Observation 1 - Outside Food Court

People looking down at their phone often walk much slower than others. People who are walking the fastest appear to be looking forward most of the time, as if looking at their destination. These people appear urgent in their travel. When people are walking slowly they spend more time looking at their phones or the ground, or around at their surroundings. They are more likely to briefly check their phone than fast walkers and have it in their hand.

Slow walkers: look around a lot more than fast walkers in general, at their surroundings, other people and their phones.

Fast walkers: will look at the ground occasionally but mostly straight ahead.

People walking with others: walk significantly slower, most of the time look around a lot while walking. When talking to one another they angle their faces 300 towards the other but don’t look at one another. These groups will also point out and talk about something in the environment, like a sign.

A couple of people have kicked at the seed pods on the ground, dribbling them almost like a soccer ball.

Insights: Designing something for people who have time to engage with it can come from their movement speed, as someone without time will be walking much faster and based off this research will not look around as much. On the other hand, someone walking slower probably is not in a hurry, and they tend to look around at their surroundings or at their phone much more often. Thus slow walkers would be much more likely to notice and then engage with a physical installation.

People walking with others could be engaged with visible designs, as they will likely point it out to the other people and discuss it.

A couple of walkers were engaging with their path by kicking debris (seed pods, leaves, sticks), could be implemented into a game as people kick toys on the ground, perhaps an interactive screen.

Observation 2 - Great Court

Majority of people walking across the grass are walking quite leisurely, people walking on the paving are walking faster in general.

Younger looking people, probably less experienced with the university are spending more time looking around, older people that must be more accustomed to campus mostly look in the direction that they’re walking.

Some people kicking sticks on the ground, one person kicked a stick into the path of another person who kicked it back.

Birds are swooping around people as they walk, continually circling them as they walk, the walker always looks at the bird that’s surrounding them and often step away somewhat. These birds are flying extremely close to the ground

Insights: The moving elements of the birds are very engaging for walkers, if a bit scary, forces them to look at their surroundings.

Kicking debris on the ground between two people has great potential for social engagement.