

Natural Observation Form (Vendor-focused)

Type: Naturalistic observation

Target: Food trucks and students

Duration: 10 – 20 minutes per session

Observation Context

- **Location:** Kee's food truck and the food truck around
- **Date / time:** January 30, 11:00 – 11:10 and 12:00 – 12:20
- **Estimated crowd level (low / medium / high):** Low
- **Peak period?** Yes
- **Approx. wait time (min):** 2-10 min

What to Observe (Check / Note)

- Number of students waiting

1-2 people around 11am; 2-5 people around 12pm
- Students checking phones

Several students checked their phones while waiting, mainly scrolling social media or messaging.
- Students checking menus/signage

Most students stood close to the truck and read the printed menu carefully. Some leaned forward or pointed at items while deciding.
- Students asking staff / peers

2 students in each observation session asked staff about recommendation. And 2 and 3 students in each session respectively asked friends for recommendations.
- Visible confusion (menu/payment/process)

One student hesitated when choosing items and asked about ingredients(halal). One student appeared unsure about accepted payment methods.

- Students switching lines / leaving

One student left after checking the menu and seeing the estimated wait time. No major line-switching was observed.

- Payment delays/issues

Minor delays occurred when students searched for payment apps

- Seating search behavior

Several students walked around nearby buildings to find seating, especially during the noon period.

- Staff answering repeated questions

Staff repeatedly answered questions about popular items

Notes:

During the 12:00 – 12:20 observation session, small queues formed. Students tended to make decisions only after reaching the front of the line. Menu visibility was limited from a distance, requiring students to stand close to read details. Payment information was not clearly displayed.

Short Descriptions

- What happened overall?

Most students arrived, checked the menu at close range, waited briefly, ordered food, and then go to nearby building for seating. The process was generally smooth but involved small moments of hesitation and clarification.

- When did frustration peak?

Frustration was most noticeable around noon when the line became longer and students felt rushed between classes.

- Any repeated patterns?

- Students checking menus only after joining the line

- Asking about recommendation

- Looking for seating after receiving food
- Using phones while waiting
- Any unexpected behavior?

Initial Insights

- Possible breakdowns:
 - Limited menu visibility from a distance
 - Lack of nearby designated seating
 - Students only realizing wait times after seeing the line
 - Unclear payment information
- Design opportunities:
 - Provide clear digital menus with photos and prices
 - Show estimated wait times before arrival
 - Suggest nearby seating locations
 - Display accepted payment methods prominently in-app
- New questions:
 - Would clearer menu and payment information reduce hesitation?
 - Would students change their choice if wait times were visible earlier?
 - How important is seating information for food truck users?
- Links to survey/interview data:

These observations align with survey findings showing that students value visual menus and crowd information.