

Team 2

OBSERVATIONS

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Lesson 8

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Sarah

teenage Girls

observations:

- the group of teenage girls in a group of 5 in Sephora just tried on some skin care products
- they rubbed it on their hands while talking to their friends
- after trying on, they all just left without buying the products they tried
- another group at Solace studio took a long time to use the booth
- they took about 5-15 minutes and took their time to get out of the booth
- they were also being loud

Sarah

teenage Girls

Explanation:

- the reason for these observations is because most teenagers will come to the nearby malls after school to chill out and hang out with friends. since it was 3 in the afternoon, many students can be seen wandering around the mall and looking at the things sold in different shops. Many teenage girls can be seen at Sephora as there are many trending make up and skin care products. They may come to check things out but not end up buying anything as the products sold at Sephora can be very expensive.
- after school when people come to spend time with their friends when they want to capture memories which is why they come to Solace to take pictures.

Matthew

Young Adult

observations:

- Mostly by themselves or in duos (couple / non-couple)
- Wearing simple clothes like T shirts and jeans / Long pants
- Has branded clothes such as luxury shoes, bags and accessories
- Some have AirPods in their ears, listening to music or on calls
- Most are on their phones scrolling on social media
- Most shop in stores such as Charles & Keith and UNIQLO
- For those in a duo, they are on dates and go to places like cafes and gift shops
- Those by themselves walk at a fast and brisk pace while those in groups walk slowly as they are in conversation

Matthew

Young Adult

Explanation:

The reason for these observations is because young adults mostly spend their afternoons by themselves or with their significant other or friend. As it was early into the afternoon, there were no big groups of young adults together, probably due to them being at work or at school, larger groups may be seen later in the day. They wear simple clothes such as a t-shirt and jeans as it is easy to wear, is casual and looks good. But they also add a branded accessory as young adults tend to like to flaunt. Solo young adults like to have their airpods in to listen to music or call people on the phone with. Solos also are constantly scrolling on social media while walking and waiting to pass the time. Most young adults shop in clothing stores such as Charles & Keith and UNIQLO as they have really nice looking clothing at a not so steep price range. These stores also have trendy clothing. Solos walk in a fast and brisk way as they want to get their errands done quickly while Duos walk slowly and engage in deep and constant conversation. Those in a duo who are on dates mostly go to places said previously but also to gift and toy shops, and services such as Solace Studios. They walk holding hands as well, to show their connection and love.

Anaqi

observations:

Elderly

- MOST OF THE ELDERLIES CARRIES A SMALL PORTABLE BAG LIKE THAT COMES IN A FORM OF A TOTE BAG OR PLASTIC BAG
- THE ELDERLIES ARE USUALLY WALKING REALLY SLOW AROUND THE MALL
- THE ELDERLIES WOULD CONSTANTLY LOOK AROUND THEIR SURROUNDINGS IN THE MALL AS THEY NAVIGATE AROUND TO SPOT ANY SIGNS FOR DIRECTIONS
- THE ELDERLIES ARE ALL WEARING COVERED SHOES
- THE ELDERLIES WOULD SPENT A LONG TIME ROUGHLY BETWEEN THE RANGE OF 15- 20 MINUTES IN SHOPS
- MOST OF THE ELDERLIES IN THE MALL WERE FOUND SHOPPING IN CONVENIENT STORES SUCH AS NTUC FAIRPRICE, WATSON AND GUARDIAN

Anaqi

Explanation:

- Most of the elderlies are carrying portable bags because they are most likely carrying bulky items that they had purchased from stores which makes it convenient for them.
- The elderlies are walking slowly because they are probably too old and they are not really physically strong causing them to have less energy to walk faster.
- The elderlies would look around their surroundings in the malls looking for signages because they may not be familiar with the layout of the mall which is why they depend on the signs to navigate their way around without getting lost.
- The elderlies are all wearing covered shoes mainly because of safety as they may be afraid that they might have step or trip on debris lying on the mall floor, avoiding safety hazards.
- The elderlies spent a long time in shops probably because they walk slowly, trying to either find the items they want to purchase or just roam around to see what the stores has to offer for purchase.
- The elderlies were commonly found in convenient stores because most of them are probably running errands where they need to restock their food supplies or products for their own grooming.

Amelia

Adults

observations:

- I observed adults looking at mostly discounted items
- Adults also mostly have the tendency to look at the sales rack in stores
- Adults can also be seen testing out and trying out the many various products.
- Look out for the trendy items as they tend to be placed at the entrance of the store
- Will feel more inclined to buy something if the sales associate is helpful and friendly.
- On average takes about 5-10 mins to browse through the store.
- If the checkout queue is long, they will rather not buy it at the current moment if the items aren't needed.
- If the mall has multiple stores selling the same range of items, they will tend to go look around and compare for better prices before buying the item.

Amelia

Adults

Explanation:

- Adults often prioritize items with reduced prices. This suggests they are budget-conscious and look for value.
- The sales rack is a natural draw for deal-seekers. It's a concentrated area of discounted items, making it a prime spot for adults to find bargains.
- Adults actively interact with products. This hands-on approach helps them assess quality, fit, and functionality before making a purchase.
- Stores strategically place eye-catching, trendy items near the entrance to attract attention and entice shoppers to explore further.
- Positive interactions with sales staff can significantly influence purchasing decisions. Helpful assistance and friendly service create a more enjoyable shopping experience and build trust.
- Long lines at the checkout can deter purchases, especially for non-essential items. Frustration with waiting can lead shoppers to abandon their purchases and leave the store.
- When multiple stores offer similar products, adults tend to compare prices to ensure they get the best deal. This competitive shopping behavior is common among price-conscious consumers.

Archer

Office Workers

observations:

- Majority of the office workers went to the mall for just a quick bite with no other intention of shopping compared to the other observations.
- Office workers tend to walk fast around mid-afternoon, as they tend to be on break and might not want to waste time.
- Many of the office workers prefer to socialise with just the colleagues that they are working with.
- Cafes and food courts are both popular destinations among office workers based on my findings.

Archer

Office Workers

Explanation:

- Many of said office workers, appeared to be on time-constraints as their employer or company may have given a dedicated time for a break and chose to spend it wisely.
 - this would lead to them walking fast, allowing them to swiftly navigate the huge crowd on a busy afternoon.
 - Office workers likely would have their lunch breaks planned and would beeline and only go to their planned out places as too not waste valuable time.
- Furthermore, these quick sessions at the café allows them to catch up on their colleague's social life.
- Cafes are a popular food outlet among office workers as it can be due to the quick service and can be also the availability to coffee. Office workers would need coffee to help get them through a long day.

Lovelle

Students

observations:

- I noticed that students tend to visit shops with their friends. They are usually in groups or pairs.
- They would go to stores that sell trendy items or clothes, such as Green Party, Metro, Uniqlo etc.
- Most of them would window shop in the stores and touch different items without actually buying them.
- I noticed that students would buy discounted items instead of normal priced items.
- Students are attracted to stores that have ongoing sales.
- They usually take 10-15 mins in one store.
- Since they are in groups when shopping, students can tend to be quite loud as they would talk to each other in the store, rarely caring for the people around them.
- Some students are also rowdy with their friends thus messing up the stores at times by knocking products over with their bulky schoolbags.
- Students would wear school uniform and carry their bulky bags into various shops.

Lovelle

Students

Explanation:

- Most students go shopping in groups or pairs as they prefer shopping with their friends than by themselves. By shopping in groups they are able to consult with their friends to get a second opinion.
- Students like to window shop with their friends and not actually buy anything as they probably enjoy window shopping than spending their money on unnecessary things. However when they do buy things, they would go for discounted items and products rather than going for original priced items.
- Since they shop in groups, students tend to be louder than normal shoppers as they like to talk to one another in the store and also while walking. This is probably because they want to use this time to catch up with one another on what happened in school and etc.
- Students would come straight to the mall after school thus they would wear their school uniform and carry their bulky bags around to shop as well. Some of them may be rowdy and clumsy sometimes thus making a mess in different shops by knocking over products or items with their bulky bags.