



People Watching

User Experience Observation at The Arc Winchester

Yizhuo Tan

Student number: 35953209

31 October 2024

INTRODUCTION

- Aim: Analyze the types of activities of different user groups and their use in different venues.
- Location: **The Arc** is located on Jewry Street in Winchester city centre



OVERVIEW

- Project background and objectives
- Observation Methodology
- Main finding
- Data summary

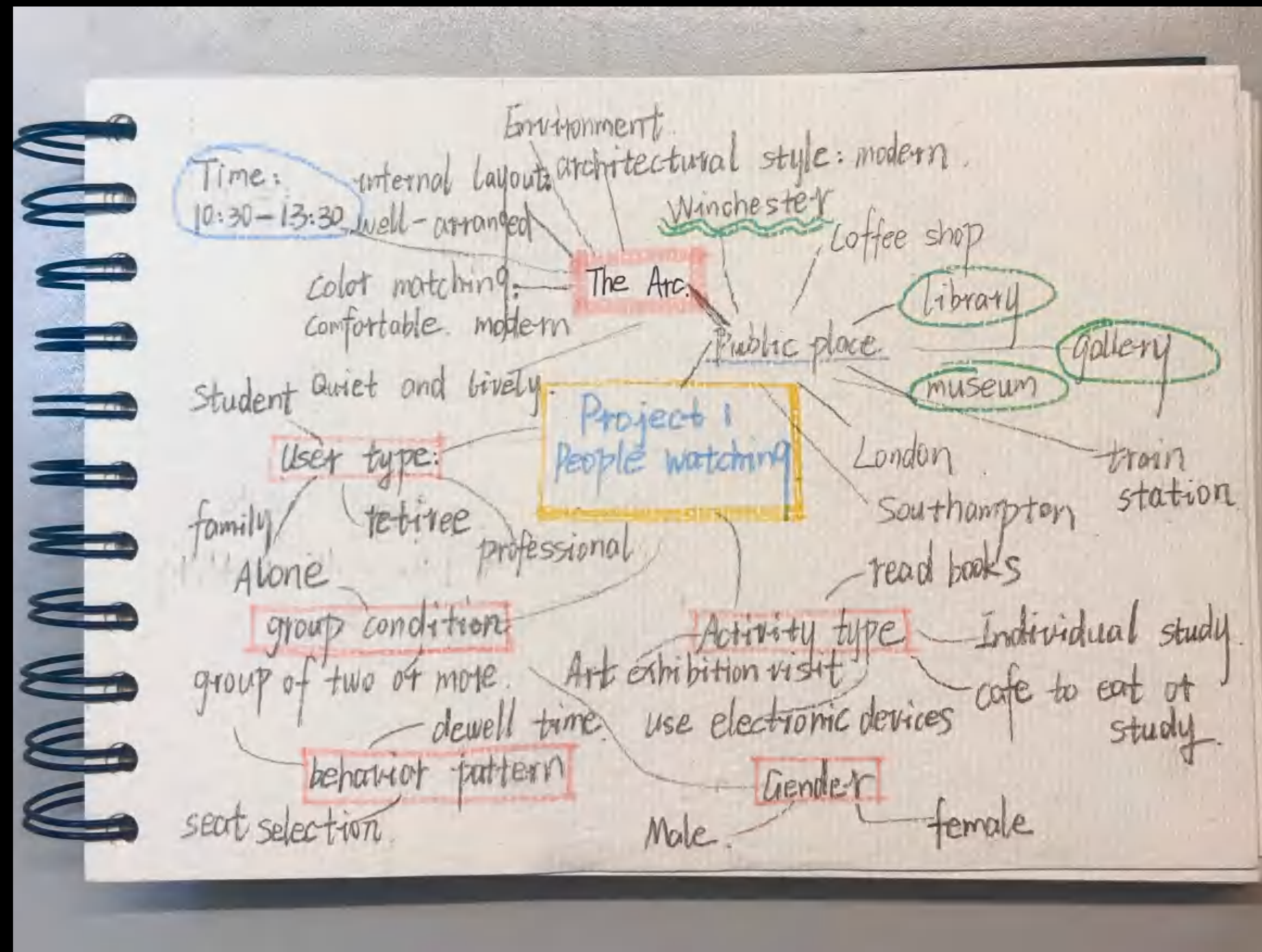


Project background and objectives

- The purpose of this project is to study the user behavior and space utilization of The Arc Winchester in order to understand how different users interact and their needs in a multi-functional public place.
- Analyze user behavior and space utilization at The Arc Winchester through observation and data collection to explore how to enhance the user experience.

Observation Methodology

- Methods Used: direct observation, note-taking, photography



Observation Methodology

- Time and Duration: 10:30-13:30 For three hours straight
- Tools :notebooks, cameras, iPad

time	1 floor cafe area	1 floor computer use	1 floor sofa	2 floor self-study	children area	other	Total
10:30	20	6	7	7	18	6	64
11:00	16	5	4	5	27	10	67
11:30	30	5	2	3	20	13	73
12:00	28	2	3	4	5	5	47
12:30	29	4	3	8	4	6	52
13:00	35	1	5	8	12	6	67
13:30	38	3	5	7	16	16	85

age: children (0-12)
teenager (13-18)
adult (18-35) young people
(36-60) middle-aged
(60+) old people

gender: male / female

user type: student, family (children with parents)
professionals, retiree

group condition: alone, groups of two or more

activity type: read books, individual study,
art exhibition visit,
use electronic devices
cafe to eat or study

behavior pattern: seat selection,
dwell time

User behavior and activity.

time	1 floor cafe area	1 floor computer use	1 floor sofa	2 floor self-study	children area	other	Sum
10:30	20	6	7	7	18	6	64
11:00	16	5	4	5	27	10	67
11:30	30	5	2	3	20	13	73
12:00	28	2	3	4	5	5	47
12:30	29	4	3	8	4	6	52
13:00	35	1	5	8	12	6	67
13:30	38	3	5	7	16	16	85

age: children (0-12)
teenager (13-18)
adult (18-35) young people
(36-60) middle-aged
(60+) old people

gender: male / female

user type: student, family (children with parents)
professionals, retiree

group condition: alone, groups of two or more

activity type: read books, individual study,
art exhibition visit,
use electronic devices
cafe to eat or study

behavior pattern: seat selection,
dwell time

User behavior and activity.

Main finding



Children's area



Computer user



2 floor self-study



1 floor sofa

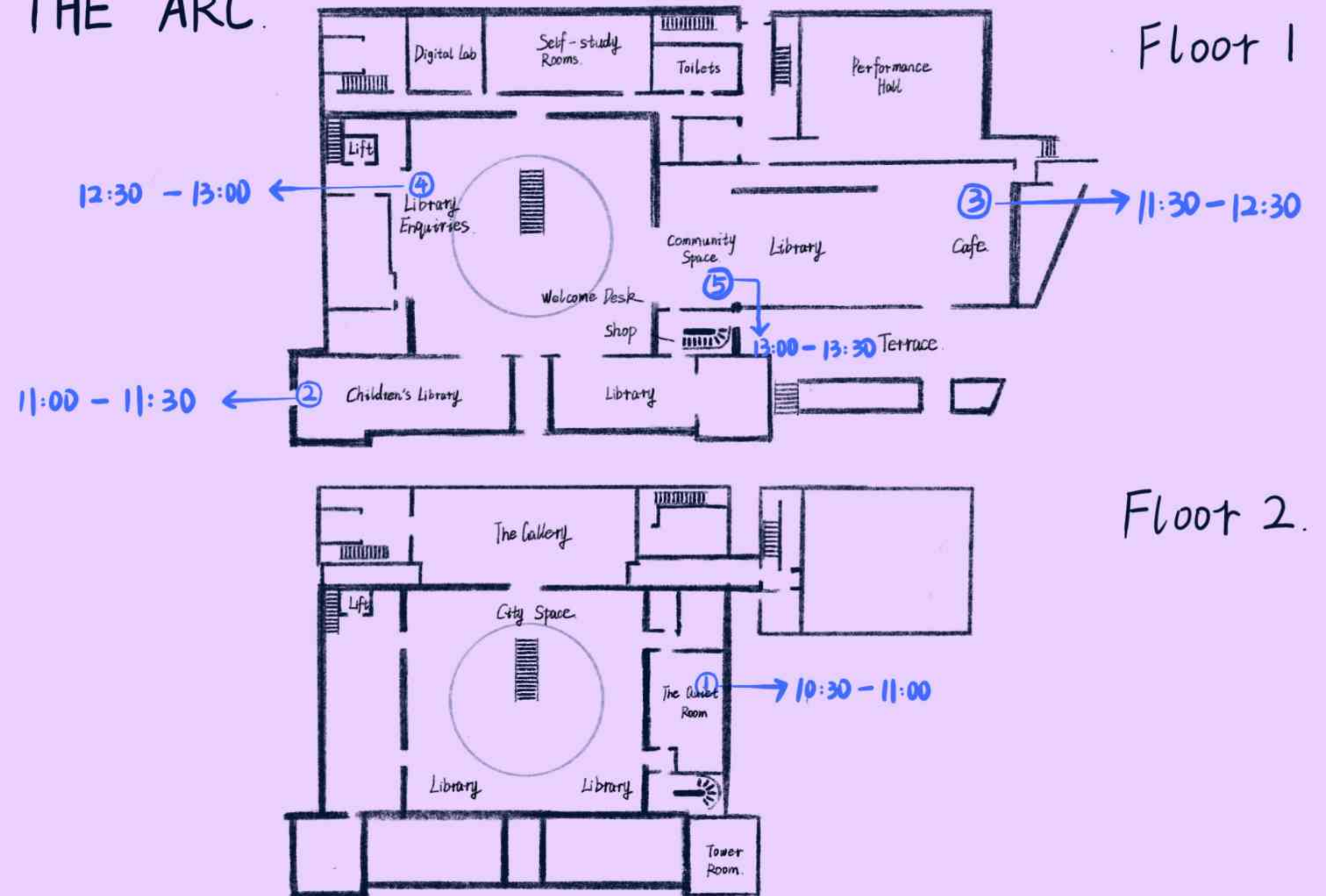


1 floor cafe

Main finding

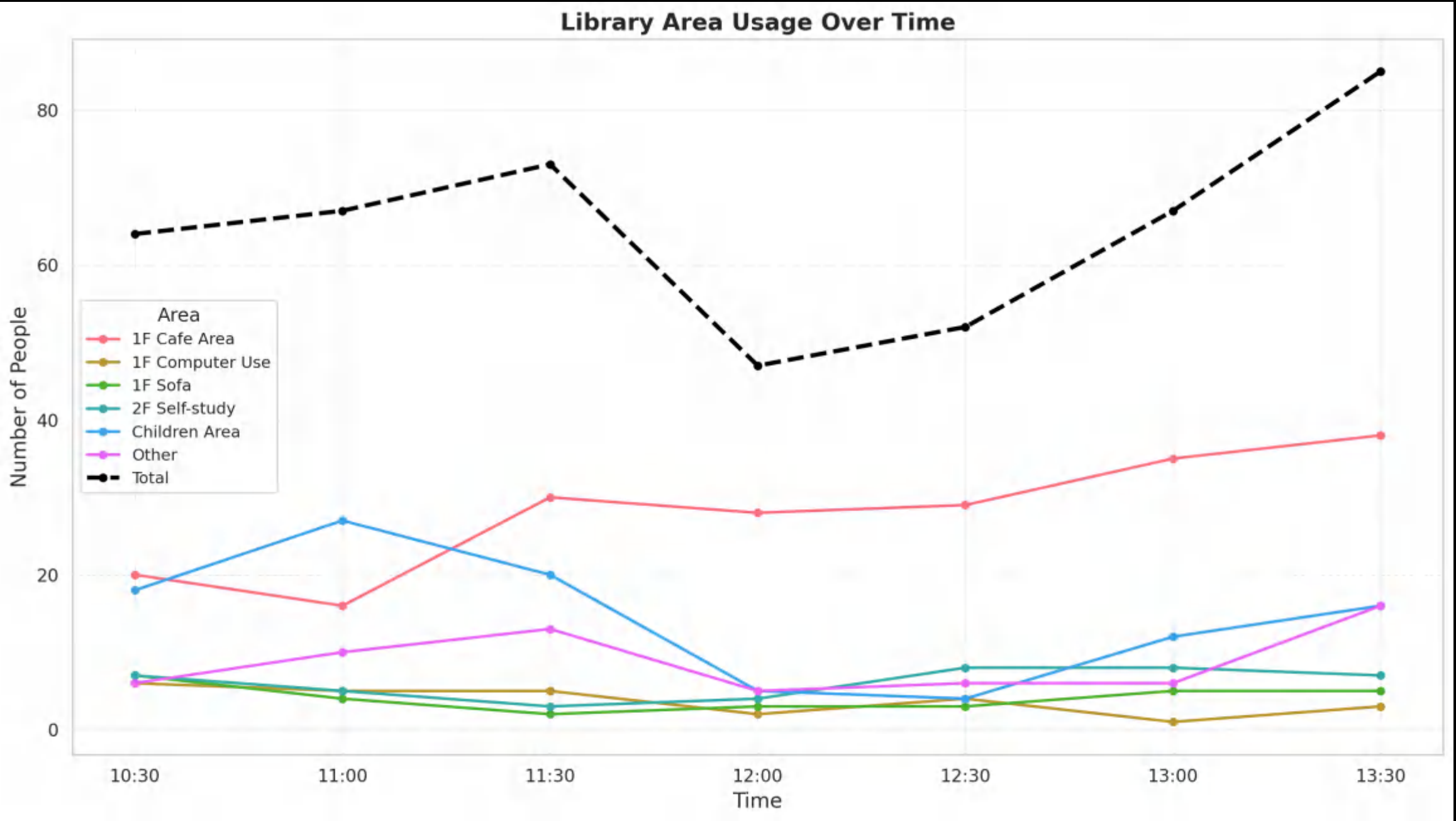
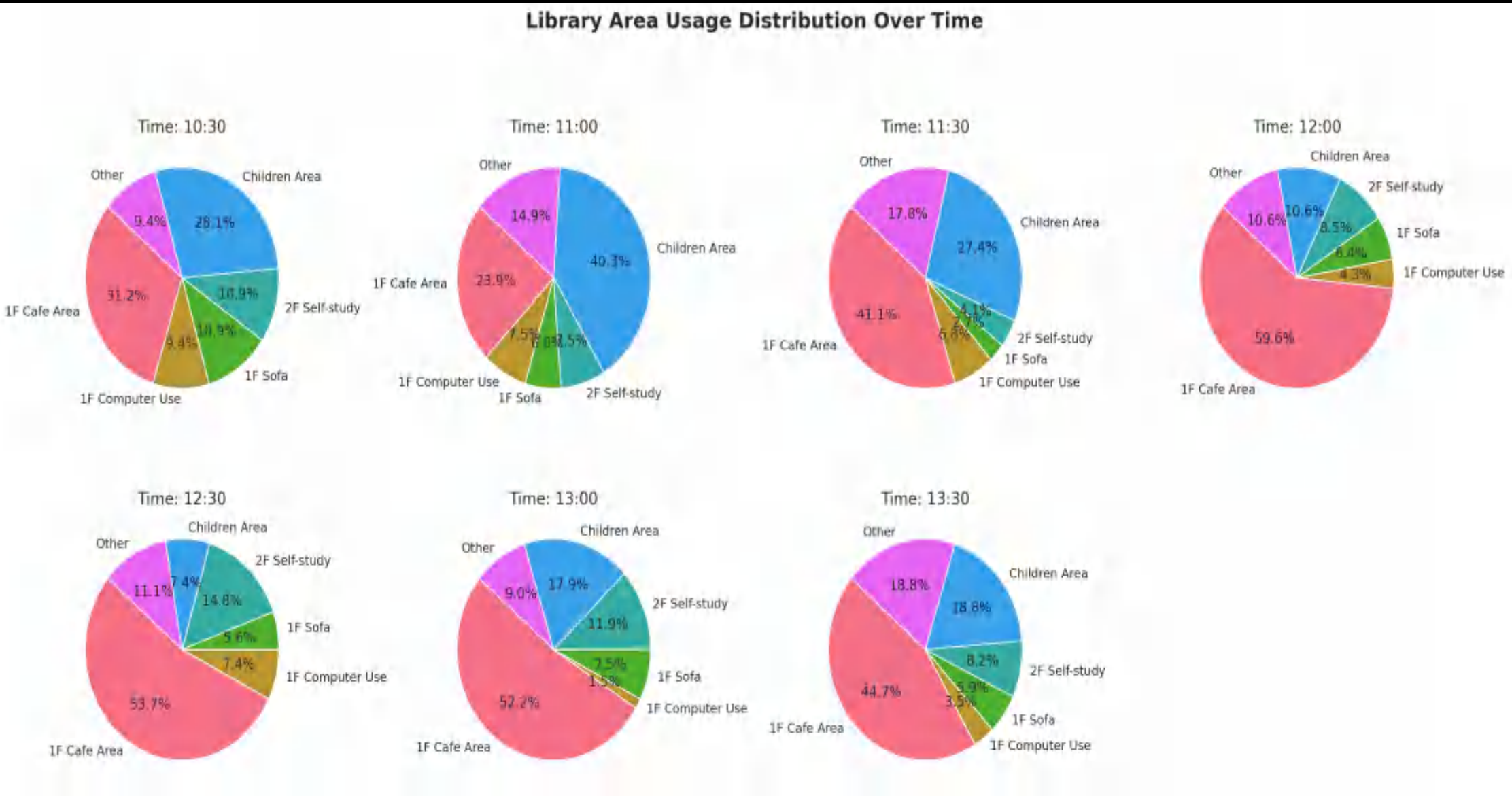
- Architectural sketch

THE ARC.



Data summary

- User Demographics



CONCLUSION & LIMITATION

- Analyze user behavior and place usage to improve user experience.
- Main finding:
 - 1.The children's area is most crowded during events and attracts family users.
 - 2.The second floor of the library is the quietest, and there should be more areas for self-study.
- Limitation: Future observation extends to user interviews.