

FIELD STUDY REPORT

University of Washington | HCDE 313 | 10.20.19

RATIONALE

The rationale of this research is to better understand the experience of fans while attending a Husky football game on a rainy day. By method of observations, data was gathered to get insight on fan's pain points and therefore uncover opportunities to enhance their game day experience.

Seattle's rainy reputation is well deserved. USA Today ranks Seattle as the sixth rainiest spots in the country [2]. According to U.S Climate Data, the most days per month with rainfall and highest amount of rainfall per month are occurring during November thru January [1]. It happens that the NCAA football season happens during these months. These weather statistics may come to no surprise to a local Seattleite, however, both locals and out of town game goers may be still ill-equipped for the weather conditions to stay dry on game day.

A husky game attendance can reach an average of 69,000 + fans come out and fill up Husky Stadium, rain or shine.[3] The overreaching goal is to help Husky fans protect themselves from the rain while at Husky Stadium.

Table 1: UW Field Study Research Questions

	Questions	Justification
1.	What are the pain points for husky fans while at UW football stadium on rainy days?	This will provide insight as to where husky fans are facing problems on game day
	What are the rainy-day resources being offered by UW at or near the Husky Stadium?	This will provide clarity to what resources are available for fans as well as the quantity and functionality
2.	What are the resources (i.e. from UW) currently being utilized by fans on rainy days?	This will provide awareness as to what fans are currently using on days its rainy (i.e. most utilized and least utilized)
3.	Is there signage at Husky Stadium addressed to fans regarding weather safety ?	This will provide an idea as to how fans get information and how UW communicates with fans
4.	What are possessions that husky fans carry with them on rainy days to Husky Stadium?	This provides an idea as to what fans personal items are being brought to the game. Are they prepared for wet and cold weather

METHODOLOGY

The field studies were conducted by way of three thirty-minute structured observation. This method was chosen because structure observations provides a detailed level of data that comes from disguising and immersing yourself into the environment as one of your participants.

Data Collection Methodology

Each structured observation was steered by predetermined focal points, such as built environment, information and communication, traffic, possessions, tools and technology and overall experience. During each observation a template with the focal points and research questions was used to stay on track, seen in Appendix I. This structure helped with the scope of data and ensure that the data collected followed a specific criterion. After each observation session the notes and photos were organized and categorized as seen in Appendix II. To analyze the data the method was affinity diagramming. By grouping the data, it became apparent the themes and relationships in the data.

Recruiting Methodology

For these field studies, the participants selected were people attending a football game at Husky Stadium. My observations occurred when participants had to undergo less than ideal weather conditions including rain, cold, and wind. These participants were selected because they are attending the Husky game despite the weather conditions. To ensure valuable data, inclusion and exclusion criteria was determined to focus on specific participants. The inclusion criteria include the students and nonstudent ticket holders only. This will exclude stadium staff and volunteers and passing pedestrians. The recruiting method to find participants was to observe at Husky Stadium on game day. The observation times occurred pregame and post-game. The observation occurred on the surrounding areas of Husky Stadium which include the main student entrance, general entrance and adjacent parking lot/ pregame festivities area.

FINDINGS & KEY RESULTS

I. **Husky Sprint Trumps Rainy Readiness**

A significant number of fans demonstrated their Husky spirit, a sea of purple and gold. However, there was a substantial number of participants observed who lacked inadequate clothing for the game, based on weather conditions. In additions, participants' accessories such as, gloves, scarfs and hats for some were no existent or minimal. The forecasted weather was predicted to have rain with a possibility of thunder. The temperature ranging in the mid to low 50's during game time. Typically, this weather would demand heavy clothing, but for several fans their clothing were not.

[Session II, Husky Stadium, student entrance: 10.19.2019, 12:00pm]: Younger male had a short sleeve Husky shirt and jeans pants with tennis shoes. Male was heading to student entrance with another young male.

[Session II, Husky Stadium, student entrance: 10.19.2019, 12:10pm]: Younger adult heading towards the student entrance had a light jacket, jeans and sandals with socks

[Session III, Husky Stadium, general entrance: 10.19.2019, 4:10pm]: Women at general entrance had no winter accessories visible, but have a heavy jacket with hood

II. **Lacking Rainy Day Resources for Fans**

On game day an average of 69,000 fans arrive at Husky Stadium in various ways such as, public transportation, driving, biking, walking or sailing. From the outside of the stadium it was not observed that Husky Stadium offers resources that could protect people from the rain (i.e. personal items).

[Session II, Husky Stadium, student entrance: 10.19.2019, 12:17pm]: Adult arrived on bike to come to Husky game and used the bike rack to lock his bike. The bike rack used was not undercover.

[Session III, Husky Stadium, general entrance: 10.19.2019, 4:15pm]: A noticeable amount of people leaving the stadium main entrance did not have an umbrella

[Session I, Husky Stadium, stadium parking lot/ UW festivities areas: 10.19.2019, 11:20]: People are smiling and socializing during tail gating pregame activities. There are not enough coverage/ tents. People grouping in areas with tent, to get relief from the rain.

III. Absence of Safety Signage for Fans

There were no signs visible that addressed game goers in the surrounding areas outside of the Husky Stadium. When the weather conditions are rainy and cold having signs present could help direct the large crowd more effectively and safely.

[Session I, Husky Stadium, stadium parking lot/ UW festivities areas : 10.19.2019, 11:07pm]: In the adjacent parking lot/ UW festivities areas there is no signs visible to address fans regarding weather and safety.

[Session III, Husky Stadium, general entrance: 10.19.2019, 4:19pm]: There is no signs visible that help fans use caution due to weather

[Session III, Husky Stadium, student entrance: 10.19.2019, 12:19pm]: There is no signs that addressing fans. There are noticeable signs addressing link light rail riders, bike riders and bus riders.

Table 1.2: Prioritization of Findings

	Findings	Justification
I	Husky Spirit Trumps Rainy Readiness	People are passionate about showing their Husky spirit on game day rather than dressing for the weather appropriately. However not dressing appropriately for the weather may make the game day experience not a pleasant experience.
II	Lacking Rainy Day Resources for Fans	Football season is during the coldest and wettest part of the year. Thus, it is important that people's game day is an enjoyable one. This will get people to return to more games in the future.
III	Absence of Safety Signage for Fans	Signs can help address large crowds. It is important that signs are both visible and understandable. Signs can be helpful to address safety concerns especially when it rains.

RECOMMENDATIONS

To address husky spirit trumps rainy readiness,

1. *Selling UW Husky plastic ponchos for a minimal price for fans to wear.* For those that are for the opposing team a blank poncho can be sold for the same price.
2. *Other rain day essential such as hand warmers, UW logo towels and UW reusable plastic bag can be sold for a minimal price.* These items can be sold within the stadium.

To improve rainy resources,

1. *Fans can have access to borrow umbrellas.* For those who arrive early to take part in the pregame festivities should have access to borrow umbrellas and/or have access to enough covered tent areas to enjoy the pregame tailgating.
2. *Commuter can rent bike lockers.* For those commuting by bike, should have access to bike lockers to store their bike during the duration of the game.

To address absence of signage,

1. Posts signs in area that could be a potential safety hazard

Additional recommendations,

1. *A game day 101 checklist can be sent to every ticket holder prior to the game to help fans prepare for their game.* This checklist can include recommendation that include how to prepare for rainy day games and resources that are offered.

REFLECTION

To understand these result it is important to understand the Husky Stadium layout. The Husky stadiums is only partial covered(As seen below). Fans that are seated in the lower level have no coverage, even though the higher levels are covered from the wind factor can be an annoyance.



Alaska Airlines Field at Husky stadium

One of the strengths of the research approach is exposure to large sample size. For this research I needed to expose myself to the same environment as my participants. A large sample size ensured that my data was specific and detailed however, it was essential to follow the focal points.

One of the biggest limitations of these results is not having access to inside Husky Stadium. These results are limited to outside and in the surrounding areas of Husky Stadium. Having access to inside the stadiums would provide rich data on participants during the game, which would provide insight on participants experience during the game.

Ideally, for the next field research study, an observation can be conducted inside the Husky stadium. Additionally, an observation session of the Husky sailgating dockside area would be useful.

What was unexpected about my field studies is the amount of people that seemed to be lacking appropriate clothing and accessories that would keep them dry and warm before, during and after the game.

NEXT STEPS

Based on the results and recommendations, it is necessary to explore participants' perspective on their game day experience during the game. This data is essential because my observations are limited to the surrounding area of the stadium. One technique to get this qualitative data is through user interviews. Interviews will be useful to get answers to the lingering questions that arose from my field studies.

APPENDIX O: REFERENCE

- [1] Data, U. S. C. (n.d.). Temperature - Precipitation - Sunshine - Snowfall. Retrieved October 2019, from <https://www.usclimatedata.com/climate/seattle/washington/united-states/uswa0395>.
- [2] Evans, L. (2019, January 15). Things to Do in Seattle When it Rains. Retrieved October 1, 2019, from <https://traveltips.usatoday.com/things-seattle-rains-53611.html>.
- [3] Kirschman, Lauren. "Huskies No.1 in Pac-12 in Attendance. It's Just Not as Many in the Stands as You Think ." *The News Tribune* , 9 Nov. 2018, <https://www.thenewstribune.com/sports/college/university-of-washington/article221383570.html>.

APPENDIX I : PLANNING MATERIAL

Research Questions

1. What are the pain points for Husky fans while at UW football stadium on rainy days?
2. What are the resources (i.e. from UW) currently being utilized by fans on rainy days?
3. How do people prepare for inclement weather on rainy game days?
4. What are the rainy-day resources being offered for fans at Husky stadium?
5. Is there signage at Husky stadium addressed to fans regarding weather safety?
6. What are possessions that Husky fans carry with them on rainy days to Husky Stadium?

7. How do people gather at surrounding areas at Husky Stadium?

Table 1.3: Field Observation Focal Points

Focal Points	Questions
Built Environment	<ul style="list-style-type: none">○ How are the spaces laid out?○ Where is the location on campus?○ Is there a limit or max capacity allowed for ideal conditions?○ Is the area organized?○ Is the area safe, Are there any potential safety hazards?
Information & Communication Access	<ul style="list-style-type: none">○ Is there signage addressed towards game goers?○ Is there staff addressing people?
Possessions	<ul style="list-style-type: none">○ What are people carrying?○ Are there possessions protected from the rain?
Traffic	<ul style="list-style-type: none">○ How do people gather in these areas?○ How do people interact with others?○ What characteristic of people that are there?
Tools & Technology	<ul style="list-style-type: none">○ What are the resources or materials being used?○ How to these areas offer protection on rainy days?
Overall Experience	<ul style="list-style-type: none">○ How is the ambiance?○ How are peoples' facial expression?

APPENDIX II : FIELD NOTES & IMAGES

Session I

10.19.2019

12:00pm – 12:30pm

Husky Stadium, student entrance

56°F Lightly Rain

Built Environment

- There are 2 distinct lines for the student entrance with staff to check bags and check tickets
- The area around the student entrance is congested
- Students seem to be socializing with each other while in line
- People stand in line outside of the stadium without coverage from the rain
- Staff/ security walking around the grounds

Information & Communication Access

- No signs seem to be visual to address fans regarding safety

- A sign that says “Dawg pack entrance”
- Digital sign showing the info of the game

Possessions

- Student has open umbrella for two
- Several students have Husky accessories (e.g. clear bag)

Traffic

- Participants gather and socialize while in line.
- A group of 4 students laughing and talking in a group. Talking with other groups in line.
- Husky student talking with rival Oregon Duck fans
- Passing (non-student) participants’ passing and hesitating near the student entrance
- There are couple relationship standing in line

Tools & Technology

- Participants are on their cellphones
- Participants are taking selfies on phone
- Most participants have tickets on their cell phones

Overall Experience

- People coming from link light rail, bus, bike and walking are converging in this area
- Students seen walking from across the street to the Husky stadium
- Older adults seen riding on bike, using bike lock stations and walking towards the stadium
- Observe many people wearing Husky gear, but not suitable for rainy weather\

Session II

10.19.2019

4:00pm – 4:30pm

Husky Stadium, general entrance

56 °F Lightly Rain

Built Environment

- The general entrance is a separate from other entrances located on the left side of the front of the building
- The area seems safe and free of any potential hazards

Information & Communication Access

- No signs seem to be visual to address fans regarding safety in this area

Possessions

- Many participants had clear bags
- Participants had head wear baseball caps and beanies

Traffic

- People exiting the stadium in a swift pace
- People are gathering in front of stadiums talking after the game

Tools & Technology

- Participants are on their cellphones looking
- Participants talking on their phone

Overall Experience

- People smiling and laughing
- Participants disbursing towards parking lot, bus stops/link and walking back to campus
- Most people wearing hood
- Some have umbrella

Session III

10.19.2019

11:00pm – 11:30pm

Husky Stadium, stadium parking lot/ UW festivities areas

55°F Rain

Built Environment

- There are vendors, tailgaters, activities, beer/wine gardens
- There are tents for people to get under to get out of the rain
- There are people groups of people in the beer/wine garden that are not under the tent but are in the designated area

Information & Communication Access

- No signs seem to be visual to address fans regarding safety in this area

Possessions

- Participant had tailgating gear
- Participants eating food and drinks
- Participants had clear bags for the game
- Most tailgater brought their own tent to take shelter

Traffic

- People tailgating
- People playing pregame activities

- People socializing while eating and drinking

Tools & Technology

- Participants are on their cellphones looking
- People taking picture with their phones
- Tools needed for pre-game activities
- Tools used for tailgating

Overall Experience

- People smiling, laughing, yelling
- Very sociable environment
- People mingling
- People preparing for the game

APPENDIX III: IMAGES DATA ANALYSIS





Session I Observation: Student entrance

Affinity Diagramming

