
ETHNOGRAPHIC RESEARCH

Location: UWB outdoor parking lot

Date: 4.17.19

Time: 12:15pm

Duration: 23 minutes

PACT Framework

Context

Physical Environment: Outdoors UWB parking lot, overcast weather

Social context: Students walking, cars parked, cars driving, some congestion of traffic

Organizational context: N/A

Highlights

The people I observed are students, the activity is looking for parking on UWB campus. At this time of day there was limited parking. The valet parking was open, but I didn't see anyone use this service. I observed many students either heading to class or walking back to their car. Many students used the pay station, so they did not have a pre-paid parking pass. At most there was a two-person line at the pay stations located in the outdoor parking areas. Most of the parking spots were further down in the aisles, I notice student walking swiftly to get to their classes. For those that had to pay at the pay station and were in a rush did not wait a long time to obtain their receipts if the machine was taking too long to process their payments. I did not see very much circling of the parking lot. I did see student needed to park further down the parking aisles to find a parking spot. This means that the time that it takes to walk to class has increased. There seem to be a noticeable difference between who was on time pressure and who was not based on the speed of driving. I observe some students sitting in their car. There was no technology I observed that students used to find parking.

Improvements

- Eliminate bias because I'm familiar with the UWB parking lot
- Not to jump to assumptions
- Take better notes
- Observe at a time that the parking lot is more busy
- Try to observe people emotions

Opportunity

A possibility to improve student's abilities to achieve their goal of parking their car hassle-free could be to have a system that has students reserve a spot-on campus. This will allow student to park their car with out having to search for parking.