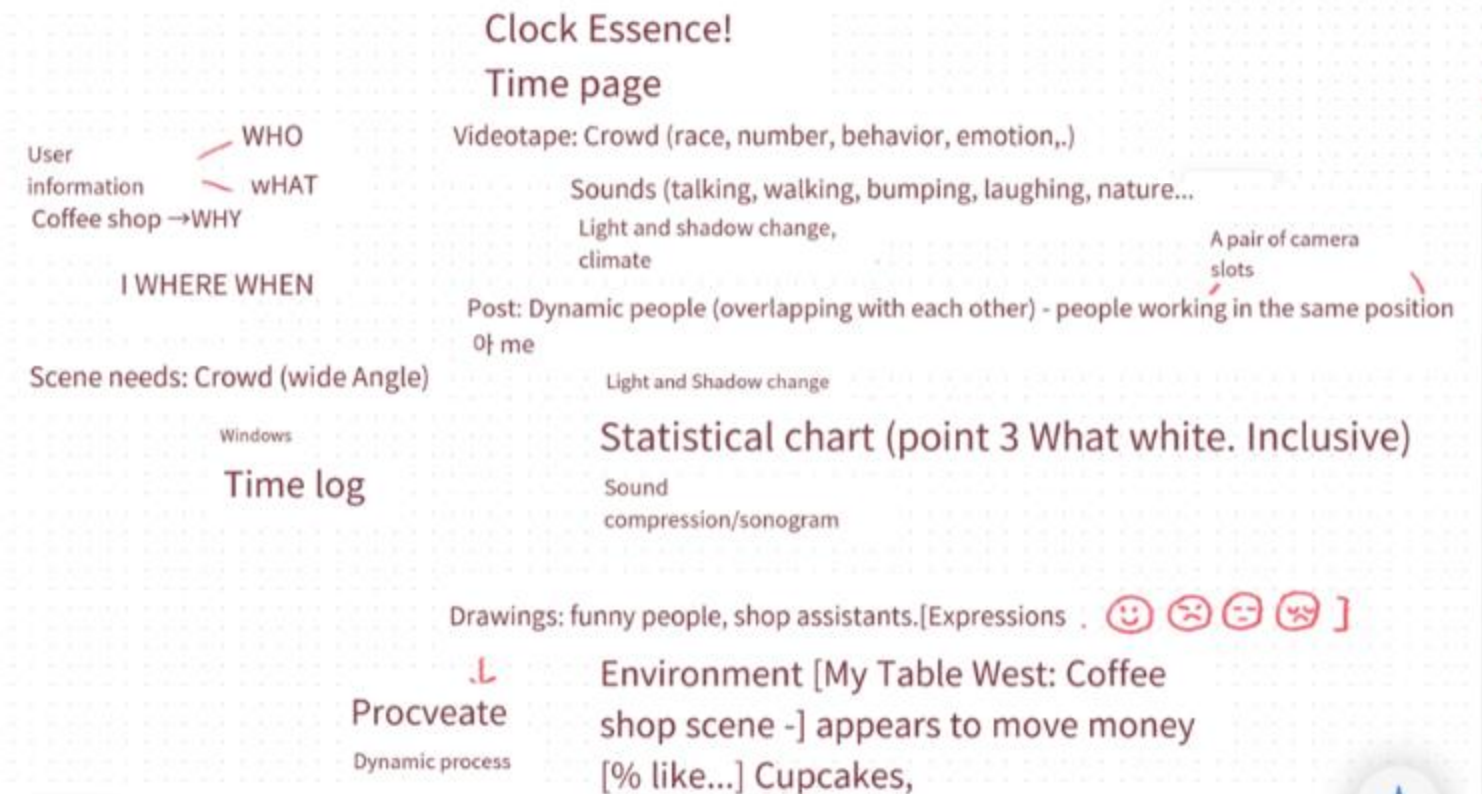


PEOPLE

WATCHING

● Yuxin Jiang - Ivy

Mind Map



钟森! 时间页面

录影: 人群 (种族, 数量, 行为, 情感, ...)
声音 (交谈, 行走, 碰撞, 笑声, 自然...)
光影变化, 气候

双机位

后期: 动态的人 (逐渐重叠) - 在同一位置工作的人 or 我
光影变化 →
统计图 (点了什么 白, 黑)
声音压缩 / 声波图

绘画: 有趣的人, 店员, [表情: 😊 😞 😐 😡]
↓
Procveate
动态过程
环境 [我的桌面, 咖啡店场景 -]
出现的动物 [🐭 🐱 🐶 ...]
小蛋糕,

Selected address: Café-Urban Barista

Address: Dock, 4B Gauging Sq, London E1W 2AA

Opening Hours: 7:00 - 17:00

Average per person: £10-20

Brand website:

<https://www.urbanbaristas.co.uk/>



Video Recording

● The three-hour video has been accelerated and simplified to ten seconds.

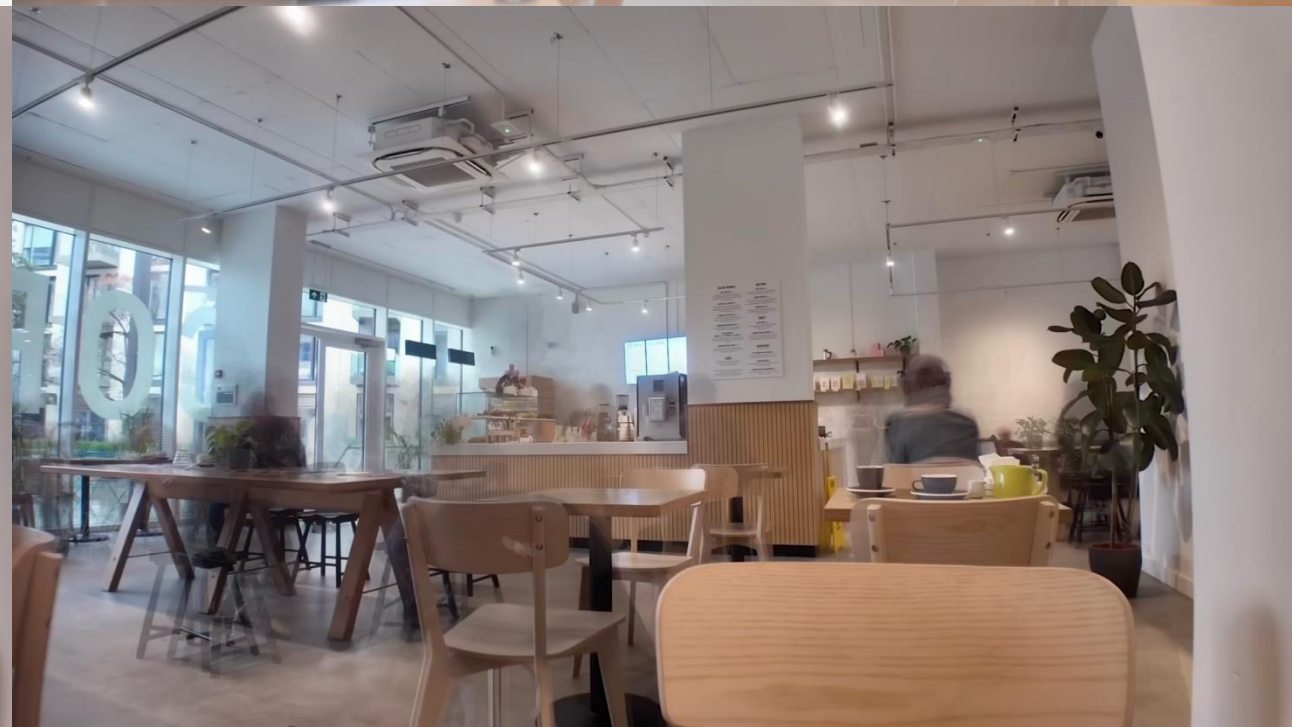


<https://youtu.be/tcL1XExzbGc?feature=shared>



Video Processing

The image was subjected to a long exposure process



Character Illustration (Procreate)



User Persona



lie fallow

Elderly man walking his dog in the morning, stopping for breakfast at a coffee shop.



working

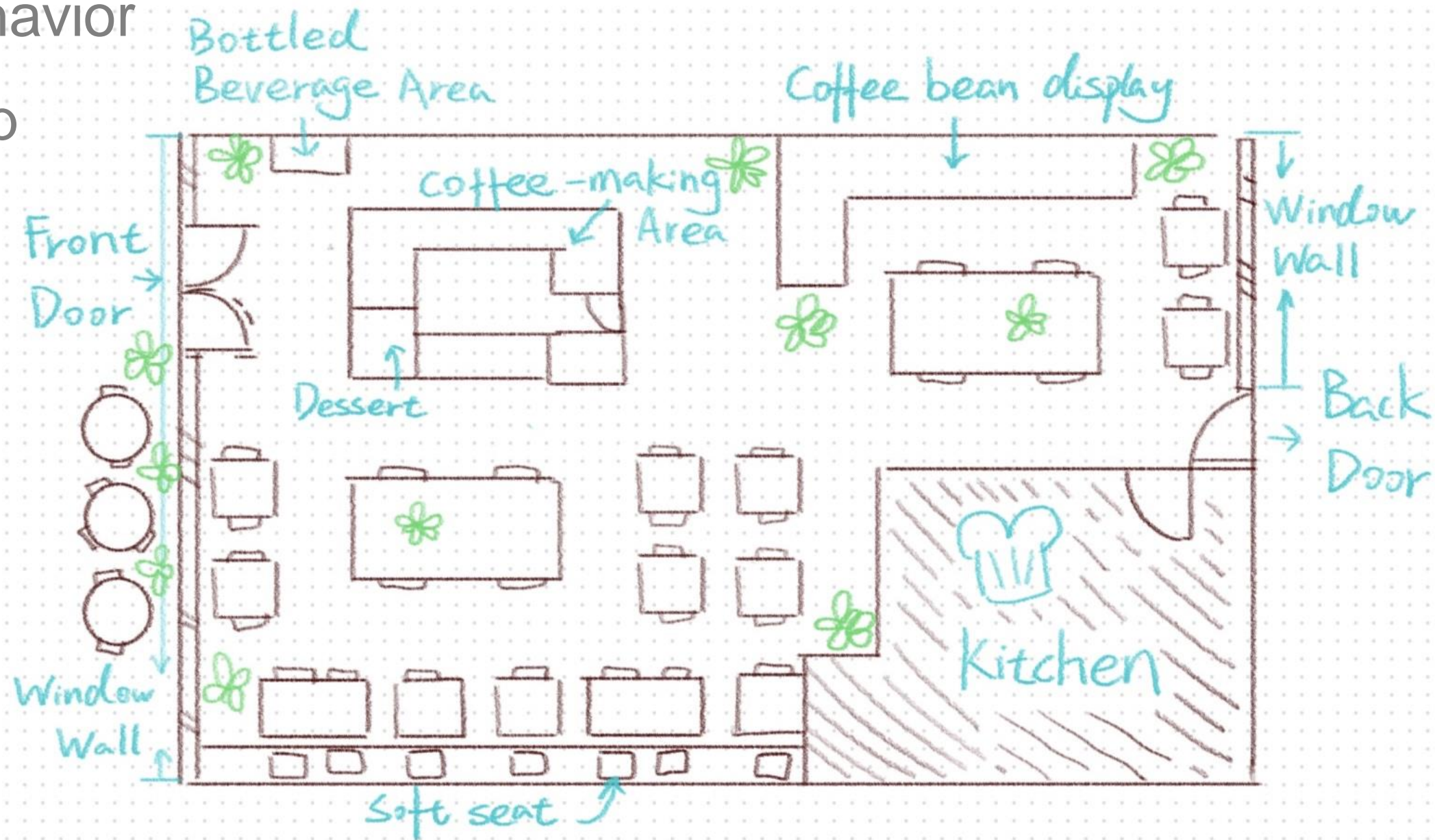
Young white-collar workers who carry computers to work in coffee shops.



meeting

Meet at a cafe to chat with old friends and enjoy coffee and snacks.

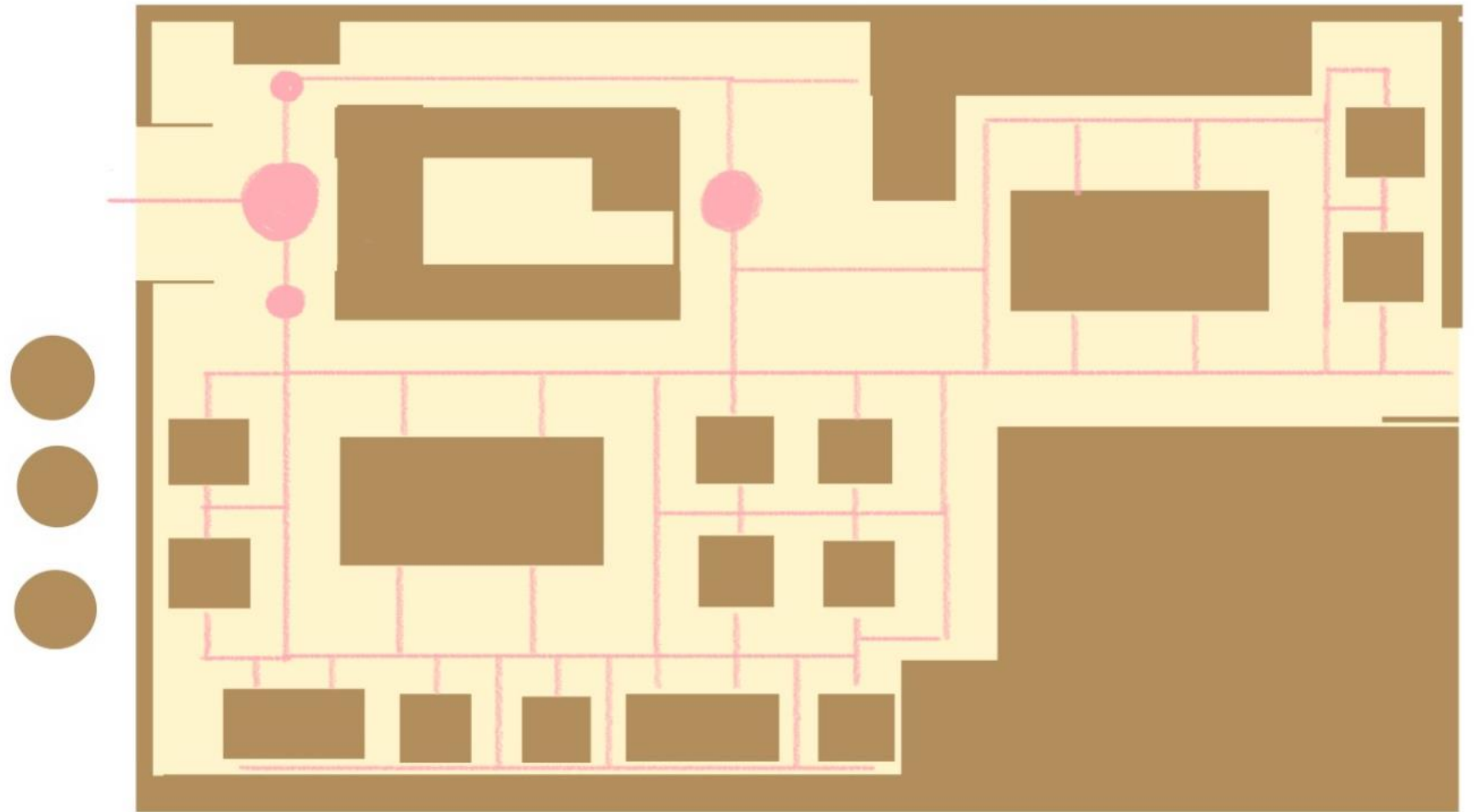
Behavior Map



User Journey

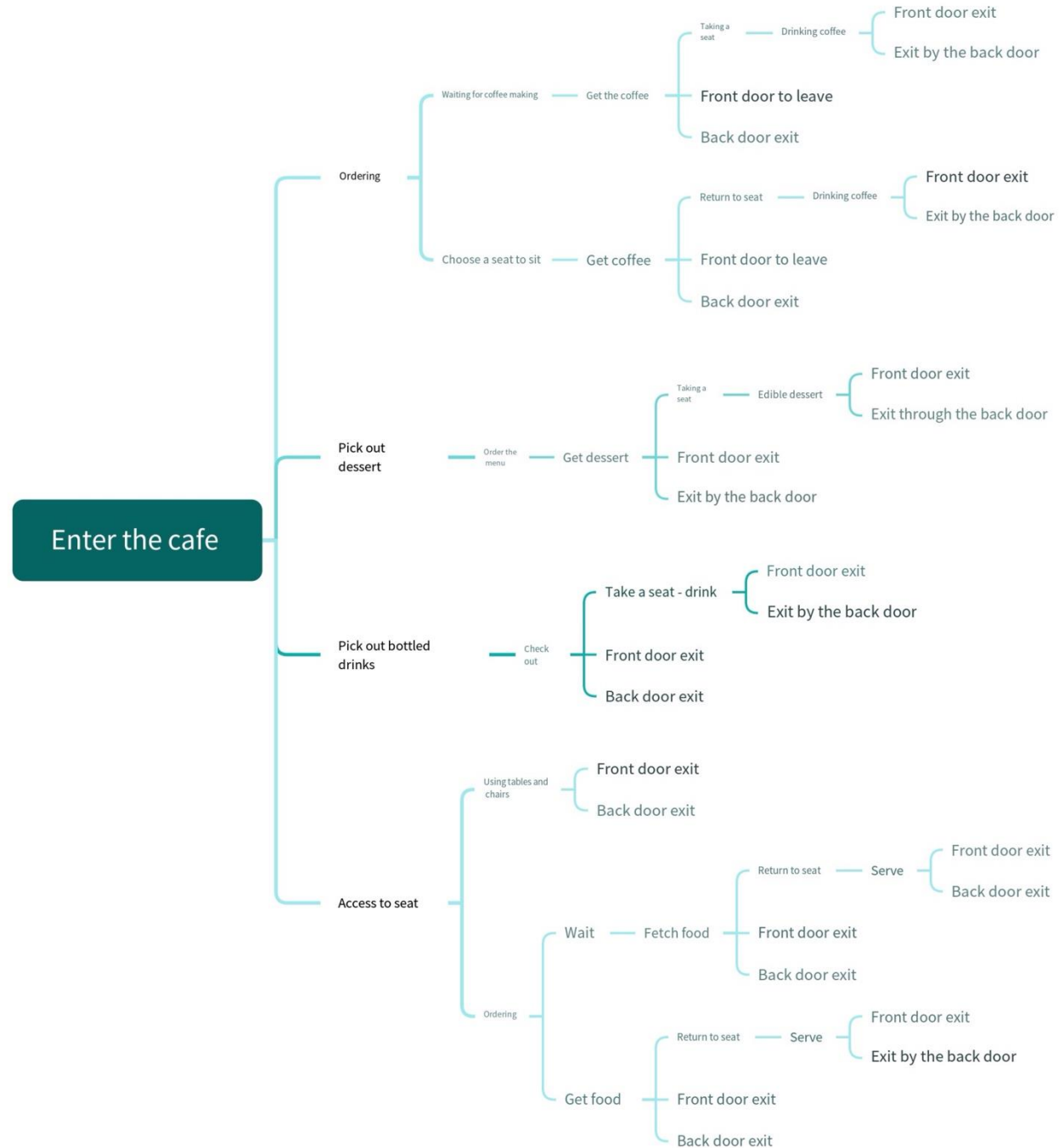
Here the consumer's purchasing course of action is recorded with a pink line, where the pink dots represent the consumer's stops. The four stops in the graph are the cashier's office, dessert counter, bottled drinks counter and coffee waiting area.

Among them, the cashier and the coffee waiting area have the longest dwell time and the largest number of consumers.



User Journey

I used a logic diagram to document the roadmap of the consumers in Café-Urban Barista.



Thank

You



● Yuxin Jiang - Ivy

数据



此处输入你阐述的内容

坐亦禅，行亦禅，一花一世界，
一叶一如来，春来花自青，秋至叶飘零，
无穷般若心自在，语默动静体自然。