

TRANSPORTATION – OBSERVATION NOTES

Activities

1. What mode of transportation are you researching?

2. What happened before, during, and after the service?

Before

During

After

Environment

1. What does the space look like?

2. How does it feel?

Interactions

1. How are people interacting with...?

The Space

Other
Individuals

People

1. Who is present? Describe them/ What are their emotional states?

Objects

1. What physical objects are...

Present?

Missing?

TRANSPORTATION EXCURSION – INTERVIEW NOTES

Interview someone who works there (if applicable):

SAMPLE QUESTIONS	NOTES
<p>Context: I work at a local health center working on promoting food/transportation access and am doing research with transportation services to learn about customer experience. May I ask you a few questions?</p>	
<ul style="list-style-type: none">• Tell me about your job• What's a day of work like?• Who are the customers you serve?• What does it take to do your job/run the business well?• What can get in the way of things going well?• What might other people not realize about your business/job?• Walk me through how someone would use your service.• Thank you for playing along! Is there anything you would like to ask us?	

Interview someone who is a customer (if applicable):

SAMPLE QUESTIONS	NOTES
<p>Context: I work at a local health center working on promoting food/transportation access and am doing research with transportation services to learn about customer experience. May I ask you a few questions?</p>	
<ul style="list-style-type: none">• Why did you use this service today?• What do you think they do well / what do you like about it?• Walk me through how you would typically use their service/catch a ride.• Thank you for playing along! Is there anything you would like to ask us?	

FOOD EXCURSION - OBSERVATION NOTES

Activities

1. What type of restaurant are you researching?

2. What happened before, during, and after the service?

Before

During

After

Environment

1. What does the space look like?

2. How does it feel?

Interactions

1. How are people interacting with...?

The Space

Other
Individuals

People

1. Who is present? Describe them/ What are their emotional states?

Objects

1. What physical objects are...

Present?

Missing?

FOOD EXCURSION – INTERVIEW NOTES

Interview someone who works there:

SAMPLE QUESTIONS	NOTES
<p>Context: I work at a local health center working on promoting food/transportation access and am doing research at local restaurants to learn about customer experience. May I ask you a few questions?</p>	
<ul style="list-style-type: none">• Tell me about your job• What's a day of work like here?• Who are the customers you serve?• What does it take to do your job/run the business well?• What can get in the way of things going well?• What might other people not realize about your business/job?• Walk me through how someone would use your service.• Thank you for playing along! Is there anything you would like to ask us?	

Interview someone who is a customer:

SAMPLE QUESTIONS	NOTES
<p>Context: I work at a local health center working on promoting food/transportation access and am doing research at local restaurants to learn about customer experience. May I ask you a few questions?</p>	
<ul style="list-style-type: none">• Why did you come to this restaurant today?• What do you think they do well / what do you like about it?• How did you get here today?• Walk me through how you typically use their service/purchase food.• Thank you for playing along! Is there anything you would like to ask us?	

