Ethnographic data collection involves the use of qualitative research methods to study and understand the culture and experiences of a particular group of people. This may include techniques such as participant observation, in-depth interviews, and focus group discussions.
We have done all three methods in to collect data for this project
1. In participant observation - here we used to just sit outside the UW restaurants in union south and other places and observe the students who are standing in queues and waiting to place the order, few of them were having luxury of time as they would not have any classes and others who were our primary target audience were constantly checking out how fast the lines were moving as they had to hurry up to their next classes, we immersed ourself here in the daily life of the community being studied, observing and taking notes on their behaviors, beliefs, and interactions.
2. In-depth interviews -here we spoke with the students who were our target audience with open-ended questions regarding our project, it was basically a semi-formal communication which we established with the students to let them know about our problem statement of having an cross platform app which will allow them to order food from their classes and hence save them and get their general feedback about it.
3. Focus group discussions - after conducting semi formal conversations, we made a list of possible questions which we could ask the students in focus groups and record their answers, this would be our primary source of data to work on during the entire process. We explained them the problem statement and asked them their opinions about it, with their permission we took handwritten notes during their formal conversations and also recorded audio which they were comfortable with.

Ethnographic data collection methods can be used to gather valuable insights and information about people's behaviors, beliefs, and motivations about food delivery applications for
restaurants. These methods involve observing people in their natural environments, conducting interviews and focus groups, and collecting artifacts and other data that provide insight into their experiences and perspectives. Our approach to conducting design ethnography was primarily Fly on wall observation. We wanted to observe the environment the same way other people were experiencing, so we decided to join other people in line and sit around the restaurant to observe the situation and take notes on our devices, such as laptops and mobile phones. We observed
many factors, such as what kind of food everyone prefers, the type of orders, and payment methods. To gather plenty of information, we decided to spend 2 to 4 hrs per person at different
times observing people and restaurants, and we picked a restaurant in union south for the observation. Most people spend around 5 to 15 min in the process of taking food, depending on the time of the day. We decided to take notes on a laptop and mobile phone based on the situation we were in to match the environment. When we stood in line, we used a mobile phone
to collect notes, whereas while observing the restaurant from a distance, we used laptops for observation, and we aimed to get at least three interviews per individual to get a broader perspective and to avoid any biases.