



# People Watching- Piecaramba!

---

Yuzhu Zhang

Some souls pass through without a pause, while others linger a while in certain places,  
leaving traces of their journey before moving on.



# Collect



Customer  
Analysis



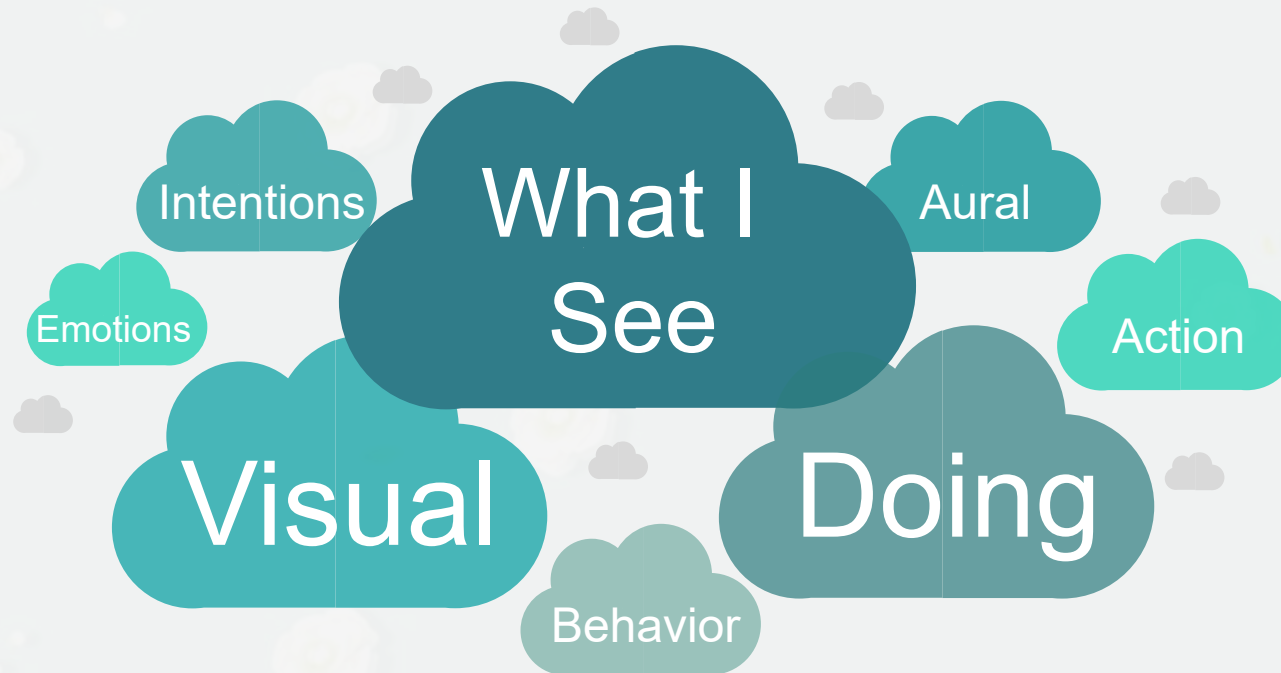
Location  
Analysis



Store  
Analysis



Other



### **Geographical location**

Determines the  
Base Customer Type

### **Customer Flow**

Determines the  
Number of Customers

### **Store Type/Element**

Determines the Type of  
People it will Attract

### **Food Type**

Store development  
strategy





Interior Quick Sketch



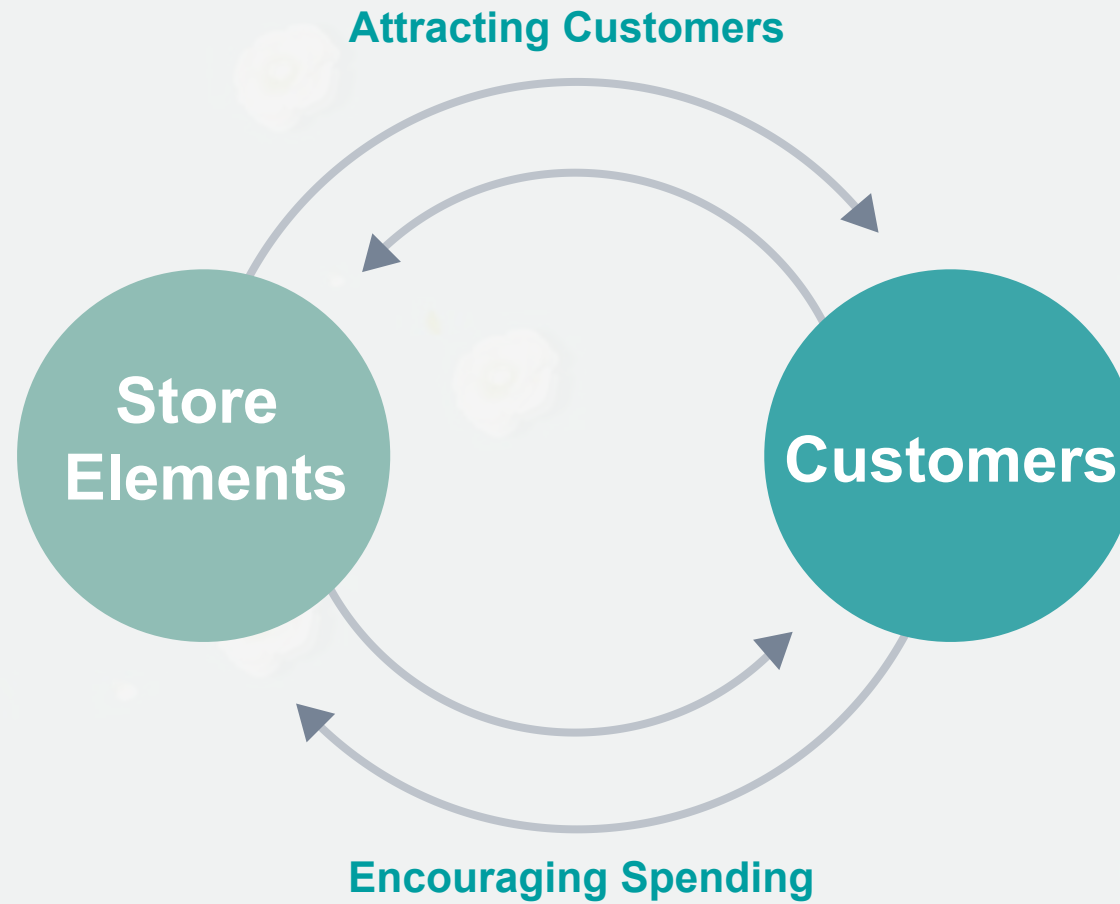


## Interior photos

Many theme-related elements, such as posters, figurines, and decorations.



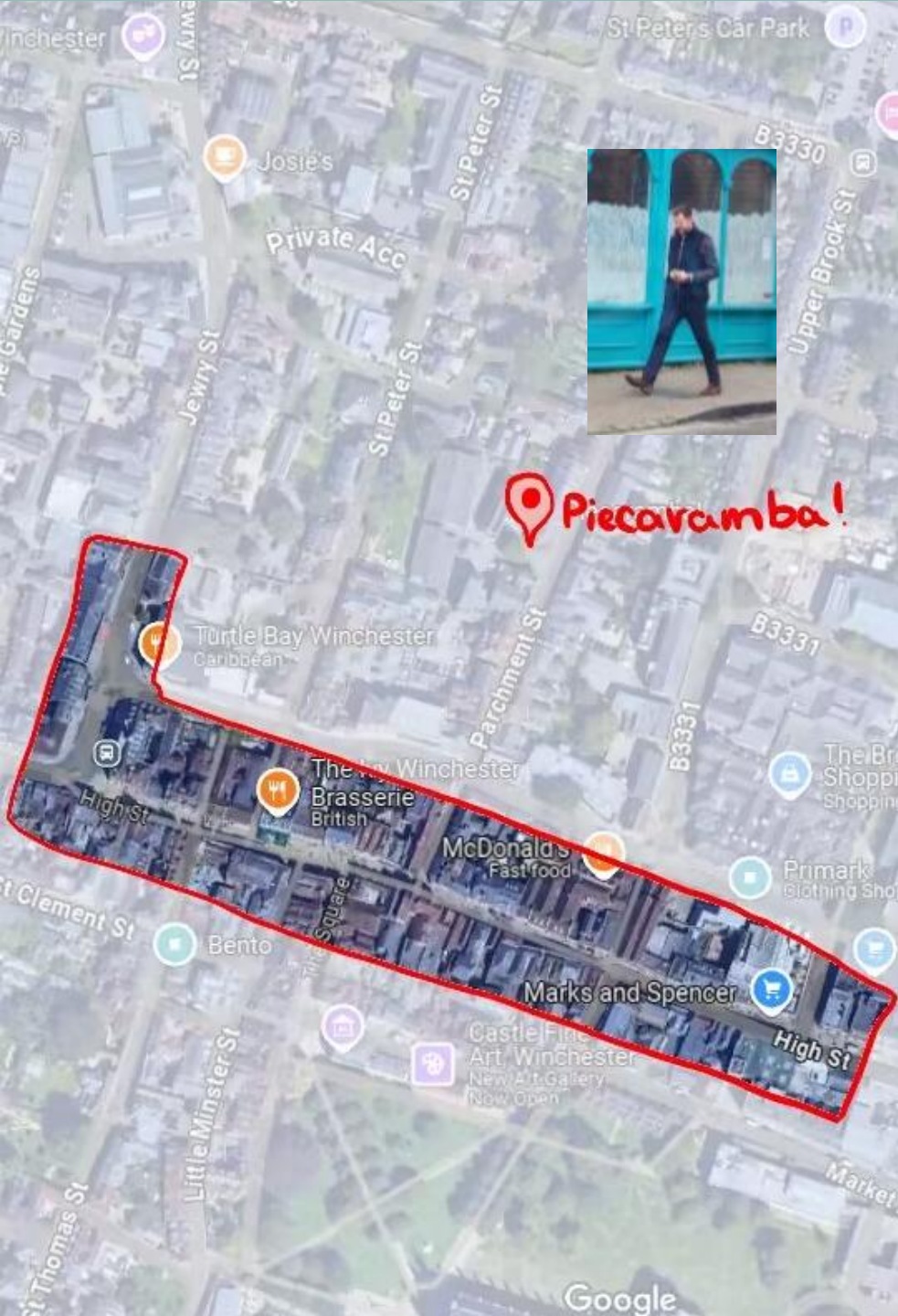
**Style**  
The main  
elements for this restarant  
is Anima, Marvel, Conric,  
etc.



**Target**  
Attracts people who are  
fond of the 'anime' or 'otaku'  
culture.

# Geographical location analysis

The restaurant is located some distance away from the city center, so it cannot attract a large number of random passersby.

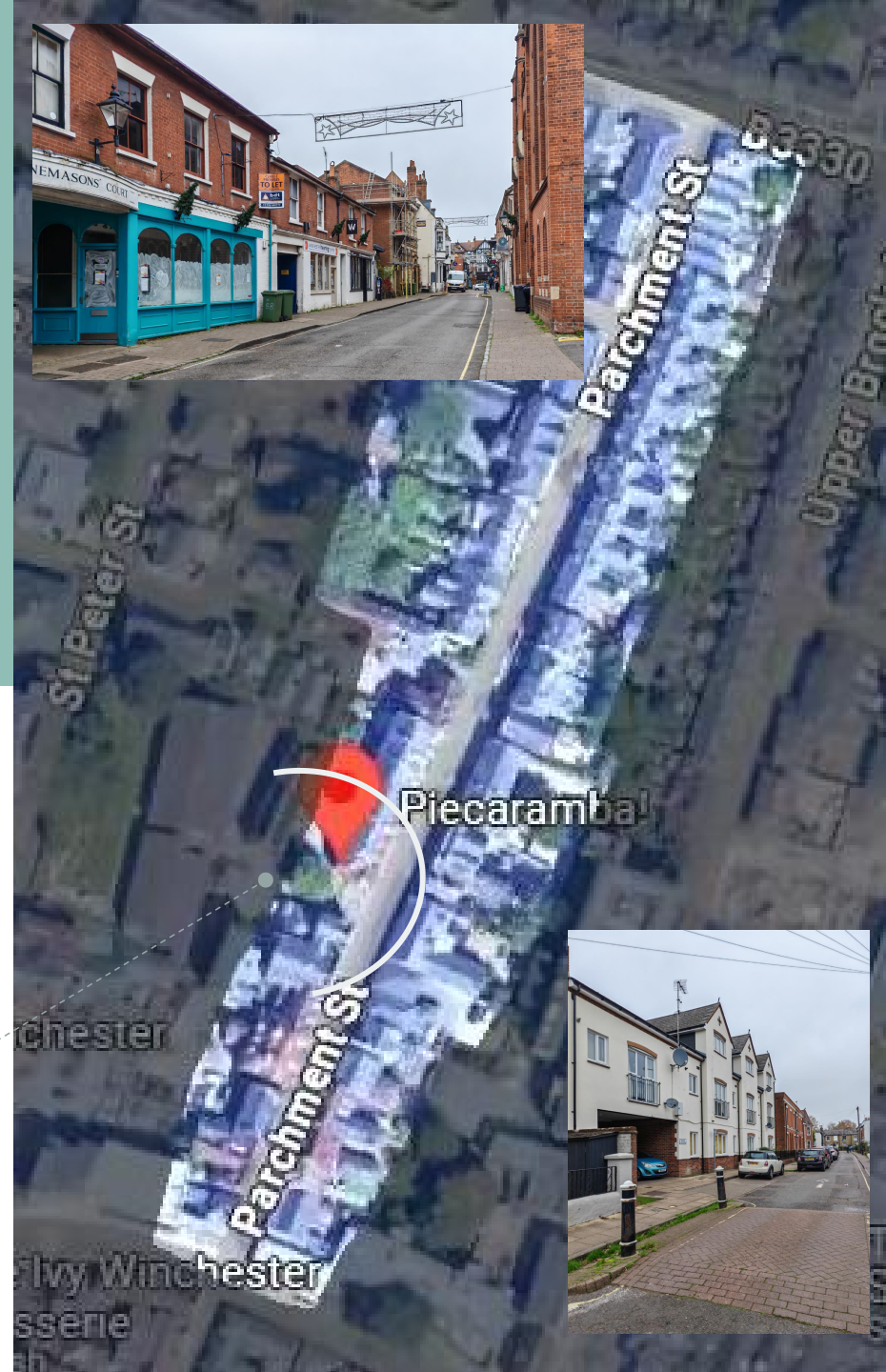


## City center/Downtown

The main restaurants and supermarkets are all located in this area.

## Located inside the street

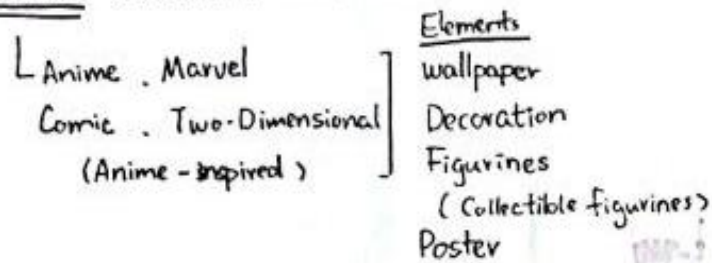
The entire street is a residential area





## What I see • VISUAL

- Interior furnishings
- Elements related to the store's theme



## What • PEDHE Doing

### • Action

Customer  
Store clerk  
(Salesperson)  
Passersby

### Facing the Group / Target Customer Group

- Element - Anime fans
- Geographic location - Targeting the people in the nearby neighborhood

There are very few shops on this street, & most of the residents are middle-age or elderly

- Behavior : Dining In  
Take out / To go / Take away  
Talking (Socializing)  
Spending Time  
Reading

- VISUAL ↑
- Aural →
- Action →
- Behavior ←
- Intentions ← restaurant, eat; Socializing; Spending Time
- Emotions

- Quantitative : many middle-age [worker (?)] → 2 men sit & talking a lot (sounds like about job)  
Elderly [live nearby] → survey : live very close  
teenager [Passby, school nearby] perfect for grabbing a bite  
enjoying some time

# Customer Analysis - Target Audience



# Interior Quick Sketch - Behavior





## Pass By

There are quite a few residents on this street, so many people pass by regularly. Additionally, there is a school nearby, and some students pass through here on their way to the city center after classes.



## Dinning In

Get together for a meal, enjoy some conversation, and catch up with friends.

## Conversition/ Socializing

People always need a place to gather and connect with others



## Working

The servers working at this restaurant



# Target Audience

## Loyal Customers

It includes many **regular customers**, relying on them to maintain a stable business.

## Transient Customers

Referring to customers who **pass by** occasionally, rather than regular customers.

Workers

15%

Seniors and Middle-Aged Adults

65%

Teenagers

10%

Kids/Baby

5%

Pets

15%

## Primary Target Audience

The primary target audience is the **local community around this area**, as well as people who are **interested in** the store's theme. As a result, they frequently visit this restaurant since it is just around the corner.

## Secondary Target Audience

The secondary target audience includes those drawn in by the store **online** or those **passing through** due to tourism or other reasons. This group is smaller, as the store is located in a residential area rather than the city center.



# Observation Recording

Divergent thinking  
Analysis