

# PEOPLE WATCHING

**YUJIA LI**  
**PLACE:**  
**APPLE STORE**



**LOCATION :** The Apple Store  
(Covent Grden)

**TIME:** 12: 30pm--3.30pm  
(10/27)

Peak Pedestrain Flow

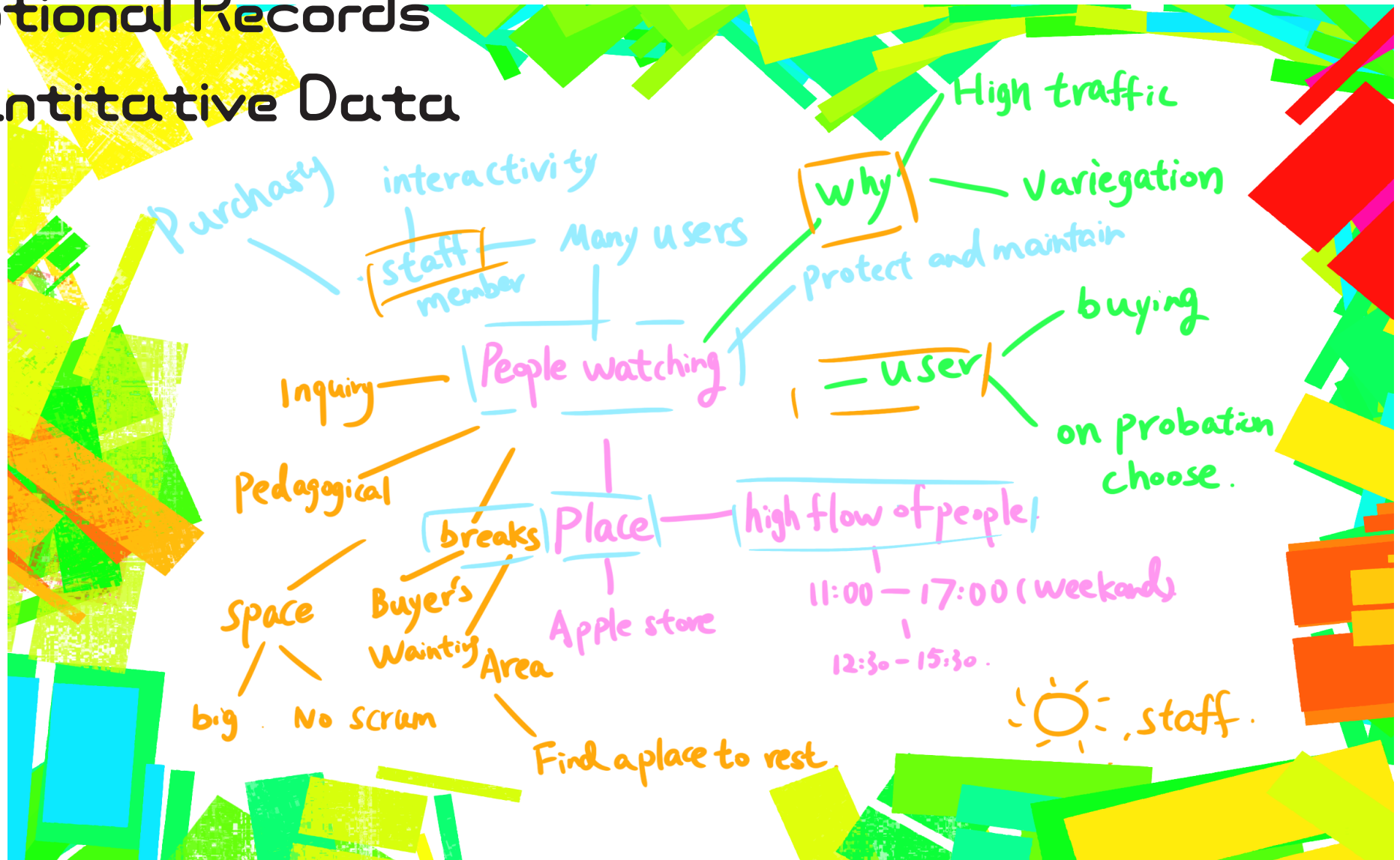
**POINT :** Choose the weekend,  
when the number of travelers is  
highest during the week, in order  
to observe the.





- \* Visual Records
- \* Behavior Observation
- \* Emotional Records
- \* Quantitative Data

## <FOUR FOLD>

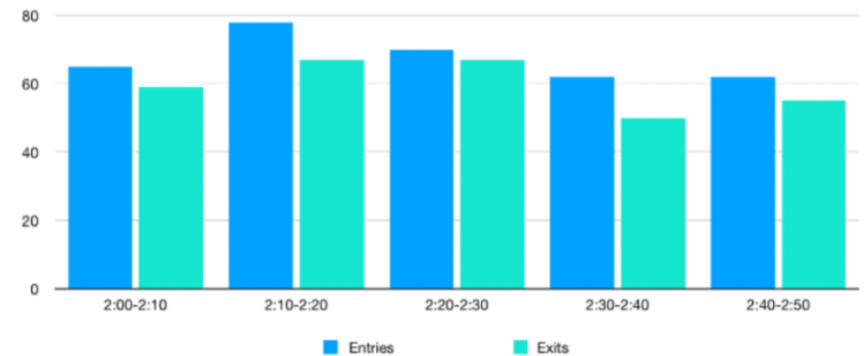




The average values for each column are as follows:

- Average Entries: 67
- Average Exits: 59
- Average Purchases: 3

Recorded the number of people entering and exiting the Apple Store every ten minutes and the number of people with hand-held shopping bags.



Quantitative  
Date

Time	Entries	Exits	Purchases	
2:00-2:10		65	59	3
2:10-2:20		78	67	6
2:20-2:30		70	67	4
2:30-2:40		62	50	3
2:40-2:50		62	55	4
2:50-3:00		69	58	2



# Behavior Observation



Most customers seemed to come to experience and try out the products, especially the new iPhone and MacBook ranges, and they communicated directly with the sales staff to ask for news about the products and so on. Interaction: Customers interacted with the products mostly by touching, trying and browsing, with some customers doing simple operations on the touch screen.





\*Main display area



\*Demographic



\*Tutorial Area /  
Rest Main Area

Visual documentation: Capturing customer behaviour,  
product displays and shop layout through photography.

# Emotional Records

**Customers displayed a range of emotions, with most expressing curiosity and excitement, especially at the product demonstration areas.**





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# SUMMERY

Young Audience

Product Experience Focus

Anxiety and Decision-Making