

## **Observational Exercise**

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### **Full Observational Notes**

The following field observation took place at a small coffee shop on East Broad Street in Westfield, NJ. The researcher walks into “BW Coffee” (alias) on a very rainy Tuesday afternoon, at 2:20 pm, on September 25, 2018. The purpose of a field observation is to understand and present the findings of people as they interact in a social setting (Emerson et. al, 2011, p. 1). The researcher in this exercise observed the experiences of customers inside of “BW Coffee.” The observation was conducted in a total of 56 minutes and involved employees and customers inside of the establishment. The researcher constructed the following research question related to purpose of the observation: What are the behaviors of customers in a coffee shop establishment?

The researcher sits down at a table along a brick wall on West side of the building at 2:20 pm. At this location, he is able to observe individuals walking into the establishment, ordering their drinks and/or food and choosing their seats (if they do not order to-go). There are already a number of patrons at the establishment. Two two-top tables in front of the observer have patrons sitting at them; one has two females in their 20’s and the other table as a male in his 20’s. There is a female patron, in her 30’s, sitting at the ten-seat, long table with a baby stroller beside her with, what appears to be a baby a few weeks old. Behind the observer is a couch with a female and male who both appear to be in their 60’s. They both have sandwiches on plates and black coffee in clear plastic cups.

The researcher observes that there are two long tables with ten chairs for each. One of the long tables has power outlets so that patrons can plug in electronics as they consume their drinks and/or food. Between the two long tables, there is a condiment station which has: a water spout

and clean glass water cups at which patrons can serve themselves. There are also lids for to go cups, straws, napkins and a tray for dirty dishes and glasses.

At 2:27 pm, three employees are stationed behind the counter along with various machinery. The researcher does not have experience with brewing coffee beans but notices two machines that appear to froth milk, two machines which grind coffee beans and a hot water dispenser. There are also five other machines which the purpose of are unknown. At the west end of the counter, there is bar seating with six available chairs. Behind the bar is a large glass window with a large coffee roasting machine. An employee is monitoring the machine as he sits at a table with a laptop. The screen of the laptop has a bar graph displays some sort of information.

A middle-aged male customer walks in from the back entrance at 2:30 pm. He walked over to a food case with six shelves. He is concentrating on the second shelf with food in plastic containers. He walks away without taking an item. He proceeds to the counter where a female, about 20 years old, asks if he is ready to order.

A middle-aged man enters the main entrance at 2:32 pm with a rain coat on. His eyes are fixated on the menu located high on the wall behind the register. He places his order, places his briefcase on the ground and looks around at the seating arrangements. He reaches into his pocket and pulls out a number of coins and places them on the counter in front of the register. He picks out the coins and gives them to the cashier. The cashier types on the register and gives back change to the man. He takes the change and places some of it in the tip jar. Another employee (a male in his twenties) gives him a paper cup with a paper sleeve on black plastic top. He moves to the center condiments station, takes off the lid of his cup and pours milk into his cup from a black pitcher. He takes a sip, without the lid on, replaces the lid and walks back to the

counter. He looks at the menu on the wall again for about 15 seconds. He walks around the establishment looking for a seat and finds one on the east side of the coffee shop and sits down. He is now in an area where the observer cannot see him.

A female and male, in their 20's, walk in from main entrance at 2:37 pm. They are both wearing hats and jackets appropriate for a rainy day. They walk up to the counter and look at the menu on the wall behind the register. The male rubs the female's back as they seem to decide on what they will order. A male employee walks up to the register and takes their order. The male patron places an order of two hot drinks, "for here," and pays with cash. The employee provides his change and the couple walks to a table near the main entrance as they wait for the order to be ready.

A woman, approximately 40 years old, walks in the main entrance, with two young female children at 2:40 pm. They walk passed the ordering counter towards the hallway on the west side of the coffee shop. They go to the women's bathroom and enter.

The woman, in her 30's, at the long table (which seats ten people) pulls out a cover-up from a baby stroller 2:41 pm. She places it over herself and proceeds to pull her baby out of the baby carriage. The baby is placed underneath the cover-up so she cannot be seen.

A male employee from behind the counter yells "Espresso and latte, for here, is ready!" at 2:42 pm. The young couple who ordered several minutes earlier look up from their seats. The male gets up and walks over to the counter. He takes both beverages, both in white ceramic cups, over to the couple's table.

Two females, both appear to be in their twenties, who were sitting directly in front of the observer's seat get up from their seats, grab their dishes and walk over to the condiment station

at 2:44 pm. They place the dirty dishes in their hands in to a container designated for dirty dishes.

At 2:47 pm, two young teenage females walk in through the main entrance. Both girls are wearing, what appear to be, private school uniforms. They walk up to the counter near the register and look up at the menu on the wall. They speak to each other. A female employee walks up to the counter and takes an order from one of the girls. She rings her up and the female takes cash out from her purse and pays the employee. She enters something on the white tablet in front of the register. The next girl walks up to the register and also orders from the same employee. He says "6.75." She places her debit/credit card into a device beside the register. She enters something on to the white tablet. The employee explains something inaudible from the observer's location, to the patron. The two girls stand waiting about 5 feet to the left of the register. They both look around at the seats and room. The girl, who ordered first, walks over to the condiment station and grabs a plastic straw. Then she walks back to where her peer is standing and is handed an iced drink in a plastic cup. The girl who ordered second is looking at the employee making a drink behind the counter. The second girl receives her drink in a vintage looking brown cup which is not disposable. They both walk over to a two-top table located on the west wall two tables away from the observer.

A man, in his 30's, with jeans and a sweatshirt walks into the shop's main entrance at 2:56 pm with wired ear buds in his ears. Once he enters, he stops and takes out his earbuds. He then walks down the hallway at the west end of the shop.

At 2:57 pm, a woman, in her 40's, with glasses and military (camouflage) patterned hoodie walk swiftly into the shop's main entrance and to the counter. She does not look at the menu and orders a hot beverage quickly. She hands a credit/debit card to the male cashier, and

she is handed a paper cup with a lid by the female employee. She takes the cup, says “Thank You” and runs out of the main entrance.

The male who walked in with earbuds returns from the hallway on the west side of the shop and walks to the counter at 3:00 pm. He places a hot coffee order with the male employee, pays with a credit/debit card and walks to the left of the register. The female employee quickly brings over a white ceramic cup on a saucer to him. The patron takes the cup and walks directly to a table in front of the register and sits down.

At 3:01 pm a male who appears to be in his 30’s walks in from the main entrance with a t-shirt, jeans and laptop bag over his shoulder. He places a hot beverage order at the register with the female employee and pays with a credit card. After he retrieves his cards from the machine and touches the tablet connected to the register, he walks over to the west end long ten-top table with the woman with the baby and baby stroller. It appears that he is going to sit as he puts his bag on the ground but he picks up his bag again and situates himself at a two-table along the west wall directly in front of and facing the observer.

A younger male, about 17 years of age, walks in to the shop from the main entrance at 3:05 pm. He is wearing a red t-shirt, jeans, carrying a backpack and is wearing white wired earbuds. He orders a cold beverage from the female cashier and pays with a credit/debit card. He walks over to the west end long, ten-top table and sits on the same side but opposite end of the table from the woman with the baby and baby stroller. Just as he sits down, the female employee yells out “Chai Latte!” The young male gets up and proceeds to the counter to pick up his beverage in a clear glass cup. He walks passed the condiment station and sits back in his chair and pulls out his smartphone from his pocket. He scrolls in an unknown app as he sips from a plastic straw in his cup.

At 3:11 pm red flashes are seen inside the establishment from a passing firetruck on the street in front of the coffee shop. The sounds from conversations lowers and majority of the patrons in the turn their heads in the direction of the front windows. As the sounds and lights from the firetruck dissipate, the patrons' heads turn back to original position and the volume level of the conversation return to the original level (or decibel).

An employee, wearing a white apron and black baseball cap appears from the hallway on the west end of the building at 3:13 pm. He proceeds to the food case at the west end of the shop. He looks at the food items on the various shelves. After 30 seconds he leaves the food case, empty-handed and goes back down the hallway at the west end of the coffee shop.

At 3:16 pm, the couple in their 60's sitting on the couch directly behind the observer stand up from their seats. The woman says to the male "Don't you want a to-go cup? You really are a slow drinker." The male does not respond but walks to the counter near the register and requests a to-go cup for the remainder of the drink in his glass cup. He hands the glass cup to the male employee behind the counter. He takes the cup out of view behind on of the large machines. The employee returns with a plastic cup and lid with what appears to be coffee with milk or creamer. The woman waits for the man by the main entrance. The male returns with his to-go cup and the couple walks out of the main entrance.

The researcher left "BW Coffee" at 3:20 pm on September 25, 2018 while 8 customers and three employees remained in the establishment.



## Analytic Section

### Part 1

<p>2:20 pm.</p> <p>The researcher sits down at a table along a brick wall on West side of the building at 2:20 pm. At this location, he is able to observe individuals walking into the establishment, ordering their drinks and/or food and choosing their seats (if they do not order to-go). There are already a number of patrons at the establishment. Two two-top tables in front of the observer have patrons sitting at them; one has two females in their 20's and the other table as a male in his 20's. There is a female patron, in her 30's, sitting at the ten-seat, long table with a baby stroller beside her with, what appears to be a baby a few weeks old. Behind the observer is a couch with a female and male who both appear to be in their 60's. They both have sandwiches on plates and black coffee in clear plastic cups.</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Sitting customers</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• Couple (male and female) in their 60's</li> <li>• Woman in her 30's with a baby in a stroller.</li> <li>• Two females in their 20's</li> <li>• One male in his 20's.</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• Sandwiches on ceramic plates</li> <li>• Black coffee in plastic cups</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• 3 inactive employees behind the counter and register</li> </ul>
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<p>2:25 pm</p> <p>The researcher observes that there are two long tables with ten chairs for each. One of the long tables has power outlets so that patrons can plug in electronics as they consume their drinks and/or food. Between the two long tables, there is a condiment station which has: a water spout and clean glass water cups at which patrons can serve themselves. There are also lids for to go cups, straws, napkins and a tray for dirty dishes and glasses.</p>	<p>Employee Actions/Activity:</p> <ul style="list-style-type: none"><li>• 3 inactive employees behind the counter and register</li></ul>
<p>2:27 pm.</p> <p>At 2:27 pm, three employees are stationed behind the counter along with various machinery. The researcher does not have experience with brewing coffee beans but notices two machines that appear to froth milk, two machines which grind coffee beans and a hot water dispenser. There are also five other machines which the purpose of are unknown. At the west end of the counter, there is bar seating with six available chairs.</p>	<p>Employee Actions/Activity:</p> <ul style="list-style-type: none"><li>• Three employees waiting to serve patrons behind the counter.</li><li>• One employee monitoring coffee roaster.</li></ul>

<p>Behind the bar is a large glass window with a large coffee roasting machine. An employee is monitoring the machine as he sits at a table with a laptop. The screen of the laptop has a bar graph displays some sort of information.</p>	
<p>2:30 pm</p> <p>A middle-aged male customer walks in from the back entrance at 2:30 pm. He walked over to a food case with six shelves. He is concentrating on the second shelf with food in plastic containers. He walks away without taking an item. He proceeds to the counter where a female, about 20 years old, asks if he is ready to order.</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• A customer walks in from back entrance</li> <li>• Customer observes food case and picks up item</li> <li>•</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• Middle-aged male</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• Sandwich from food case</li> </ul> <p>Employee Actions/Activity:</p> <p>1 female employee takes customer's order</p>
<p>2:32 pm</p> <p>A middle-aged man enters the main entrance at 2:32 pm with a rain coat on. His eyes are fixated on the menu located high on the wall behind the register. He places his</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• A middle-aged man enters the main entrance of the establishment</li> <li>• Observes menu located on the wall.</li> </ul>

<p>order, places his briefcase on the ground and looks around at the seating arrangements. He reaches into his pocket and pulls out a number of coins and places them on the counter in front of the register. He picks out the coins and gives them to the cashier. The cashier types on the register and gives back change to the man. He takes the change and places some of it in the tip jar. Another employee (a male in his twenties) gives him a paper cup with a paper sleeve on black plastic top. He moves to the center condiments station, takes off the lid of his cup and pours milk into his cup from a black pitcher. He takes a sip, without the lid on, replaces the lid and walks back to the counter. He looks at the menu on the wall again for about 15 seconds. He walks around the establishment looking for a seat and finds one on the east side of the coffee shop and sits down. He is now in an area where the observer cannot see him.</p>	<ul style="list-style-type: none"><li>• He places order and then looks for seating.</li><li>• Pays with cash.</li><li>• Places money in tip jar</li><li>• Utilizes condiment station to use milk.</li></ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"><li>• Middle-ages male</li><li>• Wearing raincoat</li></ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"><li>• Hot beverage in a to-go cup</li></ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"><li>• Female employee takes order</li><li>• Male employee hands hot beverage to waiting customer.</li></ul>
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<p>2:37 pm</p> <p>A female and male, in their 20's, walk in from main entrance at 2:37 pm. They are both wearing hats and jackets appropriate for a rainy day. They walk up to the counter and look at the menu on the wall behind the register. The male rubs the female's back as they seem to decide on what they will order. A male employee walks up to the register and takes their order. The male patron places an order of two hot drinks, "for here," and pays with cash. The employee provides his change and the couple walks to a table near the main entrance as they wait for the order to be ready.</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• A female and male walk in from main entrance.</li> <li>• They walk up to the counter and look at the menu on the wall behind the register.</li> <li>• The male rubs the females back as they decide on what they will order.</li> <li>• The male patron places an order consisting of two hot drinks.</li> <li>• Pays with cash.</li> <li>• Walk to a table near the main entrance as they wait for the order to become ready.</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• Male and female couple in their 20's</li> <li>• Wearing hats and jackets appropriate for a rainy day</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• 2 hot beverage in ceramic cups.</li> </ul> <p>Employee Actions/Activity:</p>
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	<ul style="list-style-type: none"> <li>• Male employee takes order/cash payment.</li> <li>• Male employee calls customer over and hands him 2 hot beverages.</li> </ul>
<p>2:40 pm</p> <p>A woman, approximately 40 years old, walks in the main entrance, with two young female children at 2:40 pm. They walk passed the ordering counter towards the hallway on the west side of the coffee shop. They go to the women's bathroom and enter.</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• A female with two young daughters walk in from main entrance.</li> <li>• They walk down the west hallway to and enter bathroom.</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• A female, in 40's with two young daughters</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• n/a</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Inactive employees</li> </ul>
<p>2:41 pm</p> <p>The woman, in her 30's, at the long table (which seats ten people) pulls out a cover-up from a baby stroller 2:41 pm. She places it over herself and proceeds to pull her baby out of the baby carriage. The baby is placed</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• A female feeds infant.</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• A female, in 30's with infant.</li> </ul>

<p>underneath the cover-up so she cannot be seen.</p>	<p>Food/Drink Purchases: n/a</p> <p>Employee Actions/Activity:</p> <p>Inactive employees</p>
<p>2:42 pm</p> <p>A male employee from behind the counter yells “Espresso and latte, for here, is ready!” at 2:42 pm. The young couple who ordered several minutes earlier look up from their seats. The male gets up and walks over to the counter. He takes both beverages, both in white ceramic cups, over to the couple’s table.</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Male picks up beverages from counter.</li> <li>• Brings coffee to table.</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• A male, in his 20’s with a companion who remains sitting at table.</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• two hot beverages in ceramic cups.</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• A male employee yells “Espresso and latte, for here, is ready!”</li> </ul>
<p>2:44 pm</p> <p>Two females, both appear to be in their twenties, who were sitting directly in front of the observer’s seat get up from their seats, grab their dishes and walk over to the condiment station at 2:44 pm. They place the</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Two females bring dirty dishes to condiment station.</li> <li>• Brings coffee to table.</li> </ul> <p>Customer Descriptions:</p>

<p>dirty dishes in their hands in to a container designated for dirty dishes.</p>	<ul style="list-style-type: none"> <li>• Two females in their 20's.</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• n/a</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Inactive employees</li> </ul>
<p>2:47 pm</p> <p>At 2:47 pm, two young teenage females walk in through the main entrance. Both girls are wearing, what appear to be, private school uniforms. They walk up to the counter near the register and look up at the menu on the wall. They speak to each other. A female employee walks up to the counter and takes an order from one of the girls. She rings her up and the female takes cash out from her purse and pays the employee. She enters something on the white tablet in front of the register. The next girl walks up to the register and also orders from the same employee. He says "6.75." She places her debit/credit card into a device beside the register. She enters something on to the white tablet. The employee explains something inaudible from</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Two teenagers walk in from main entrance.</li> <li>• They look at menu on wall.</li> <li>• Order hot beverages "to-go"</li> <li>• One teenager pays with credit/debit card.</li> <li>• Second teenager pays with cash.</li> <li>• Teenagers take a seat a table near observer.</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• Two teenaged females</li> <li>• Private school uniforms</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• two hot beverages in "to-go" cups.</li> </ul> <p>Employee Actions/Activity:</p>



<p>the observer's location, to the patron. The two girls stand waiting about 5 feet to the left of the register. They both look around at the seats and room. The girl, who ordered first, walks over to the condiment station and grabs a plastic straw. Then she walks back to where her peer is standing and is handed an iced drink in a plastic cup. The girl who ordered second is looking at the employee making a drink behind the counter. The second girl receives her drink in a vintage looking brown cup which is not disposable. They both walk over to a two-top table located on the west wall two tables away from the observer.</p>	<ul style="list-style-type: none"> <li>• A male employee takes order.</li> <li>• Male employee collects payment at the register</li> </ul>
<p>2:56 pm</p> <p>A man, in his 30's, with jeans and a sweatshirt walks into the shop's main entrance at 2:56 pm with wired ear buds in his ears. Once he enters, he stops and takes out his earbuds. He then walks down the hallway at the west end of the shop.</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Male walks in from main entrance</li> <li>• Walk down west hallway</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• A male, in his 30's.</li> <li>• Wearing earbuds.</li> </ul> <p>Food/Drink Purchases:</p>

	<ul style="list-style-type: none"> <li>• n/a</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Inactive employees</li> </ul>
<p>2:57.</p> <p>At 2:57 pm, a woman, in her 40's, with glasses and military (camouflage) patterned hoodie walk swiftly into the shop's main entrance and to the counter. She does not look at the menu and orders a hot beverage quickly. She hands a credit/debit card to the male cashier, and she is handed a paper cup with a lid by the female employee. She takes the cup, says "Thank You" and runs out of the main entrance.</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Female rushes in from main entrance</li> <li>• Walks to counter.</li> <li>• Orders hot beverage</li> <li>• Pays with credit/debit card.</li> <li>• Rushes out of shop</li> <li>• Friendly</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• A female in her 40's.</li> <li>• Glasses and military patterned hoodie.</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• Hot beverage "to-go".</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Female employee takes order and hands hot beverage to patron.</li> </ul>
<p>3:00 pm</p> <p>The male who walked in with earbuds returns from the hallway on the west side of</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Male walks to counter from west hallway.</li> </ul>

<p>the shop and walks to the counter at 3:00 pm.</p> <p>He places a hot coffee order with the male employee, pays with a credit/debit card and walks to the left of the register. The female employee quickly brings over a white ceramic cup on a saucer to him. The patron takes the cup and walks directly to a table in front of the register and sits down.</p>	<ul style="list-style-type: none"> <li>• Places hot beverage order</li> <li>• Pays with credit/debit card.</li> <li>• Retrieves beverage and sits at table</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• A male, in his 30's.</li> <li>• Wearing earbuds.</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• Hot beverage</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Female employee takes order</li> <li>• Same employee hands beverage to patron.</li> </ul>
<p>3:01 pm</p> <p>At 3:01 pm a male who appears to be in his 30's walks in from the main entrance with a t-shirt, jeans and laptop bag over his shoulder. He places a hot beverage order at the register with the female employee and pays with a credit card. After he retrieves his cards from the machine and touches the tablet</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Male enters from main entrance.</li> <li>• Places hot beverage order</li> <li>• Pays with credit/debit card.</li> <li>• Chooses a table and changes to another table.</li> </ul> <p>Customer Descriptions:</p>

<p>connected to the register, he walks over to the west end long ten-top table with the woman with the baby and baby stroller. It appears that he is going to sit as he puts his bag on the ground but he picks up his bag again and situates himself at a two-table along the west wall directly in front of and facing the observer.</p>	<ul style="list-style-type: none"> <li>• A male, in his 30's.</li> <li>• Wearing t-shirt- jeans and laptop bag.</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• Hot beverage – to stay</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Female employee takes order</li> <li>• Same employee hands beverage to patron.</li> </ul>
<p>3:05 pm</p> <p>A younger male, about 17 years of age, walks in to the shop from the main entrance at 3:05 pm. He is wearing a red t-shirt, jeans, carrying a backpack and is wearing white wired ear buds. He orders a cold beverage from the female cashier and pays with a credit/debit card. He walks over to the west end long, ten-top table and sits on the same side but opposite end of the table from the woman with the baby and baby stroller. Just as he sits down, the female employee yells out “Chai Latte!” The young male gets up and proceeds</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Teenaged male enters from main entrance.</li> <li>• Places cold beverage order</li> <li>• Pays with credit/debit card.</li> <li>• Retrieves beverage and sits at a table</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• A teenaged male.</li> <li>• Wearing t-shirt, jeans, and backpack.</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• Cold beverage</li> </ul>

<p>to the counter to pick up his beverage in a clear glass cup. He walks passed the condiment station and sits back in his chair and pulls out his smartphone from his pocket. He scrolls in an unknown app as he sips from a plastic straw in his cup.</p>	<p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Female employee takes order</li> <li>• Employee yells “Chai Latte” when the order is ready.</li> <li>• Same employee hands beverage to patron.</li> </ul>
<p>3:11 pm</p> <p>At 3:11 pm red flashes are seen inside the establishment from a passing firetruck on the street in front of the coffee shop. The sounds from conversations lowers and majority of the patrons in the turn their heads in the direction of the front windows. As the sounds and lights from the firetruck dissipate, the patrons’ heads turn back to original position and the volume level of the conversation return to the original level (or decibel).</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• All (ten) customers in establishment turn to look at passing firetruck</li> <li>• Conversations halt.</li> <li>• Customers return to original positions and conversation once firetruck passes.</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• All customers in establishment.</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• n/a</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Employees are inactive.</li> </ul>

<p>3:13 pm</p> <p>An employee, wearing a white apron and black baseball cap appears from the hallway on the west end of the building at 3:13 pm. He proceeds to the food case at the west end of the shop. He looks at the food items on the various shelves. After 30 seconds he leaves the food case, empty-handed and goes back down the hallway at the west end of the coffee shop.</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• n/a</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• n/a</li> </ul> <p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• n/a</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• employee enters customer from west hallway to the food case.</li> <li>• He looks and return to the west hallway and is out of observer's view.</li> </ul>
<p>3:16 pm</p> <p>At 3:16 pm, the couple in their 60's sitting on the couch directly behind the observer stand up from their seats. The woman says to the male "Don't you want a to-go cup? You really are a slow drinker." The male does not respond but walks to the counter near the register and requests a to-go cup for the remainder of the drink in his glass cup. He</p>	<p>Customer Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Couple stands up from their seats and gather belongings.</li> <li>• Male returns to counter for a to-go cup for remainder of his drink.</li> <li>• Couple walks out of main entrance.</li> </ul> <p>Customer Descriptions:</p> <ul style="list-style-type: none"> <li>• A couple in their 60's</li> </ul>

<p>hands the glass cup to the male employee behind the counter. He takes the cup out of view behind on of the large machines. The employee returns with a plastic cup and lid with what appears to be coffee with milk or creamer. The woman waits for the man by the main entrance. The male returns with his to-go cup and the couple walks out of the main entrance.</p>	<p>Food/Drink Purchases:</p> <ul style="list-style-type: none"> <li>• n/a</li> </ul> <p>Employee Actions/Activity:</p> <ul style="list-style-type: none"> <li>• Inactive employees</li> </ul>
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## Part 2

The researcher is a doctoral student in the Educational Technology Leadership program at New Jersey City University, an adjunct professor of Computer Science and Educational Technology, and an Educational Technologist. The researcher's observational efforts were focused on analyzing behaviors of customers in a coffee shop establishment. The specific scenario was a rainy weekday early in the afternoon in a small, suburban town. The observation was conducted from within the environment, but interaction with the customers did not exist. As Emerson et. al (2011) explain that we the observer enters the field, he or she "identifies significant characteristics gleaned from [his/her] first impressions and personal reactions" (p. 29). The researcher has never entered the establishment prior to this observation. He does, however, regularly visit coffee shops within a 3-mile radius of "BW Coffee." Therefore, he is

familiar with characteristics of coffee shops and is aware of his own behaviors when he is similar environments.

Non-verbal cues were observed in collecting data on the behaviors of the customers in this scenario. As Patton (2015) explains, non-verbal cues, such as how individuals dress, express themselves or conduct transactions provide data on social norms and patterns (p. 373). In this observational exercise, some verbal exchanges were missed due to the distance of the exchange or due to other audible interruptions (i.e., other conversations, outside noises, etc.). Taking note of non-verbal cues aided the researcher in determining themes within the environment.

A number of themes emerged from the field notes of the observation at “BW Coffee.” Themes emerged in several areas relating to the customers’ behaviors inside the coffee shop. First, specific behaviors occurred during the transactions that took place at the register. Second, patrons had specific ways of entering the establishment. Third, the customers showed themes in what type of beverages were purchased. Finally, themes emerged in how customers behaved after they received their purchased orders.

Customers exhibited repeated behaviors in the transaction processes at the register. Five of the nine transactions observed involved a credit card payment. The remaining four observed transactions involved a cash transaction. Out of the nine transactions, one customer placed money into the tip jar beside the register. This information provides insight on customers’ behaviors during the transaction process at “BW Coffee.”

There were two available entrances at “BW Coffee.” A main entrance at the south side of the establishment and a rear entrance at the north side of the establishment. The field observation shows that six out of the nine observed customers who entered the establishment entered from the main entrance. Three of the nine customers entered from the rear entrance.



The observation exposed themes in what types of beverages customers purchased at “BW Coffee.” Eight out of fourteen observed beverage orders consisted of hot beverage purchases. Four out of fourteen orders consisted of a cold beverage. Two orders consisted of a sandwich purchase.

The observation revealed themes in how customers behaved after they received their beverage and/or food purchases. Two customers utilized the condiment station immediately following the collection of their purchases. Seven customers proceeded to a table to consume their purchases within the establishment. Five customers purchases beverages and left the establishment immediately.

Limitations existed during the observational exercise at “BW Coffee.” Due to visibility issues, where customers were blocking the view of the main entrance, some customers were not noticed as they walked into the establishment. These customers were observed after the observer noticed them at the ordering counter. Additionally, the clarity of verbal communication between the employees and the customers was poor. This was due to the volume level of the music and conversations taking place inside the coffee shop.

## Jottings

Photographs of “BW Coffee” (alias):



*Figure 1.* A view of the main entrance, tables, east wall and register at “BW Coffee” in Westfield, NJ. September 25, 2018.



*Figure 2.* A view of the counter, condiment station, tables, north wall and register at “BW Coffee” in Westfield, NJ. September 25, 2018.

2:20 pm.

The researcher walks into “BW Coffee”

-rainy

-sits at west side of building.

-broad view of establishment.

-Two two-top tables in front of the observer have patrons sitting at them.

- female patron at the ten-seat long table with a baby stroller

-a baby a few weeks old.

-Behind the observer female and male who both appear to be in their 60's. Both have sandwiches on plates and black coffee in clear plastic cups.

2:25 pm

-two long tables with ten chairs for each.

-One of the long tables has power outlets

-condiment station which has: a water spout and clean glass water cups ... cups, straws, napkins and a tray for dirty dishes and glasses.

2:27 pm.

-Three employees behind the counter along with various machinery.

-two machines which ground coffee beans a hot water dispenser. five other machines which the purpose of are unknown.

-At the west end of the counter, bar seating with six available chairs.

-Behind the bar is a large glass window with a large coffee roasting machine.

-An employee is monitoring the machine with a laptop. The screen of the laptop has a bar graph displays some sort of information.

2:30 pm

-customer walks in from the back entrance

-walked over to a food case with six shelves. He is

-concentrating on the second shelf with food in plastic containers.

--walks away without taking an item. proceeds to the counter where a female, about 20 years old, asks if he is ready to order.

2:32 pm

-A middle-aged man enters -with a rain coat on.

-His eyes are fixated on the menu located high on the wall behind the register.

-places his order, places his briefcase on the ground and looks around at the seating arrangements.

- reaches into his pocket and pulls out a number of coins and places them on the counter in front of the register. gives them to the cashier.

-cashier types on the register and gives back change to the man. He takes the change and takes some of it and places it in the tip jar.

-Another employee (a male in his twenties) gives him a paper cup with a paper sleeve on black plastic top. He moves to the center condiments station, takes off the lid to his cup and pours milk into his cup from a black pitcher.

- takes a sip, without the lid on, places the lid back on and walks back to the counter.

-He looks at the menu on the wall again for about 15 seconds. He walks around the establishment looking for a seat

-finds one on the east side of the coffee shop and sits down.

2:37 pm

- female and male walk in.

-both wearing hats and jackets.

-They walk up to the counter and look at the menu on the wall behind the register.

-male rubs the females back.

-male employee walks up to the register and takes their order.

-The male patron places an order

-pays with cash. The employee provides change to him and the couple walks to a table near the main entrance.

2:40 pm

A woman, approximately 40, walks in with two young female children.

- walk passed the ordering counter towards the hallway on the west side of coffee shop.

-go to the women's bathroom and enters.

2:41 pm

-A woman at the long table pulls out cover-up from a baby stroller.

-places it over herself and pulls her baby out of the baby carriage.

-The baby is placed underneath the cover-up.

2:42 pm

- male employee behind counter yells "Espresso and latte, for here, is ready!"

- young couple who ordered several minutes earlier look up from their seats.

-male gets up and walks over to the counter.

- takes both beverages, both in white ceramic cups, over to the couple's table.

2:44 pm

-two females in their twenties, grab their dishes and walk over to condiment station.

- place their dirty dishes in their hands in to a container designated for dirty dishes.

2:47 pm

-Two teenaged females walk in from the main entrance.

-Both are wearing private school uniforms.

-walk up to the counter near register and look up at the menu on the wall.

- speak to each other.

-A female employee walks up to the counter and takes an order from one of the girls.

-She rings her up and the female takes out cash from her purse and pays employee.

She enters something on the white tablet in front of the register.

-other girl walks up to the register and also orders from the same employee.

-Employee says "6.75."

-She places her debit/credit card into a device beside the register. She enters something on to the white tablet.

-employee explains something inaudible from my location, to the patron. The two girls stand waiting about 5 feet to the left of the register. They both look around at the seats and room.

-The girl, who first ordered, walked about to the condiment station and grabs a plastic straw.

-she walks back to where her peer is standing and is handed an iced drink in a plastic cup.

-girl who ordered second is looking at the employee making a drink behind the counter.

-second girl receives her drink in a vintage looking brown cup which is not disposable.

-both walk over to a two-top table located on the west wall two tables away from the observer.

2:56 pm

-man with jeans and a sweatshirt walks into the shop with wired ear buds in his ears.

-he stops and takes out his earbuds.

-walk down the hallway at the west end of the shop.

2:57.

-woman with glasses and military patterned hoodie walk swiftly into the shop

-to the counter. She does not look at the menu and orders quickly.

-hands a credit/debit card to the male cashier

-she is handed a paper cup with a lid by the female employee.

-She takes the cup, says "Thank You" and runs out of the main entrance.

3:00 pm

-male with who walked in with earbuds returns from the hallway on the west side of the shop

- walks to the counter.
- places an order with male employee
- walks to the left of the register.
- female employee quickly brings over a white ceramic cup on a saucer to him.
- patron takes the cup and walks directly to a table in front of the register and sits down.

3:01 pm

- male in his 30's walks in from the main entrance
- t-shirt, jeans and laptop bag over his shoulder.
- places an order at the register with the female employee and pays with a credit card.
- touches the tablet connected to the register
- walks over to the west end long ten-top table with the woman with the baby and baby stroller.
- appears that he is going to sit as he puts his bag on the ground
- he picks up his bag again and situates himself at a two-table along the west wall directly in front of and facing the observer.

3:05 pm

- younger male, about 17 years of age, walks in to the shop from the main entrance.
- red t-shirt, jeans, carrying a backpack and is wearing white wired ear buds.
- He orders from the female cashier and pays with a credit/debit card.
- walks over to the west end long, ten-top table and sits on the same side but opposite end of the table from the woman with the baby and baby carriage.
- Just as he sits down, the female employee yells out "Chai Latte!"
- gets up and proceeds to the counter to pick up his beverage in a clear glass cup.



-walks passed the condiment station and sits back in his chair and pulls out his smartphone from his pocket.

-scrolls in an unknown app as he sips from a plastic straw in his cup.

3:11 pm

-red flashes seen inside the establishment from a passing firetruck on the street in front of the coffee shop.

-sound from conversations lowers and majority of the patrons in the turn their heads in the direction of the front windows.

-As sounds and lights dissipate, the patrons heads turn back to original position

-volume level of the conversation return to the original octave.

3:13 pm

-employee, wearing a white apron and black baseball cap appears from the hallway on the west end of building.

-He proceeds to the food case at the west end of the shop.

-looks at the food items on the various shelves.

-After 30 seconds he leaves the food case, empty-handed and goes back down the hallway at the west end of coffee shop.

3:16 pm

-couple in their 60s sitting on the couch directly behind the observer stand up from their seats. - woman says to the male "Don't you want a to-go cup?"

-male does not respond but walks to the counter near the register and requests a to-go cup for the remainder of the drink in his glass cup.

-hands the glass cup to the male employee behind the counter.

-He takes the cup out of view behind one of the large machines.

-employee returns to view with a plastic cup and top with what appears to be coffee and milk or creamer.

-woman waits for the male by the main entrance.

-male returns with his to-go cup and the couple walks out of the main entrance.

### References

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