

database ID: V0830-4.

Pretend interview with E.Cafe employees.

Q:	_____
A:	_____
Q:	_____
A:	_____
...	

Reasons why:

triangulation.

they also get a good opportunity to observe people in the atrium.

might have great insights.

The E.Cafe is a big part of the reason for atrium activity.

database ID: V0830-5

Pretend sales data from the E.Cafe - sales transactions.

8:00 Am	Coffee
8:02 Am	donut
...	

E.Cafe sales are highly related to the activity going on in the atrium.

People get coffee in the morning while reading the news paper → sandwiches at lunch, et

Gives us an idea of how atrium "business" and "learn for using" change over the course of the day.

Handout - excerpts from Spring 2007
Observation-oriented "throw-away"
case study HW

database ID: v0830-3

Pretend interview with IT support employee.

Q:	_____
A:	_____
Q:	_____
A:	_____
...	

Reasons why:

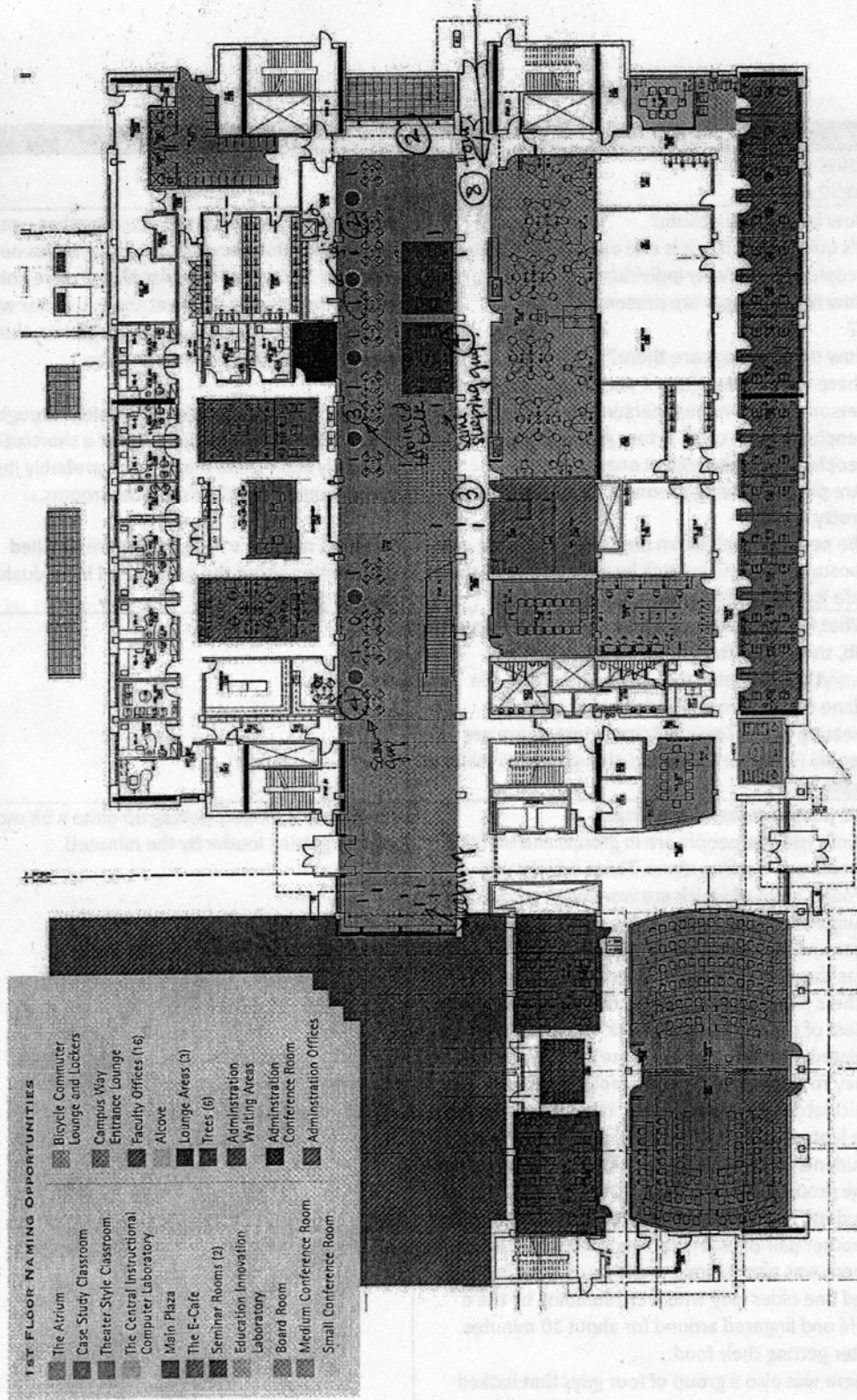
triangulation. ✓

employee is constantly running into occasions to
pass by the atrium & observe behavior.

employee is there early morning to late afternoon
and therefore has a good impression about this



Kelley Engineering Center Floor Plans and Naming Opportunities



Notes About What's Happening	My Thoughts
What time is it? 10:30 AM	
How busy is the atrium? It's quite busy. There is one empty table, but people are still fairly individual. How many people are present? 37 How many groups are there? There are 6 groups (two 4 person groups, one 3 person group, one two person pairs, and three people by the e café). A tour group of about 8 people passed through at one point. Are people moving around a lot or are they pretty static? The people sitting down are static, but there are constantly people passing by and the line at the e cafe is constantly moving (though slowly).	Some of the groups are leaving together – maybe that means that they were working on homework together (either for the class that they're going to or they're going to different things). Either way, because the groups are leaving together, they were there to get group work done. I wonder why the people are passing through – is it to walk through the building for a shortcut? Probably not. I think that they're probably just going to and from the Kelley classrooms. See item number v1030-1 for more detailed information about the groups and individuals and their location.
What facilities are open (the e cafe, the computer lab, the piano, the office, TA office hours)? Everything's open – the e café, the office, the piano (though no one's playing it), there's a meeting in the Kearney board room, there are people in the computer lab, though not as many as in the atrium.	
Are people alone or in groups? About half the people are in groups and half the people are working alone. There are about 6 groups, most of which are working or discussing things related to work. There was a group of 4 that was discussing work matters. One of them was there at 8:30, reading the newspaper. The others joined him sometime during my 9AM class. Most of the students are working on science-related material. Not many are on laptops, but they're science types with graphing paper, calculators, and math books, though not many are on laptops. Most of the individual people are students. And most of the students are individual. The group of 4 left at 11:25. One of them was a student, the others were older people. There was another pair of older women talking over lunch. There was also a group made up of two students and one older lady who were standing by the e café and lingered around for about 10 minutes after getting their food. There was also a group of four guys that looked like computer scientists, two of which had laptops.	People are definitely pairing up quite a bit more, and it's getting louder by the minute!!