

## **UXD 5001 Assignment two Shareeza Hussain N01199323**

**Title:** Non-Participant Observation

**Location:** Popeye's at Albion Mall Location

**Date:** Oct 17<sup>th</sup> 2017 3:15pm – 5:15pm

**Researcher's Name:** Shareeza Hussain

### **Description of Activity**

For the non-participant observation, I was tasked to observe customer's experiences and behaviors as they arrive, order and consume their meal at a Fast Food Restaurant. I carried out this research experiment at Popeye's, a fast food restaurant. The first thing I noticed when I entered the restaurant is a poster on the wall that is depicting the different special offers for each day. Since I went on a Tuesday, I was interested in the Tuesday Special – two pieces of chicken for less than \$6. I observed that most customers who entered into the restaurant will also look at the poster. Most of the customers were mothers who came with their children and they ordered the Tuesday special and Fries as a side dish. Actually, most persons ordered the Tuesday special which they referred to it as 'twonie'. Also, some of the customers when ordering will contemplate what to get; they asked the cashier about the different deals that was available. Hence, the other customers in the line had to wait on them to finish. I noticed one of the customers' order was influenced by another person's order. She first wanted something different but when she saw the person's food, she ordered what the person was having. Since there was only one cashier, customer had to wait. The cashier also was multi tasking – she would put the order in the plastic bag, take person's order and give the person his or her order. Because she was doing so much at once, there was one case when she made a mistake and gave a customer only part of his order. When she realized she had to rush to give the customer the remaining items from his order. This resulted in an empty counter where there is no cashier but waiting customers. While the customers were waiting for their orders, they were chatting with the person(s) they came along with or were on the phone. Inside the restaurant there was a television in the waiting area. I noticed when the customers were waiting for the order; they were looking at the programme that was showing on the television. The children who came with their mothers were playing and interacting with the other customers. I saw a man who came to the restaurant only came to use the washroom. Most customers who had their meals at the restaurant were with someone; many mothers with their children. But there were also father and child; they did not dine at the restaurant. Also, some people who ate at the restaurant also ordered food for on the go. I noticed as it got late, the restaurant was becoming busier.

Luckily, the restaurant was very spacious and had plenty seating areas. There were window blinds on half-way part of the window which helped to reduce the heat from the sunlight. This helped to make the customers more comfortable when sitting down to eat their delicious meals. Also, music that suit the type of customers in the restaurant was playing. There were papers on the floor; however, the customer did not seem to mind the untidiness of the place.

## **Reflections**

The children there were very happy and loud – I wonder if the feeling of eating fried chicken contributed to their excitement. Also, there was one mother who told her son ‘I will bring fries for you’. It seemed like the little children really liked eating fries since all the mothers there ordered fries. I ordered a small drink but the cashier gave me a medium. I thought by ordering a small I would pay less so I refused the medium size drink. But she then told me there was a deal for the medium size drink. I would pay less for the medium drink. However, I did not see any information available in the restaurant about that deal. They should have some kind of poster that advertised that promotion. But one thing, I noticed most of the customers ordered the medium size drinks. I guess they are regulars at the restaurant so they are aware of that deal. There are two cash registers available but only one cashier was used. They should get another cashier. This will help with preventing persons from stand up in the line for long period of time to make the order. I felt like the surrounding was untidy due to when persons eating, their foods or tissue papers mistakenly fell down. Also, there was only one bin that was situated closed to the exit. Some people hurriedly empty their tray in the bin and a box fell out. The customers were rushing and did not bother to look back at the messy state they caused. When someone wanted to use the washroom, they had to ask the cashier. I did not like that; they should have made the washroom opened to the customers at all time. What if a customer will like to use the washroom but hesitated because did not want to disturb the staffs by asking them to open the washroom. The customers there were very comfortable in the surrounding. It was a friendly atmosphere. The cashier had a nice cheerful voice and was very helpful. The workers seemed to have nice working relationship since everyone were collaborating very well and tried to ensure the customer got the order promptly. Plus the restaurant was located in a prime location. I guess all this helped in causing the restaurant to become very popular. Approximately more than 40 customers visited the restaurant when I was there. Whenever a customer order spicy fried chicken, they always have to wait a longer time for their order. Since spicy chicken seemed like a popular customer choice, they cook should make large batches of that. This will help minimize the customer’s waiting time.

## **Emergent Themes:**

- (1) The best seller was the daily Special
- (2) Children Like Fries
- (3) People came to the restaurant to eat and socialize. For example mothers and their children etc
- (4) Excited Children
- (5) Friendly and helpful workers contribute to a growing business