

Observation of Check-out System at Whole Foods on E14th and Broadway (10:30AM to 11:40 AM)

Data on Each Customer Observed (Blank spaces are "N")

10:50 AM - 11:17 AM		Average Confidence Level = 2.4																			
Confidence Level in understanding the system (1 for confident - 4 for nervous and very confused)		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Where people were looking while waiting/trying to figure out what to do:																					
Large, hanging LCD with register:customer order																					
Sign with information on the location of the registers																					
A staffperson of the store who directs customers to follow the system/find the correct register to go to																					
The blinking register lights for free registers																					
Was the person disoriented with the location of the register?																					
Did the staff person have to ask the customer to go to the register? (Not aware of needing to go)																					
(New field used later - No Data)																					

11:17 AM - 11:30 AM		Average Confidence Level = 2.167																			
Confidence Level in understanding the system (1 for confident - 4 for nervous and very confused)		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Where people were looking while waiting/trying to figure out what to do:																					
Large, hanging LCD with register:customer order																					
Sign with information on the location of the registers																					
A staffperson of the store who directs customers to follow the system/find the correct register to go to																					
The blinking register lights for free registers																					
Was the person disoriented with the location of the register?																					
Did the staff person have to ask the customer to go to the register? (Not aware of needing to go)																					

11:30 AM - 11:40 AM		Average Confidence Level = 1.833																			
Confidence Level in understanding the system (1 for confident - 4 for nervous and very confused)		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Where people were looking while waiting/trying to figure out what to do:																					
Large, hanging LCD with register:customer order																					
Sign with information on the location of the registers																					
A staffperson of the store who directs customers to follow the system/find the correct register to go to																					
The blinking register lights for free registers																					
Was the person disoriented with the location of the register?																					
Did the staff person have to ask the customer to go to the register? (Not aware of needing to go)																					

Totals		6/6	0/6	3/6	1/6	2/6	2/6
Confidence Level in understanding the system (1 for confident - 4 for nervous and very confused)							
Where people were looking while waiting/trying to figure out what to do:							
Large, hanging LCD with register:customer order							
Sign with information on the location of the registers							
A staffperson of the store who directs customers to follow the system/find the correct register to go to							
The blinking register lights for free registers							
Was the person disoriented with the location of the register?							
Did the staff person have to ask the customer to go to the register? (Not aware of needing to go)							

