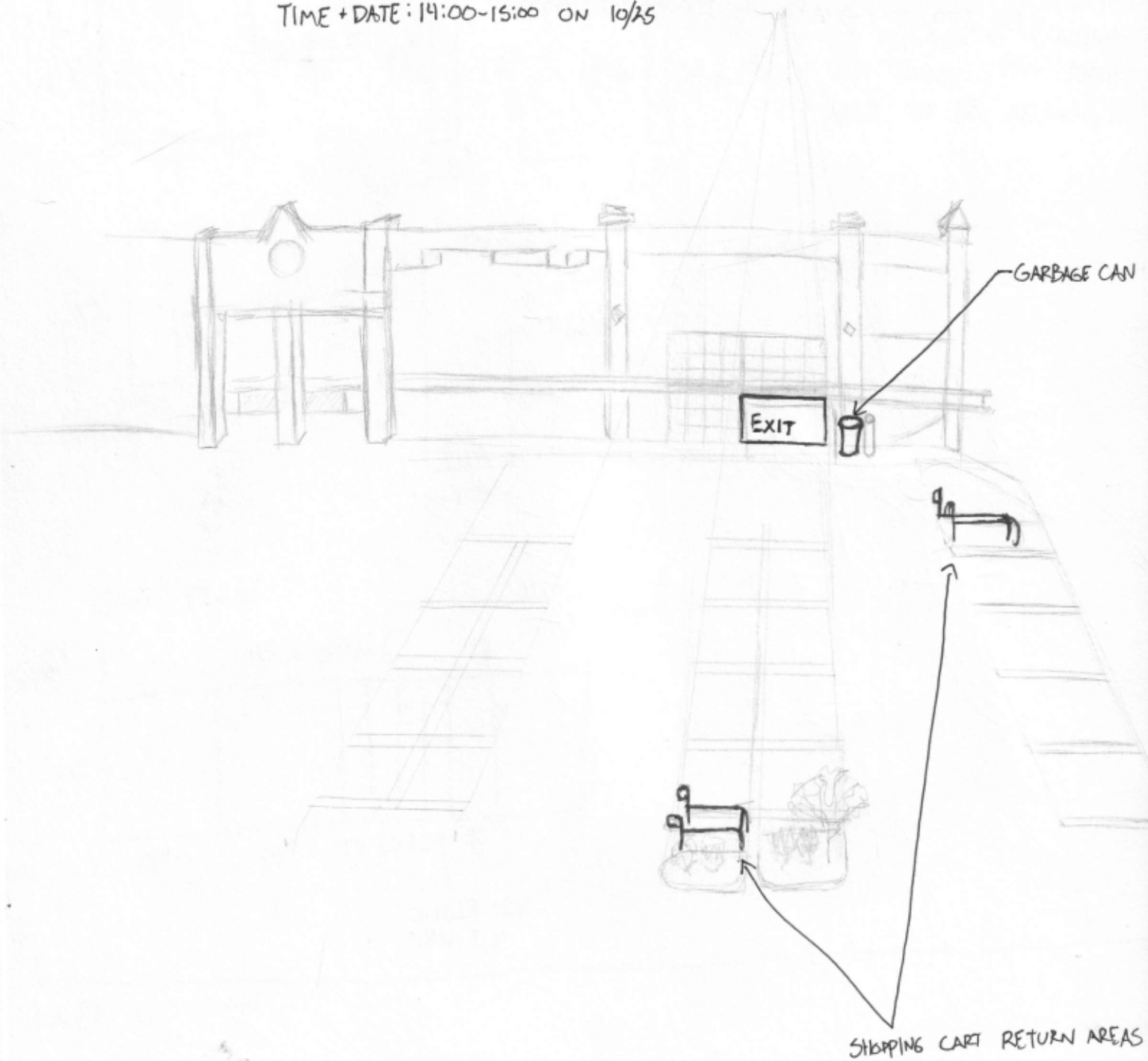


LOCATION: SAFEWAY ON 15<sup>TH</sup> & JOHN ST IN CAP HILL, SEATTLE  
TIME + DATE: 14:00-15:00 ON 10/25



NOTES:

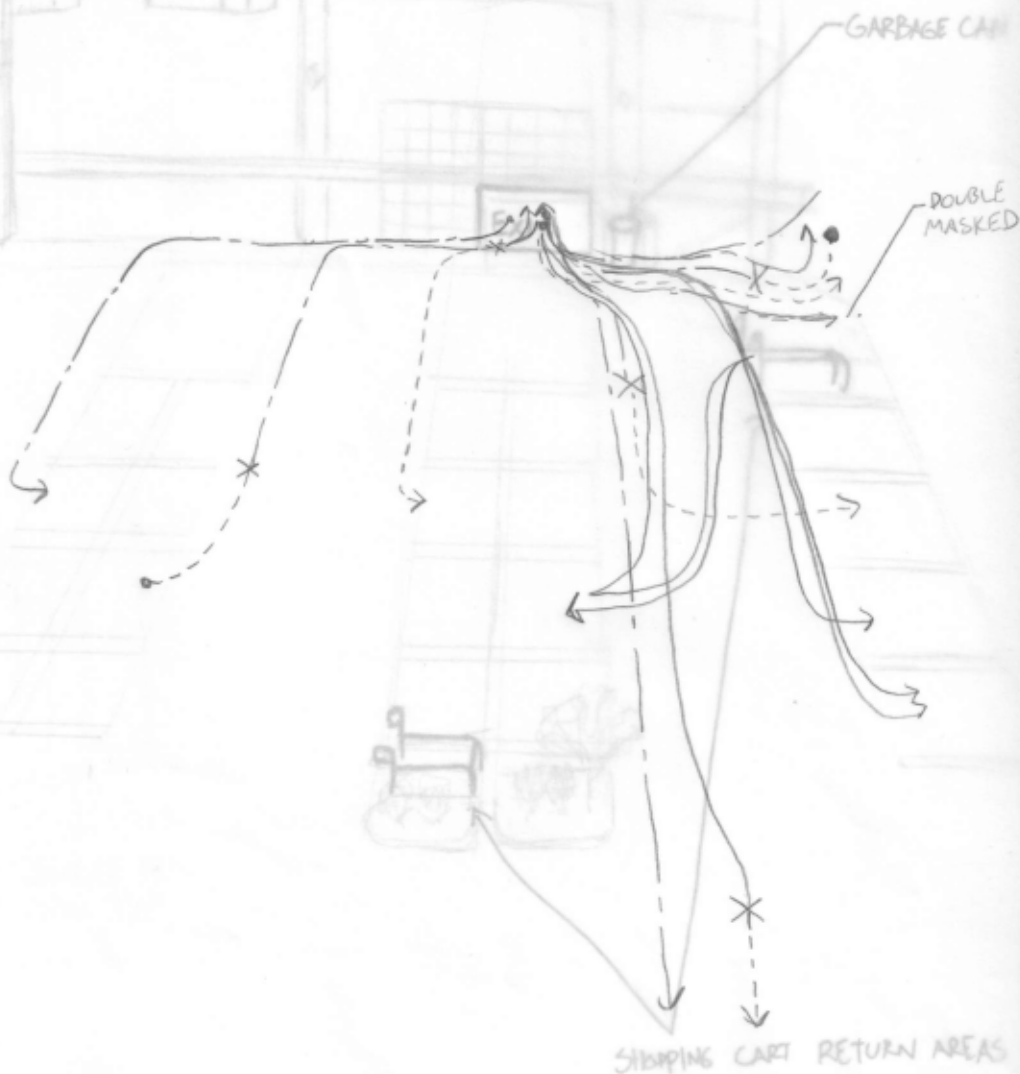
- REUSABLE MASK WEARERS TEND TO KEEP THEIR MASKS ON LONGER THAN SINGLE-USE MASK WEARERS
- ONE SHOPPER ACCIDENTALLY DROPPED A SPARE MASK WHEN PULLING ONE OUT OF THEIR POCKET BUT PICKED IT UP

LEGEND

REUSABLE MASK	—————
SINGLE USE MASK	- - - - -
NO MASK	- - - - -
REMOVED MASK	X
LITTERED MASK	⊕

SINGLE USE MASKS # # # # #  
REUSABLE MASKS # # # # #

FIRST 20 MINUTES

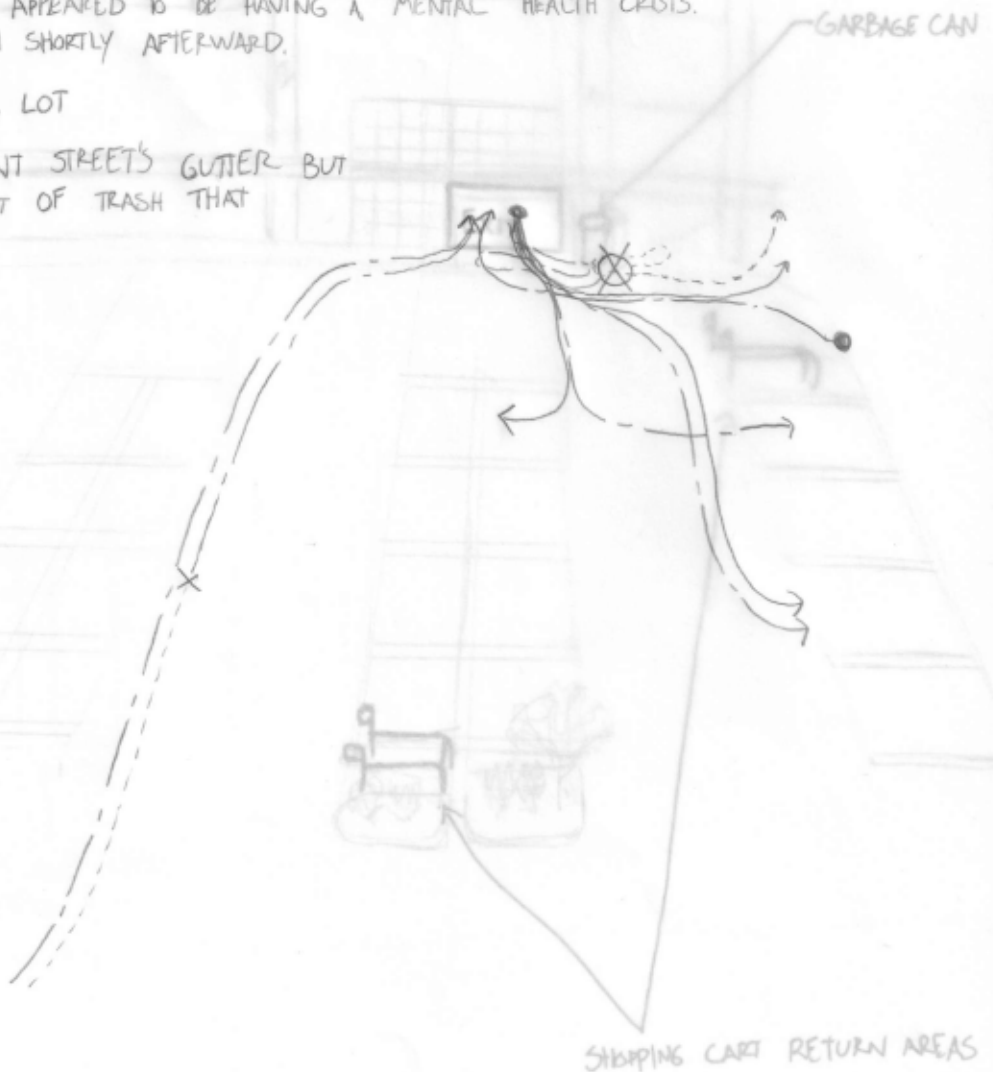


LOCATION: SAFEWAY ON 15<sup>TH</sup> & JOHN ST IN CAP HILL, SEATTLE  
TIME + DATE: 14:00-15:00 ON 10/25

NOTES:

102015002

- PEDESTRIANS TEND TO KEEP MASKS ON LONGER THAN DRIVERS
- ONLY SAW 1 PERSON LITTER THEIR MASK BUT THEIR MASK WAS JUST A SUBSET OF SOME OTHER TRASH THEY LEFT BEHIND. THEY APPEARED TO BE HAVING A MENTAL HEALTH CRISIS. AN EMPLOYEE PICKED UP THEIR TRASH SHORTLY AFTERWARD.
- THERE WAS 1 MASK IN THE PARKING LOT
- THERE WAS 1 MASK IN THE ADJACENT STREET'S GUTTER BUT IT WAS PROPORTIONATE TO THE AMOUNT OF TRASH THAT WAS ALSO IN IT.



SINGLE USE MASKS ~~||||~~ ~~||||~~ ~~||||~~ ~~||||~~ ||  
REUSABLE MASKS ~~||||~~ ~~||||~~ |||

NEXT 20 MINUTES (USES SAME KEY)

## NOTES:

\* ABOUT AN EQUAL PERCENTAGE OF SINGLE-USE MASKS + RE-USABLE MASKS.

\* THE ONLY TIME I SAW A MASK GET LITTERED, IT WAS PART OF A LARGER COLLECTION OF THINGS LEFT BEHIND. THIS PERSON WAS IN AN INCOHERENT STATE AND ANY LITTERING THEY DID WAS ONLY A SYMPTOM OF A MENTAL HEALTH ISSUE THAT IS BEYOND THE SCOPE OF OUR DESIGN QUESTION.

\* THERE ~~ARE~~ IS A TRASH BIN IMMEDIATELY OUTSIDE THE EXIT. IT HAD AMPLE ROOM FOR MORE TRASH.

\* SHOPPERS WHO DROVE SEEMED TO GET 2+ BAGS OF GROCERIES WHILE SHOPPERS WHO WALKED GOT 1-2

\* MOST SHOPPERS APPEARED TO BE ABLE TO REMOVE THEIR MASK IF THEY WANTED TO. SHOPPERS WITH 2 BAGS WOULD TRANSFER BOTH BAGS TO ONE HAND AND USE THE OTHER TO REMOVE THE MASK. SHOPPERS WITH 3 OR MORE TENDED TO USE CARTS.

IT WAS ABOUT A 60/40 SPLIT IN DRIVERS TO PEDESTRIANS.

\* PEDESTRIANS MOSTLY HAD THEIR MASKS ON ALREADY AS THEY APPROACHED THE STORE.

\* DRIVERS SEEMED MORE LIKELY TO PUT THEIR MASK ON BEFORE EXITING THE VEHICLE IF IT WAS REUSABLE. SINGLE USE MASKERS WERE MORE LIKELY TO HAVE THEM IN A POCKET AND PUT THEM ON RIGHT AT THE THRESHOLD OF THE STORE.

\* I THINK 30 MINUTES TO 1 HOUR IS NOT A LONG ENOUGH TIME PERIOD TO OBSERVE THE BEHAVIOR WE'RE LOOKING FOR. THE FREQUENCY OF OUR CORE ISSUE IS VERY LOW AND THERE'S LIKELY AN OBSERVER EFFECT. LITTERING IS ONLY AN ISSUE BECAUSE ~~ALTHOUGH~~ THE FREQUENCY IS VERY LOW, ~~THAT~~ OUR TARGET USERS ARE NEARLY 100% OF THE LOCAL POPULATION.