

Natural Observation Form (Vendor-focused) Version 1.0

Type: Naturalistic observation

Target: Dining halls / food trucks

Duration: 10–20 minutes per session

Observation Context

- Location:
- Date / time:
- Estimated crowd level (low / medium / high):

What to Observe (Check / Note)

- Number of students waiting
- Visible signs of confusion (menu, payment, ordering)
- Students checking phones while waiting
- Students leaving without ordering
- Payment issues or delays
- Seating availability nearby

Short Descriptions

- What happened?
- When did students seem most frustrated?
- Any repeated behaviors?

Initial Insights

- Possible breakdowns observed:
- Questions this raises:
- Connections to survey/interview findings:

Natural Observation Form (Vendor) Version 2.0

Type: Naturalistic observation

Target: vendors and students

Duration: 10–20 minutes per session

Observation Context

Location:

Date / time:

Estimated crowd level:

Peak period:

Approx. wait time:

What to Observe

1. **Number of students waiting**
2. **Students checking phones**
3. **Students checking menus/signage**
4. **Students asking staff / peers**
5. **Visible confusion (menu/process)**
6. **Students switching lines / leaving**
7. **Payment delays/issues**
8. **Seating search behavior**
9. **Staff answering repeated questions**

Short Descriptions

What happened overall?

When did frustration peak?

Repeated patterns:

Body Language, Action, Emotion

(Example:

1. Students used their phones while waiting in line.)

Initial Insights

Possible breakdowns:

Additional contextual observations:

Design opportunities:

Links to survey/interview data: