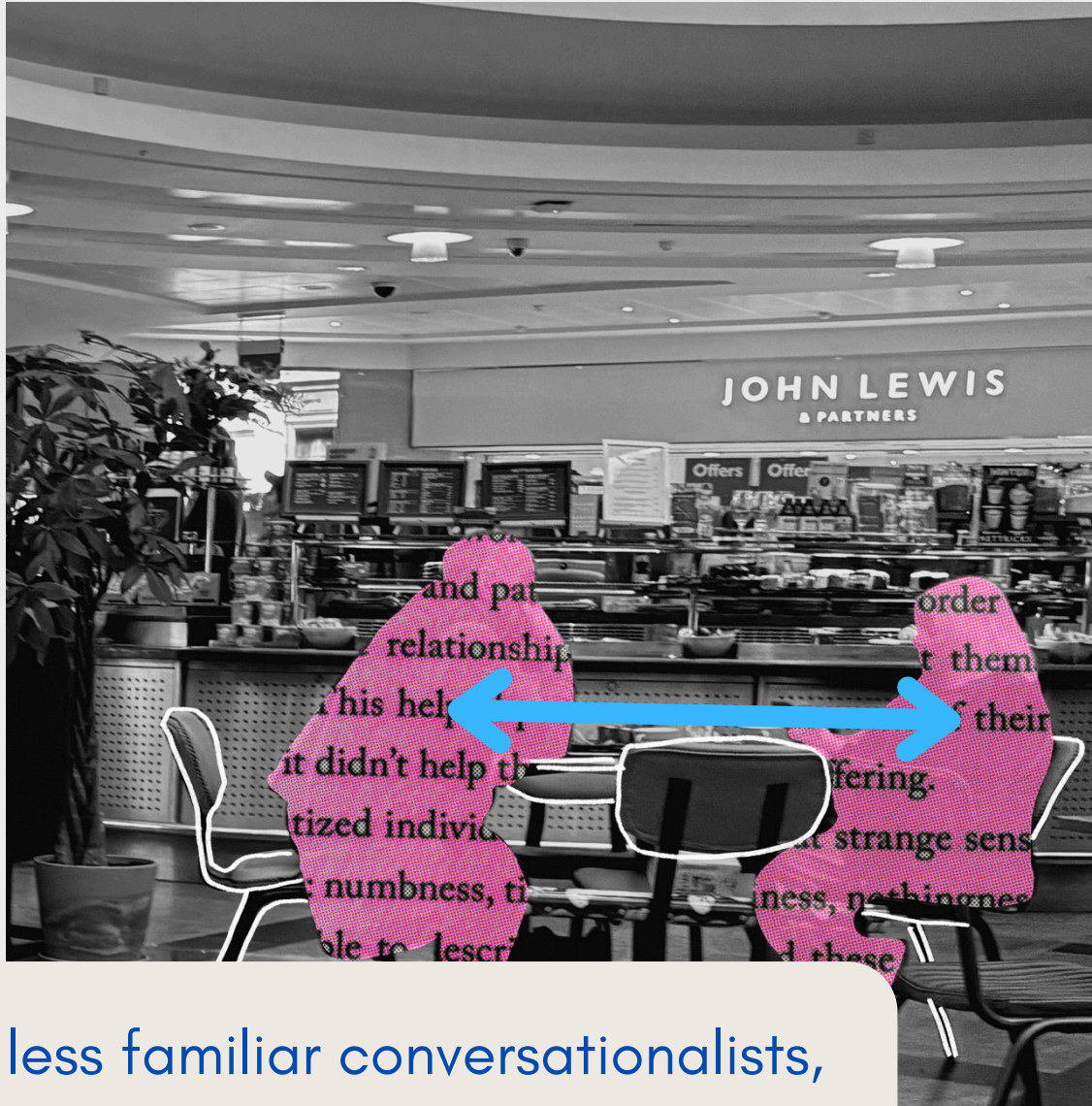Sofa Seat: Sofas are usually more comfortable for long periods of sitting.
Center Seat: May be better suited for customers who don't care much about location or stay for a shorter period of time.
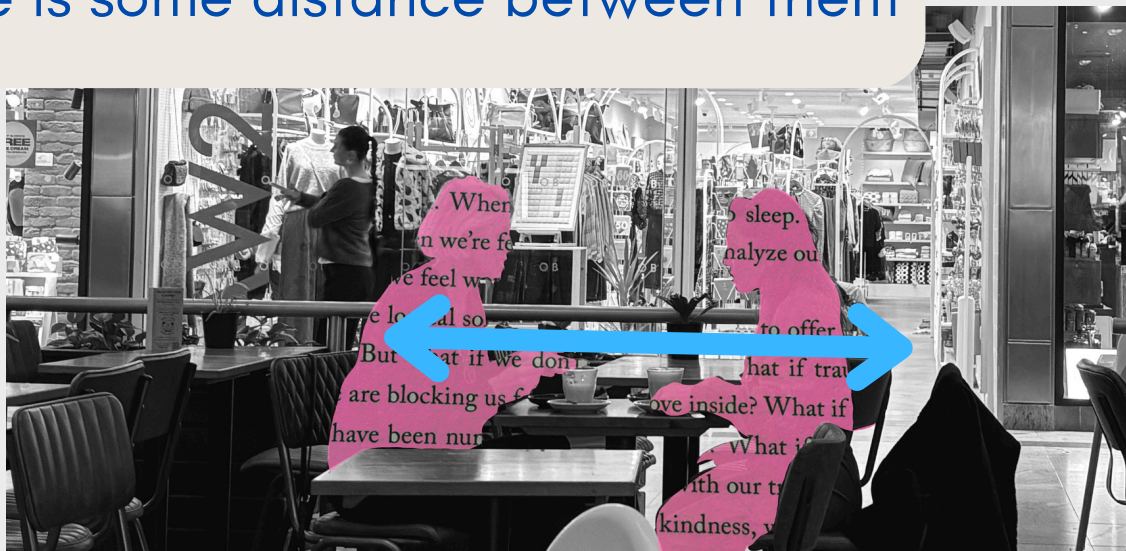Bar seat:the least chosen.

# Lively Conversations
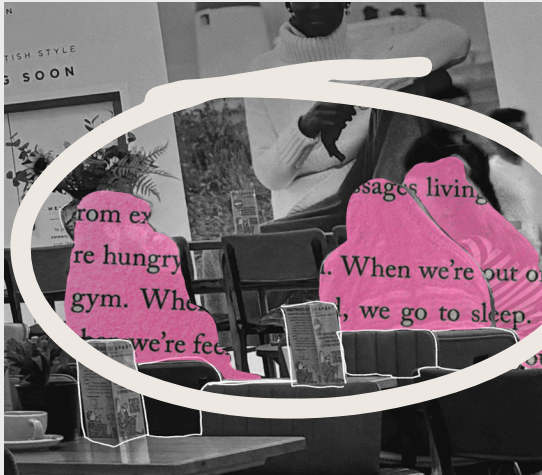
Tend to sit closer when talking to friends or family members

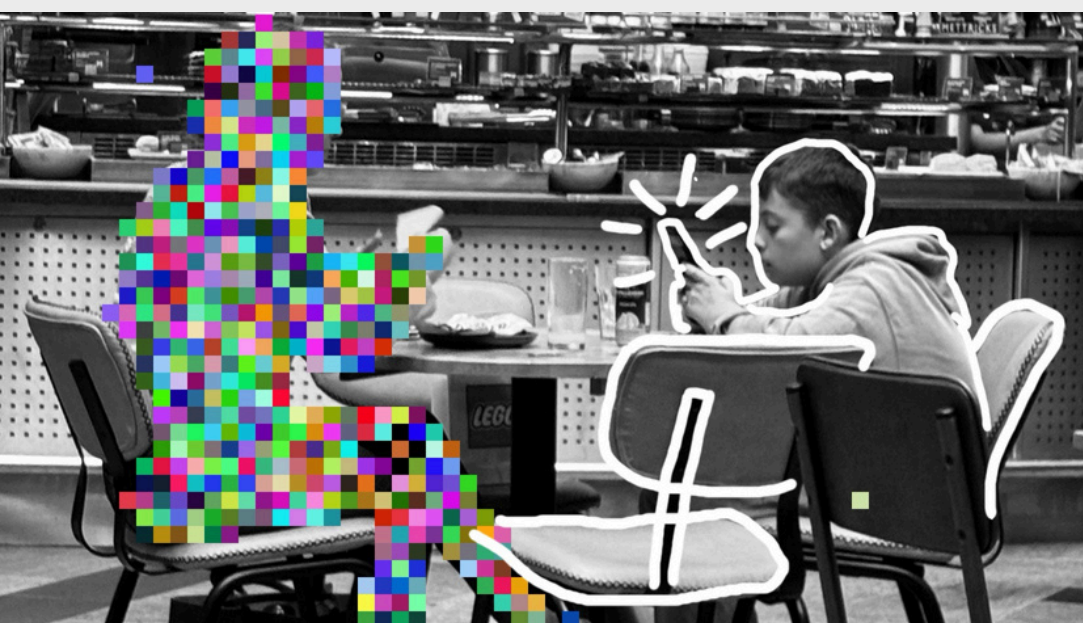With less familiar conversationalists, there is some distance between them

# Quiet Observation
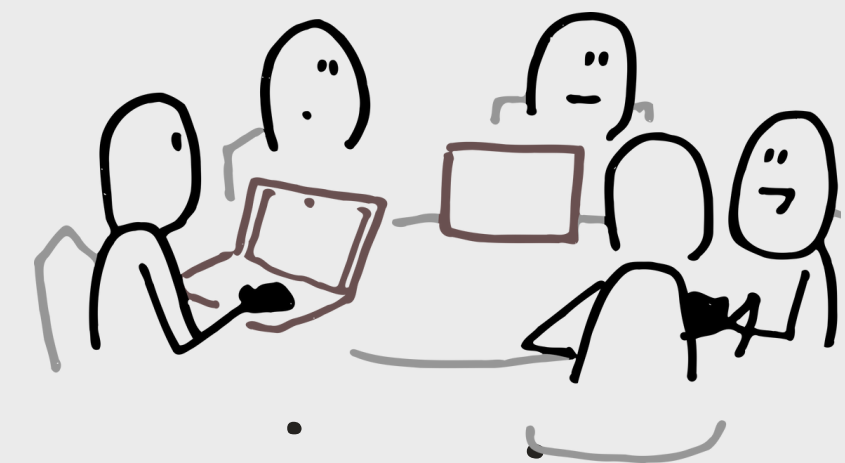
**Interaction with the space:** choosing specific seats, they will choose those with a wide view and a clear view of the dynamics of the store.

**Touching objects:** They will unconsciously play with objects in their hands, such as coffee cups.

# ■ **Use mobile phones and computers.**

**Multitasking and information exchange:**
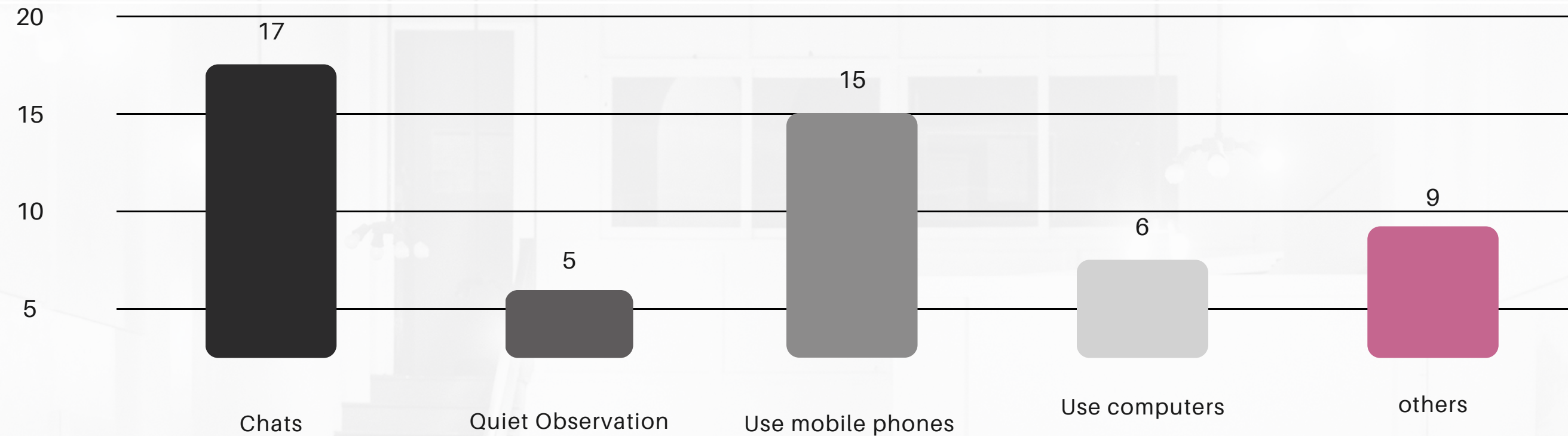Some people will do some things at the same time, such as drinking coffee while working on the computer.

**Indirect interaction with the surrounding environment:**
When the environment is too noisy, users may adjust their seats and put on headphones. This adjustment to the environment is also their interaction with the space.
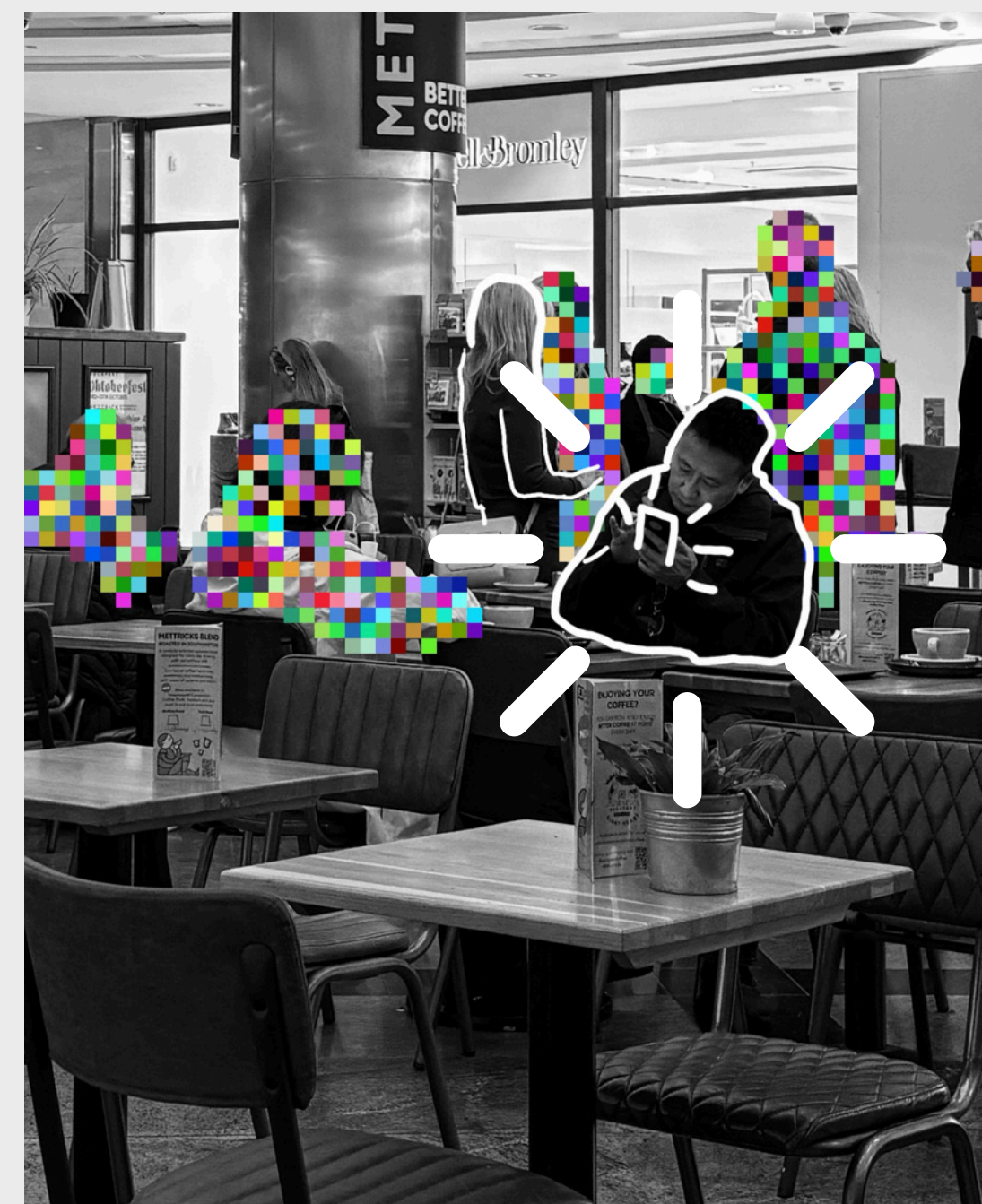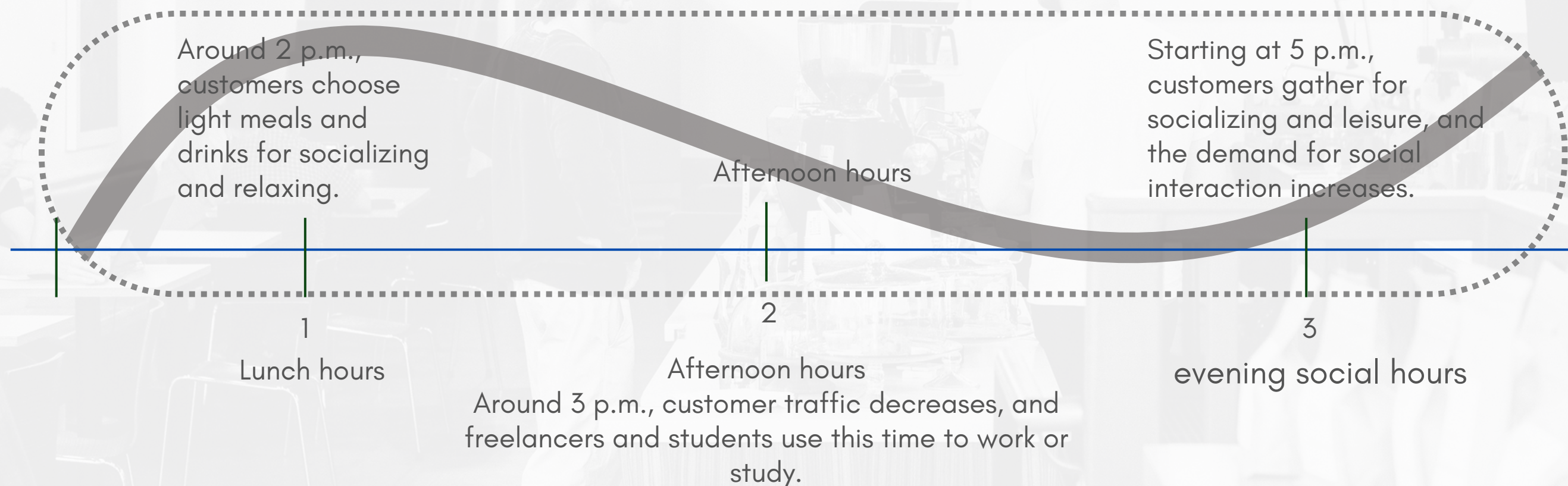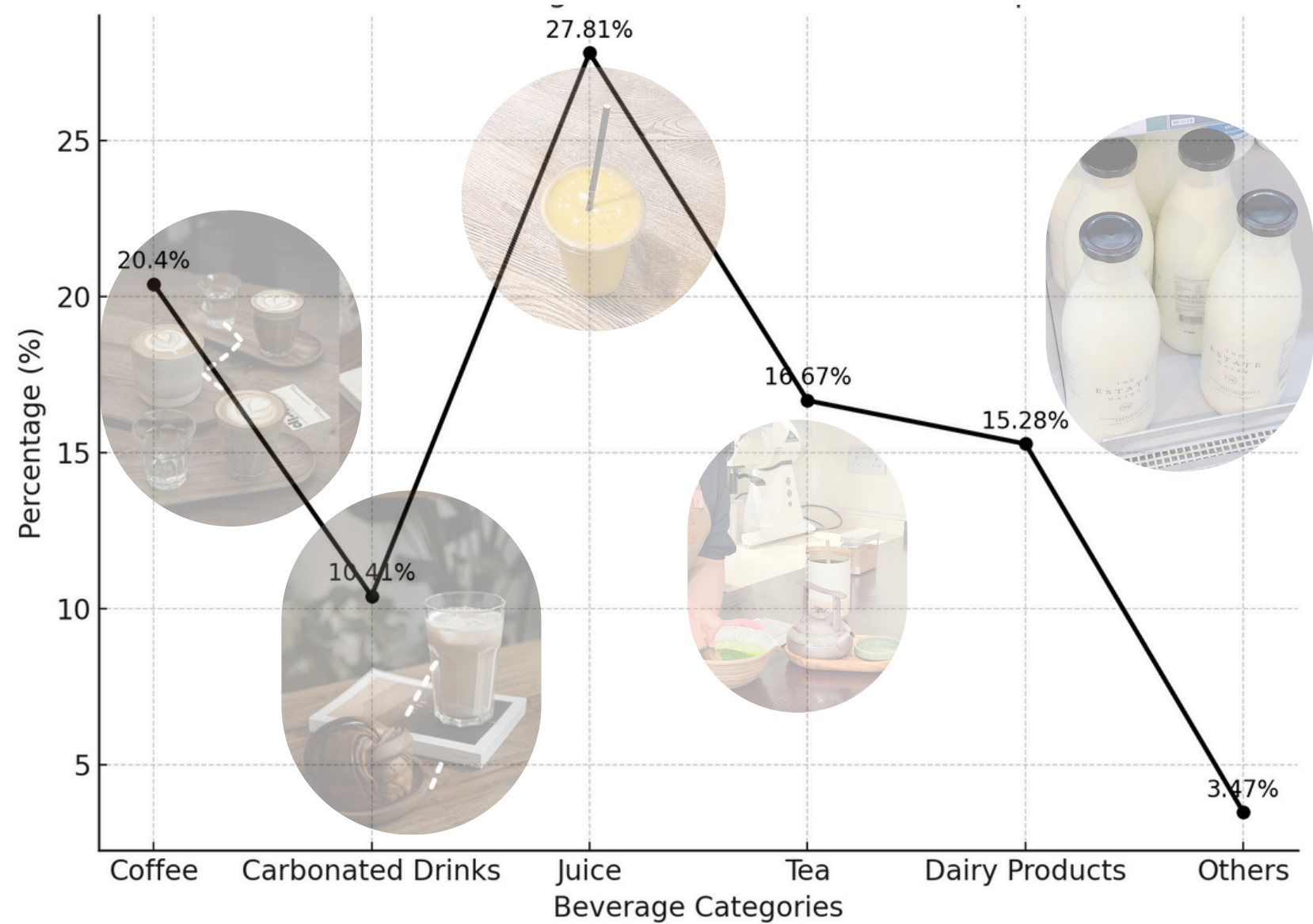
# Observation of people's behavioral activities

Chatting and cell phone use were the main behavioral activities observed

| Value | |
|---|---|
| 20 | |

- Chats — 17
- Quiet Observation — 5
- Use mobile phones — 15
- Use computers — 6
- others — 9

# Changes in foot traffic at different times

Around 2 p.m., customers choose light meals and drinks for socializing and relaxing.

Afternoon hours

Starting at 5 p.m., customers gather for socializing and leisure, and the demand for social interaction increases.

1
Lunch hours

2
Afternoon hours
Around 3 p.m., customer traffic decreases, and freelancers and students use this time to work or study.

3
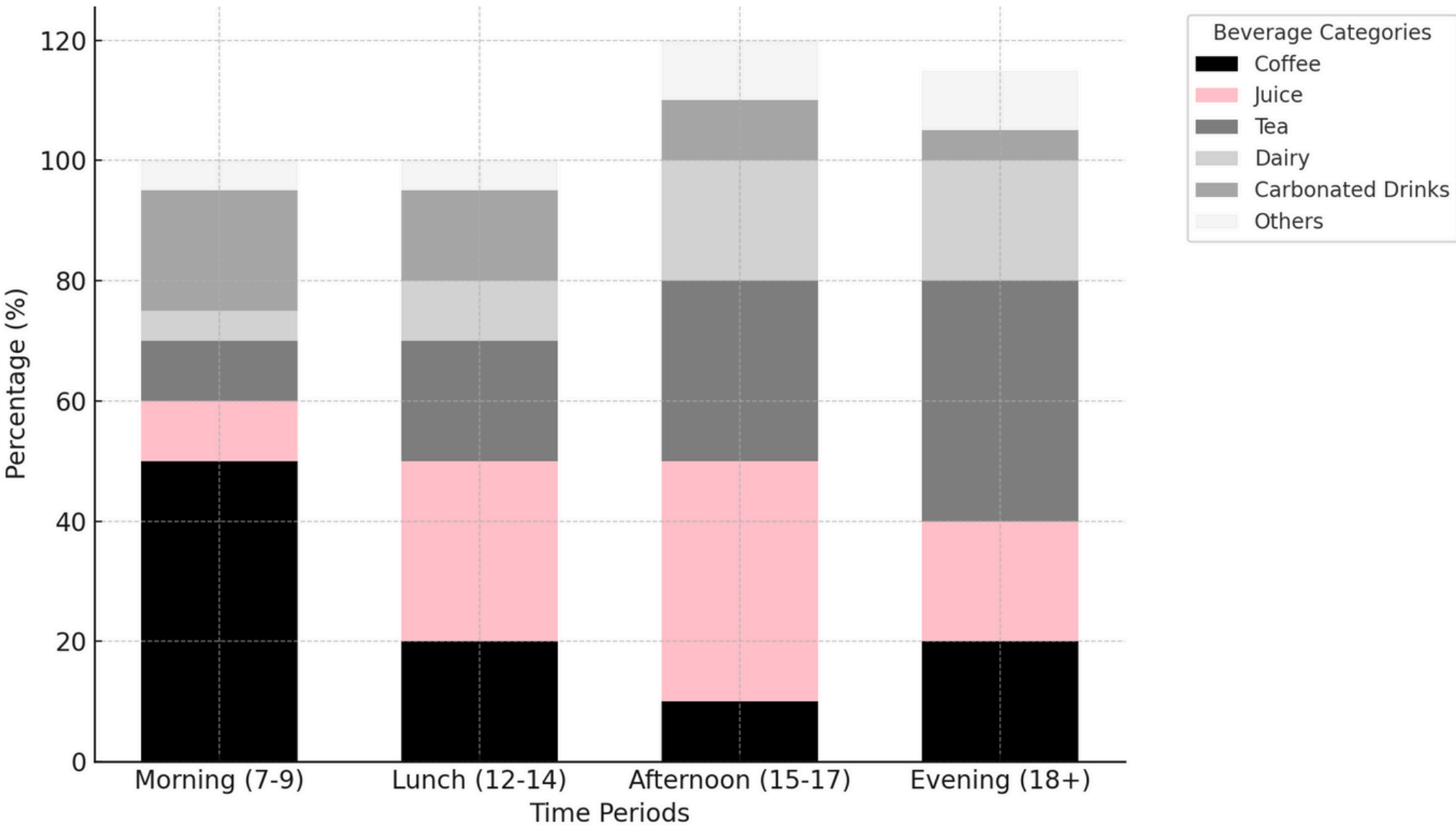evening social hours

# Coffee shop's main drink preference



The image above shows the different beverage categories of consumption focus in coffee shops:

Juice coffee is the most popular category
Tea has also increased significantly
Fizzy drinks and dairy products came in second
Others account for the smallest proportion

**The main analysis:**
Morning (7:00-9:00) : Coffee based, quick takeout.
Noon (12:00-14:00) : Fruit juices, carbonated drinks and light meals are popular.
(15:00-17:00) : Afternoon tea drinks and dairy products dominate, reflecting the afternoon tea culture.
Evening (after 18:00) : More leisure customers and a wider selection.

## ■ consumer behavior by time period in coffee shop

# Thank you for listening!