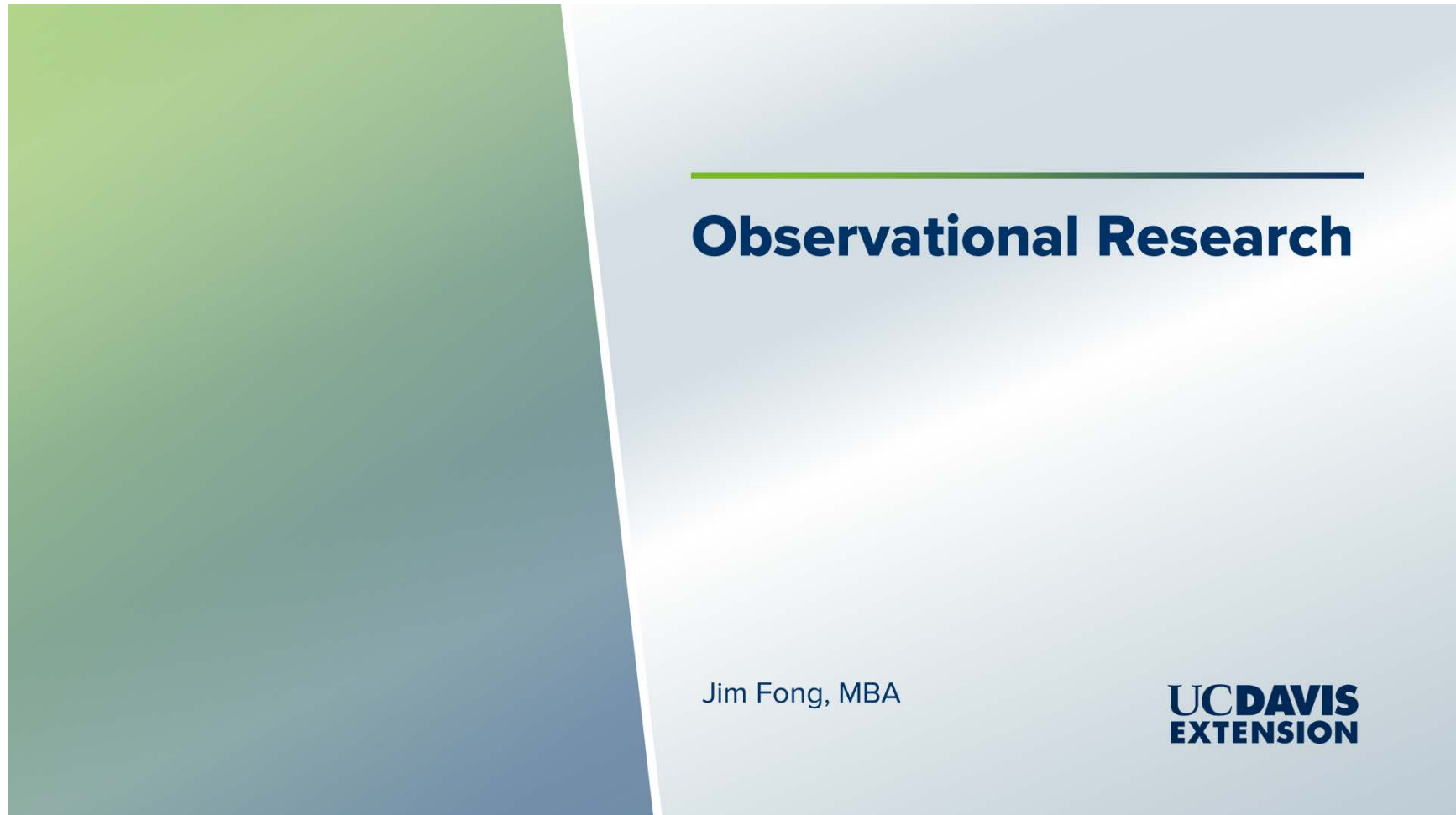


Lesson 3.5: Observational Research

Slide 1: Observational Research

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title "Observational Research" is written in a large, bold, dark blue font. Below the title, the name "Jim Fong, MBA" is displayed in a smaller, dark blue font. In the bottom right corner, the "UC DAVIS EXTENSION" logo is shown in dark blue.

# Observational Research

Jim Fong, MBA

**UC DAVIS**  
**EXTENSION**

Slide 2: Learning Objectives

## Learning Objectives

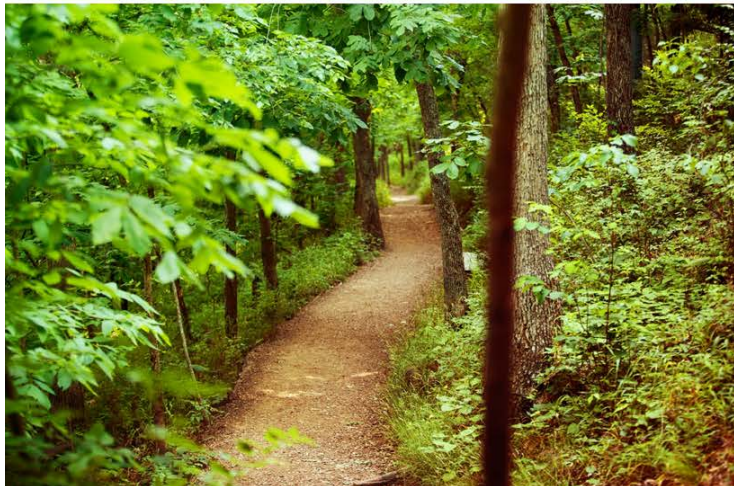
---

Decide when Observational Research might be valuable to your client

Define Observational Research

Slide 3: A Subject of Observational Research

# A Subject of Observational Research



Is someone watching us?

Being counted on the Katy Trail

Cameras counting people on different trails is Observational Research

Slide 4: Observational Research for Retail

# Observational Research for Retail

Watch people in environment to study behavior

Change environment (music, fragrance)

Observe changes given different stimuli





Slide 5: Observe Digital Footage of Retail Experience

## Observe Digital Footage of Retail Experience

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Study digital recordings of retail customers

Analysis of traffic and behavior

Used to determine placement of display or kiosk

Slide 6: Observational Research of Digital Experience

## Observational Research of Digital Experience

Includes web analytics or social media

Debatable because of overlap with secondary

Observing digital customer behavior is still Observational Research



Slide 7: Observational Research of Digital Experience

## Observational Research of Digital Experience

Observe behavior on a website

Analyze usability experience, clicks, time on page

Digital interface is your online storefront





Slide 8: Emerging Technologies Expand Observational Research

## Emerging Technologies Expand Observational Research



Technologies to count people

Know who they are and  
where they came from

Identify behaviors and demographics



Slide 9: Market Research Groups Specialize in Digital Observation

## Market Research Groups Specialize in Digital Observation

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Consumer testing  
done digitally

Websites and mobile  
sites can do the same

Digital fits definition of  
Observational Research

Slide 10: Mystery Shoppers

A woman with long dark hair, wearing a denim jacket over a yellow top and a yellow skirt, is looking at a piece of clothing on a hanger in a retail store. The background is slightly blurred, showing other clothing items and store fixtures. The image has a green and blue gradient overlay.

# Mystery Shoppers

They do observe, but I see it as primary research

Engagement and interaction while observing

Influencing exceeds being strictly observational

Slide 11: Summary

# Summary

“Observing behavior of customers or perspective customers to answer business questions or provide information to solve a business problem.”