

Observational Notetaking Project #1

Carol A. Munn

New Jersey City University

## OBSEVATIONAL NOTETAKING

### **Introduction**

Observations, fieldnotes and descriptive findings are essential data collection methods in conducting a research study. Patton (2015) emphasizes the importance of observing subjects closely and describing the “activities, behaviors, actions, conversations, interpersonal interactions...human experience” within the context of the natural setting (p. 36). The researcher when conducting observation(s) makes “jottings” or “frames” about the surroundings (details), people, events, actions, expressions, and interactions which can later “jog” the memory (Emerson, Fretz, & Shaw, 2011). Each specific memory jog helps the researcher recall information and particular details which are then formally written out in a full observational and included in the analytical section. These details help in the creation and categorization of concepts and findings into specific codes necessary for evidence of the collected data. These full detailed writings are direct interpretations through choices and transformation of direct experience and observation into fieldnotes (Emerson, Fretz, & Shaw, 2011).

The researcher conducted an observational research study on a warm and sunny autumn day, Sunday, September 30, 2018. The place where the observation occurred is a Coffee Café located inside a bookstore. The research study question for this study is “How do customers at a Coffee Café spend their time? The bookstore located at the Shopping Center in Central New Jersey. The researcher arrived and there were 15 cars in the parking lot. The researcher entered bookstore, walked around the magazine displays into Coffee Café, sat at a table, took out a laptop and proceeded with the observation and field notetaking.

## OBSERVATIONAL NOTETAKING

**Jottings**

10:44 a.m.

- two employees, male taking orders & payment; female making drinks
- employees chatting, last night movie
- 1 table 2 students reading laptops open
- Asian table, 40's, man on laptop, collared shirt, dress pants
- 1 table dark haired heavy orange long-sleeve shirt, 30's woman sat, left of me, laptop & book, talking cell phone loudly Megan---charger
- heavy woman walks in ordered coffee, browses snack by register, pays, moves next counter, waits for female employee to make coffee

10:47 a.m.

- 3 women, enter and in line discussing what made for dinner, got coffee three looking at magazine, "Oh my....that so cool"
- heavy, 50's woman enters, exits with drink
- woman orange long-sleeved turtle neck on phone and stated "laptop need charger coming home soon"
- 3 women left reading magazines talking tall, one British accent
- middle age 40's man reading magazine ice coffee table laptop closed

10:50 a.m.

- middle age blonde woman glasses, order blonde small
- enters family 4; wife went to bookstore dad, his male child jeans pink sweat shirt pants, top, ordered paid cash, leaves with drinks snacks
- woman coffee browses around book display leaves walks into a store

## OBSERVATIONAL NOTETAKING

- young couple, walk-in, pregnant, orders coffee and muffin, jeans, sneakers she pays, his tattoos bright colored flowers
- line longer family 3 walks in, child plays cup, family got order and leaves

11:00 a.m.

- family of 6 enters, orders drinks, cake pops & cookies, gets order leaves
- tall white middle age man in jean jacket orders oatmeal raisins, ginger cookie
- man Adidas sweatshirt enters takes out phone order tea
- woman leaves yoga pants muffin cold brew, rushes out
- female baby crying in stroller by entrance to café with mom, enters, orders, leaves with order, talks and gives baby container cheerios, baby shakes makes noise, baby laughs
- elder woman green slacks turn card display take one, then leaves to purchase card coffee
- Kate get coffee browses display of gift box of chocolates reads display sign, pics up 3 chocolate boxes go to cashier, leaves
- bald man walks in, around to counter, leaves with nothing

11:07 a.m.

- two employees complain, behind counter tired late night movie
- girl comes back, younger brother, dad follows looking at food in display case buying cookies each and coffee dad, leaves
- two college students get up look at food assortment, deciding on sandwich
- Asian man still working on computer
- woman orange long-sleeved turtle neck on cell phone talking loud still working on computer
- researcher took picture

## OBSERVATIONAL NOTETAKING

- 2 college students bought sandwiches, buy two get one free dessert? Marianne & Russ got drinks sat back down on corner round table eat drink type, R highlighting in book
- young man wearing shorts on phone enters with boy jeans polo shirt, already shopped at BN bags
- boy running around, dad on phone enters to get boy, boy runs out man follows

11:15 a.m.

- Chinese man takes out headphones talk on call, orders, sits down table, name called Ray, picks up beverage sits back down smiles while on phone
- male in beige shorts orders food for 2 boys in waiting and watch employee make drink, man get call again, all sit eat at table
- female employee cleaning table
- two customers waiting Darwin & Shelby, 20's female, got drinks, left
- middle aged woman Indian walks in 6 books sits down, places books down get in line to order, green tea, counter stall, sits down
- bald, tall middle age walks to counter-order pink shirt jacket, jeans, drink, leaves back, out front door

11:22 a.m.

- teenager walks in, orders pays with cell phone, gets order, sits down reads book
- man red shirt, 30's black backpack sits down, table, back
- young female with boy comes in knows the cashier talks a lot boy holding mom hand, smiling conversing, orders blonde buys boy cookie & banana
- man red shirt gets up walks around looks at the displays, walks around again, goes to cashier ask for something, doesn't get what he wants and sits down

## OBSERVATIONAL NOTETAKING

- female boy sat down, no order left 5 min
- employee serves other employee drink, employee sits down on, texting, confused look on face

11:30 a.m.

- woman glasses walk right to counter place order skirt accent, walks out back toward back of the store
- student female, bag of books sits down, leaves book bag gets up walks out back, browses books, chocolate stand, front of the store displays, walks back in, orders, pay, get order, sits at round table start writing in notebook
- tall man green shirt 20's, comes in from the back, orders coffee, leaves entrance to the magazine display looks at mag then leaves
- woman enters back looks at display of coffee bags 3 books in hand from bn, get bottled water, looks at display of mugs while waiting

11:35 a.m.

- male white walks into cashier with clipboard, order and sits down, name Richard, get order, sits down takes out laptop, types, looks around no facial expression
- BN male manager walks through eyeing people sitting
- male student walks back in with female, both sit down
- senior male grey in counter orders
- man African American with clipboard went to magazine, then went back to his sit got his clipboard and left to sit by the window
- male employee got up went to help counter, 5 females

11:41 am

## OBSERVATIONAL NOTETAKING

- male student walks back in with bag of something and sits down with female, hug
- elder man sits down with muffin and coffee
- male student gets in line orders drink sits down starts reading
- man & boy Giants fans, browse cc cookies, sandwich, water, leaves
- lady blue sleeveless dress gets drink leaves with food and drink
- man many magazines sits down takes off glasses gets in line, order put glasses on reads books from store
- man with grey beard walks in no food drink leaves
- woman & son with books sit down but does not order anything, opens up books reads
- woman grey sweatshirt order, browses displays while waiting

11:47 a.m.

- Asian man, 2 college students & woman orange long-sleeved turtle neck with laptop still working, have not left
- researcher packs up and leaves



*Figure 1. Coffee Cafe*

## OBSERVATIONAL NOTETAKING

**Observational Notes**

On a beautiful autumn Sunday morning, September 30, 2018, the researcher drove to Coffee Café located inside a bookstore at the Shopping Center in Central New Jersey. It was a picture-perfect autumn day, and the outside conditions were warm and sunny. The researcher arrived at 10:41 a.m., there were 15 cars in the parking lot. The researcher was able to park in the front row and as a Honda Accord pulled out of the parking space and researcher pulled in. The researcher exited the car at 10:42 a.m., entered bookstore, walked around the magazine displays into Coffee Café, sat down at a table, took out a laptop. The researcher ordered a dark roast, paid and got coffee, proceeded back to the table. The research study question is “How do customers at a Coffee Café spend their time?”

At 10:44 a.m. there are two employees behind the Coffee Café counter. The male employee is taking orders and the payment while the female fulfills the orders. The employees, while serving the customers were also talking about the movie the male employee saw last night. The researcher looks around the small café located at the back-right side of the bookstore with large windows on the right-side wall. In the open-air restaurant, are (a) small counter at back wall with eight stools for customers; (b) dozen round tables with four chairs located to the left of the main counter; (c) four rectangle tables with eight chairs in the rear as customers walk in; and (d) five round tables with two chairs to the right main counter. Also, three display cases for featured products and one display of greeting cards in the center before the ordering counter. The researcher observed one round table with a dark-haired woman, in 30's age range with an orange long-sleeve shirt with a laptop out, on a cell phone and a drink. The woman sat to the left of the researcher. She was on her cell phone talking loudly to Megan about her charger. Another

## OBSERVATIONAL NOTETAKING

roundtable sits an Asian man, collared shirt and dress pants on his laptop to the right of the researcher. At the far corner by the window at one of the rectangle tables sits two students reading with their laptops open.

At 10:47 a.m. a stout woman in 50's walks in and orders coffee, browses snacks by the register, pays, moves to the pick-up counter, waits for a female employee to make coffee and leaves the café. Then three women, enter and in line discussing (British accent) what they made for dinner, ordered drinks while also browsing through magazines. One of the ladies said: "Oh my....that so cool". All three exit with their items. A heavy-set woman in 50's enters, leaves with a drink. A middle age man in 40's enters, sits at a table reading magazine has ice coffee at table laptop open.

At 10:50 a.m. middle age blonde woman with glasses enters and order blonde small coffee, browses around the displays until the name called, Shirley, she picks up her coffee goes back to browsing and then leaves. A family of four appears to be Chinese enters, walks around to the counter and looks at the sandwiches, and the male is wearing jeans and matching color pink T-shirt as the boy. Female leaves the café and looks at the magazines while a man pays and collects the drinks and snacks, all three leave. A young couple, walk-in, the female is pregnant, male orders coffee and muffin, for both and female pays, both moves to the pick-up counter take their purchases and leave the café. Both are in jeans, sneakers, and a male has tattoos bright colored flowers on both arms. The line has increased with a family of three waiting to place their order. The child is playing with a cup in a stroller, female orders, male pushes a stroller to pick-up counter, female pays, and they all exit to the rear of the bookstore with their order.

At 11:00 a.m. a family of six enters, orders drinks, cake pops & cookies, they receive their order and leave together. A tall white middle age man in jean jacket enters through the far-

## OBSERVATIONAL NOTETAKING

left opening to café and orders an oatmeal raisin and ginger cookie and exits through the front. A male and female waiting for the items they ordered browse through the cup display, name called out, "Grant and Debbie" they proceeded to pick up their order and left the café and into the back of the bookstore. A man wearing Adidas sweatshirt enters and takes out his ringing cell phone and places his order for tea and hot oatmeal. He waits at the counter and talks on the phone, then the order is ready and picks up his items goes to the condiment counter adds one sugar packet, stirs and sits down at a table and reads his book. A woman yoga pant rushes out with a muffin and cold brew. At the entrance, female enters with a female baby crying in the stroller, orders a coffee, hands the baby container of cheerios, baby shakes and make noise, both leave after the lady picks up the order. A senior woman wearing green slacks turns the card display and takes one; goes to the counter and purchases the card and a drink. Kate gets coffee and browses a display of chocolates, she reads the display sign and selects three chocolate boxes goes to the cashier to pay and leaves. A male with no hair walks in and around to the order counter and leaves without making a purchase.

At 11:07 a.m. the two employees behind counter complain about their late night and how tired they are. The two college students get up from their table and look at food assortment, they each bought a sandwich, and ordered drinks, "Marianne and Russ," picked up their order and sat back down at their table and continued to work. The Asian man is still working on his computer and the woman wearing the orange long-sleeved turtleneck is back on her cell phone talking loudly. At this time, 11:09 a.m. there was a low in customers, the researcher took a picture of the café for evidence. A young man wearing shorts on his phone enters with a boy, carrying bookstore shopping bags. Boy lets go of man's hand and run out of the café, and the man runs after him. Both come back and order, they sit down and read a book together.

## OBSERVATIONAL NOTETAKING

At 11:15 a.m. man and boy finish and leaves with their bag of books. A Chinese man takes out headphones and talks on call while walking to the order counter. He proceeds to place an order, sits down at round table and waits for his order to be ready. The female server calls “Ray” and he gets from the table up to pick up his beverage and food item then sits back down, and smiles while talking on the phone. He then proceeds to take out his laptop and types while on the phone. A male in beige shorts orders food for two boys, who are waiting and watching the female employee make the drinks, man’s cell phone rings and he answers. The boys pick up their drinks and sit at a table in the back. They are having a conversation with laughs and smiles. The female employee comes out behind the counter to clean the tables and throws away garbage that was left by customers. She frowned. Two female customers in late 20’s, Darwin & Shelby, got drinks, left café and went over to the magazines. A middle-aged Indian woman walks in the front entrance of the café with six books, she proceeds to sit down and place the books on the table dividing them into two piles, then places an order of green tea, waits at the pick-up counter for order, looking around with a confused expression. She then sits down and starts reading one of her books. Entering from the back of the café was a bald, tall, middle-aged man and walks to counter, places a food order, takes a bottle of water and then pays. He is wearing a pink shirt with white stripes, jeans, and penny loafers. He moves to the pick-up counter, takes his food order and exits the same way he came in.

At 11:22 a.m. a female teenager walks in, orders and pays with her cell phone. The female employee makes one of the specialty drinks and hands it to the female. She takes her order, sits down and reads her book. A man, late 30’s wearing a red shirt comes in with black backpack sits down at the table in the back. He proceeds to unzip the backpack remove a textbook and a laptop, along with a charger and plugs the charger into the wall. He walks to the

## OBSERVATIONAL NOTETAKING

counter and orders food and drink. He looks around the café with no facial expressions while waiting for his order. He returns to his table, open up his laptop, puts in earbuds, opens up a book and starts working. A young female with boy enters and goes straight to a female employee and starts talking, smiling, conversing, and laughing then orders blonde and give the boy a chocolate cookie, banana, and bottle of water. Then they leave with the boy waving goodbye to the female employee. Another female and boy come in and sit down but do not order anything, no conversation, boy playing on his iPad and the female texting on her cell phone and they got up and left. The female employee gives the male employee a drink, and he sat down at the table across from me, blocking some of my views. He was on his cell phone with a confused look on his face.

At 11:30 a.m. a blonde hair woman with glasses walks right to counter her skirt swaying as she walks in wearing heels and places an order. After paying with a card, she picks up her order and walks out the back entrance into the store. A male student walks in with a bag of books and sits down at a big round table. He leaves the bag, gets up and walks out the back of the café. He browses through books, the chocolate stand, store puzzles display and proceeds to walk back in and makes his way to the counter, places an order, pays, takes his food and drink and sits at round table and starts writing in a notebook which was in the bag of books. A tall man, early 20's, in a green shirt and dress pants comes in from the back, orders coffee and he exit through the front entrance and looks at magazines. A woman enters back of the café and looks at a display of coffee packages. She has three books in her hand and moves toward the counter, reaches for bottled water and places an order for food. She looks at the display of mugs while waiting for her food. She sits down and opens up one of the books and starts reading.

## OBSERVATIONAL NOTETAKING

At 11:35 a.m. a man, in early 30's, walks into café with a clipboard, walks to the counter and places an order. The man sits down at the back counter, and the female employee calls "Richard" and he gets up and picks up his order then returns to where he was sitting. He takes out his laptop and starts typing without any visual facial expressions. The bookstore male manager walks through looking around and checking on the patrons in the café. A male student walks back in with a female, and they both sit down and converse. A senior citizen, male goes to the counter places and order and is given a cup of coffee by the male employee. He did not have to wait and the left. An African American male with clipboard entered but went back out to the magazine section. He came back with magazines and sat by the window without ordering an item. The male employee got up went to help counter to help with customers because there were five customers in line. All five customers were females, around 20's and each ordered a custom coffee drink with whip cream and sat down at a big table by the window. One female was talking while the others were listening and smiling

At 11:41 a.m. young male walks back in with a bag of something and sits down with a female and proceeds to show the female the books that were in the bag. Female expresses approval with a hug. A senior man sits down with muffin and coffee. A male gets in line, and orders drink then sits down at the counter with stools and starts reading a newspaper. A man is wearing a Giants jersey and a young boy, also in a Giants jersey, they both choose a dark chocolate cookie, a sandwich, and a bottle of water. The man pays with his phone, and they leave. A lady in a blue sleeveless dress leaves with food and drink. A tall male with many magazines in his arms sits down at a small table and takes off glasses. He goes to the counter, orders, and goes back to his table to get his glasses. His name is called "Keith" and retrieves his order comes back to the table starts to eat and read. A man with grey beard walks in and stops

OBSEVATIONAL NOTETAKING

and turns around and leaves without making a purchase. A female and a boy who is carrying six books sit down at the table across from the researcher, does not order anything and opens up the top book and proceed to read while the female is texting on the phone. Female frowns while typing on the phone. A senior woman in grey sweatshirt looks at the menu on the wall, she smiles as something catches her attention, places an order and browses displays while waiting. Her name is called out by the female employee, “Betty” and she retrieves her order and leaves by way of the back entrance.

At 11:47 a.m. the researcher packs up to leave and notes that the four original customers (two college students, Asian man, and woman in orange) are still in the café.

**Analytic Section**

<p>On a beautiful autumn Sunday morning, September 30, 2018, the researcher drove to Coffee Café located inside a bookstore at the Shopping Center in Central New Jersey. It was a picture-perfect autumn day, and the outside conditions were warm and sunny. The researcher arrived at 10:41 a.m., there were 15 cars in the parking lot. The researcher was able to park in the front row and as a Honda Accord pulled out of the parking space and researcher pulled in. The researcher exited the car at 10:42 a.m., entered bookstore, walked around the magazine displays into Coffee</p>	<p style="text-align: center;"><b>location</b></p> <p style="text-align: center;"><b>environment</b></p> <p style="text-align: center;"><b>environment</b></p> <p style="text-align: center;"><b>environment</b></p> <p style="text-align: center;"><b>setting</b></p>
--	--

## OBSERVATIONAL NOTETAKING

<p>Café, sat down at a table, took out a laptop.</p> <p>The researcher ordered a dark roast, paid and got coffee, proceeded back to the table. The research study question is “How do customers at a Coffee Café spend their time?”</p> <p>At 10:44 a.m. there are two employees behind the Coffee Café counter. The male employee is taking orders and the payment while the female fulfills the orders. The employees, while serving the customers were also talking about the movie the male employee saw last night. The researcher looks around the small café located at the back-right side of the bookstore with large windows on the right-side wall. In the open-air restaurant, are (a) small counter at back wall with eight stools for customers; (b) dozen round tables with four chairs located to the left of the main counter; (c) four rectangle tables with eight chairs in the rear as customers walk in; and (d) five round tables with two chairs to the right main counter. Also, three display cases for featured products and one display of</p>	<p><b>setting</b></p> <p><b>setting</b></p> <p><b>environment</b></p> <p><b>topic</b></p> <p><b>social interaction</b></p> <p><b>setting</b></p> <p><b>social interaction</b></p> <p><b>setting</b></p>
---	---

## OBSERVATIONAL NOTETAKING

<p>greeting cards in the center before the ordering counter. The researcher observed one round table with a dark-haired woman, in 30's age range with an orange long-sleeve shirt with a laptop out, on a cell phone and a drink. The woman sat to the left of the researcher. She was on her cell phone talking loudly to Megan about her charger. Another roundtable sits an Asian man, collared shirt and dress pants on his laptop to the right of the researcher. At the far corner by the window at one of the rectangle tables sits two students reading with their laptops open.</p> <p>At 10:47 a.m. a stout woman in 50's walks in and orders coffee, browses snacks by the register, pays, moves to the pick-up counter, waits for a female employee to make coffee and leaves the café. Then three women, enter and in line discussing (British accent) what they made for dinner, ordered drinks while also browsing through magazines. One of the ladies said: "Oh my....that so cool". All three exit with their items. A heavy-set woman in</p>	<p><b>technology</b></p> <p><b>technology</b></p> <p><b>Social interaction</b></p> <p><b>technology</b></p> <p><b>technology</b></p> <p><b>enter</b></p> <p><b>order</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>social interaction</b></p> <p><b>order</b></p>
---	--

OBSEVATIONAL NOTETAKING

<p>50's enters, leaves with a drink. A middle age man in 40's enters, sits at a table reading magazine has ice coffee at table laptop open.</p> <p>At 10:50 a.m. middle age blonde woman with glasses enters and order blonde small coffee, browses around the displays until the name called, Shirley, she picks up her coffee goes back to browsing and then leaves. A family of four appears to be Chinese enters, walks around to the counter and looks at the sandwiches, and the male is wearing jeans and matching color pink T-shirt as the boy.</p> <p>Female leaves the café and looks at the magazines while a man pays and collects the drinks and snacks, all three leave. A young couple, walk-in, the female is pregnant, male orders coffee and muffin, for both and female pays, both moves to the pick-up counter take their purchases and leaves the café. Both are in jeans, sneakers, and a male has tattoos bright colored flowers on both arms. The line has increased with a family of three waiting to place their order. The child is playing with a</p>	<p><b>social interaction</b></p> <p><b>exit</b></p> <p><b>order</b></p> <p><b>exit</b></p> <p><b>reads</b></p> <p><b>technology</b></p> <p><b>order</b></p> <p><b>interaction</b></p> <p><b>browsing</b></p> <p><b>exit</b></p> <p><b>observing</b></p> <p><b>exit</b></p> <p><b>browses</b></p> <p><b>exit</b></p> <p><b>order</b></p> <p><b>social interaction</b></p>
--	--

## OBSERVATIONAL NOTETAKING

<p>cup in a stroller, female orders, male pushes a stroller to pick-up counter, female pays, and they all exit to the rear of the bookstore with their order.</p>	<p><b>enter</b></p> <p><b>order</b></p> <p><b>interaction</b></p>
<p>At 11:00 a.m. a family of six enters, orders drinks, cake pops &amp; cookies, they receive their order and leave together. A tall white middle age man in jean jacket enters through the far-left opening to café and orders an oatmeal raisin and ginger cookie and exits through the front. A male and female waiting for the items they ordered browse through the cup display, name called out, “Grant and Debbie” they proceeded to pick up their order and left the café and into the back of the bookstore. A man wearing Adidas sweatshirt enters and takes out his ringing cell phone and places his order for tea and hot oatmeal. He waits at the counter and talks on the phone, then the order is ready and picks up his items goes to the condiment counter adds one sugar packet, stirs and sits down at a table and reads his book. A woman yoga pant rushes out with</p>	<p><b>exit</b></p> <p><b>enter</b></p> <p><b>order</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>order</b></p> <p><b>exit</b></p> <p><b>order</b></p> <p><b>interaction</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>order</b></p> <p><b>interaction</b></p> <p><b>technology</b></p>

## OBSERVATIONAL NOTETAKING

<p>a muffin and cold brew. At the entrance, female enters with a female baby crying in the stroller, orders a coffee, hands the baby container of cheerios, baby shakes and make noise, both leave after the lady picks up the order. A senior woman wearing green slacks turns the card display and takes one; goes to the counter and purchases the card and a drink. Kate gets coffee and browses a display of chocolates, she reads the display sign and selects three chocolate boxes goes to the cashier to pay and leaves. A male with no hair walks in and around to the order counter and leaves without making a purchase.</p> <p>At 11:07 a.m. the two employees behind counter complain about their late night and how tired they are. The two college students get up from their table and look at food assortment, they each bought a sandwich, and ordered drinks, "Marianne and Russ," picked up their order and sat back down at their table and continued to work. The Asian man is still working on his computer and the woman</p>	<p><b>stays</b></p> <p><b>enter</b></p> <p><b>order; exit</b></p> <p><b>enter</b></p> <p><b>order</b></p> <p><b>social interaction</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>interaction</b></p> <p><b>order</b></p> <p><b>interaction</b></p> <p><b>exit</b></p> <p><b>entrance</b></p> <p><b>exit</b></p> <p><b>social interaction</b></p> <p><b>original customers</b></p> <p><b>interaction</b></p> <p><b>orders</b></p>
---	---

OBSEVATIONAL NOTETAKING

<p>wearing the orange long-sleeved turtleneck is back on her cell phone talking loudly. At this time, 11:09 a.m. there was a low in customers, the researcher took a picture of the café for evidence. A young man wearing shorts on his phone enters with a boy, carrying bookstore shopping bags. Boy lets go of man's hand and run out of the café, and the man runs after him. Both come back and order, they sit down and read a book together. At 11:15 a.m. man and boy finish and leaves with their bag of books. A Chinese man takes out headphones and talks on call while walking to the order counter. He proceeds to place an order, sits down at round table and waits for his order to be ready. The female server calls "Ray" and he gets from the table up to pick up his beverage and food item then sits back down, and smiles while talking on the phone. He then proceeds to take out his laptop and types while on the phone. A male in beige shorts orders food for two boys, who are waiting and watching the female</p>	<p><b>return table</b></p> <p><b>technology; original customer</b></p> <p><b>technology; original customers</b></p> <p><b>technology</b></p> <p><b>social interaction; technology</b></p> <p><b>enter; exit</b></p> <p><b>interaction; enter again</b></p> <p><b>order; stay</b></p> <p><b>reads</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>technology</b></p> <p><b>order</b></p> <p><b>stay</b></p>
--	---

## OBSERVATIONAL NOTETAKING

<p>employee make the drinks, man's cell phone rings and he answers. The boys pick up their drinks and sit at a table in the back. They are having a conversation with laughs and smiles. The female employee comes out behind the counter to clean the tables and throws away garbage that was left by customers. She frowned. Two female customers in late 20's, Darwin &amp; Shelby, got drinks, conversation while waiting, they were excited out being out in warmth and looking for books, left café and went over to the magazines. A middle-aged Indian woman walks in the front entrance of the café with six books, she proceeds to sit down and place the books on the table dividing them into two piles, then places an order of green tea, waits at the pick-up counter for order, looking around with a confused expression. She then sits down and starts reading one of her books. Entering from the back of the café was a bald, tall, middle-aged man and walks to counter, places a food order, takes a bottle of water and then</p>	<p><b>technology; stay</b></p> <p><b>enter; order</b></p> <p><b>social observation</b></p> <p><b>technology</b></p> <p><b>stay</b></p> <p><b>social interaction</b></p> <p><b>environment</b></p> <p><b>order</b></p> <p><b>exit; interaction; setting</b></p> <p><b>enter</b></p> <p><b>technology</b></p> <p><b>stay</b></p> <p><b>order</b></p> <p><b>interaction</b></p> <p><b>stay</b></p> <p><b>enter</b></p>
---	---

## OBSERVATIONAL NOTETAKING

<p>pays. He is wearing a pink shirt with white stripes, jeans, and penny loafers. He moves to the pick-up counter, takes his food order and exits the same way he came in.</p> <p>At 11:22 a.m. a female teenager walks in, orders and pays with her cell phone. The female employee makes one of the specialty drinks and hands it to the female. She takes her order, sits down and reads her book. A man, late 30's wearing a red shirt comes in with black backpack sits down at the table in the back. He proceeds to unzip the backpack remove a textbook and a laptop, along with a charger and plugs the charger into the wall. He walks to the counter and orders food and drink. He looks around the café with no facial expressions while waiting for his order. He returns to his table, open ups his laptop, puts in earbuds, opens up a book and starts working. A young female with boy enters and goes straight to a female employee and starts talking, smiling, conversing, and laughing then orders blonde and give the boy a</p>	<p><b>order</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>order; technology</b></p> <p><b>interaction</b></p> <p><b>stay; technology</b></p> <p><b>enter; sits; stay</b></p> <p><b>technology</b></p> <p><b>order</b></p> <p><b>limited interaction</b></p> <p><b>technology; sits; stay</b></p> <p><b>working</b></p> <p><b>enter</b></p>
--	---

OBSEVATIONAL NOTETAKING

<p>chocolate cookie, banana, and bottle of water.</p> <p>Then they leave with the boy waving goodbye to the female employee. Another female and boy come in and sit down but do not order anything, no conversation, boy playing on his iPad and the female texting on her cell phone and they got up and left. The female employee gives the male employee a drink, and he sat down at the table across from me, blocking some of my views. He was on his cell phone with a confused look on his face.</p> <p>At 11:30 a.m. a blonde hair woman with glasses walks right to counter her skirt swaying as she walks in wearing heels and places an order. After paying with a card, she picks up her order and walks out the back entrance into the store. A male student walks in with a bag of books and sits down at a big round table. He leaves the bag, gets up and walks out the back of the café. He browses through books, the chocolate stand, store puzzles display and proceeds to walk back in and makes his way to the counter, places an</p>	<p><b>social interaction</b></p> <p><b>order</b></p> <p><b>interaction</b></p> <p><b>exit; social interaction</b></p> <p><b>enter; sits; stay</b></p> <p><b>interaction</b></p> <p><b>technology</b></p> <p><b>exit</b></p> <p><b>social interaction</b></p> <p><b>technology</b></p> <p><b>enter</b></p> <p><b>order</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>sits</b></p> <p><b>interaction</b></p> <p><b>exit</b></p> <p><b>interaction</b></p>
---	--

OBSEVATIONAL NOTETAKING

<p>order, pays, takes his food and drink and sits at round table and starts writing in a notebook which was in the bag of books. A tall man, early 20's, in a green shirt and dress pants comes in from the back, orders coffee and he exits through the front entrance and looks at magazines. A woman enters back of the café and looks at a display of coffee packages. She has three books in her hand and moves toward the counter, reaches for bottled water and places an order for food. She looks at the display of mugs while waiting for her food. She sits down and opens up one of the books and starts reading.</p> <p>At 11:35 a.m. a man, in early 30's, walks into café with a clipboard, walks to the counter and places an order. The man sits down at the back counter, and the female employee calls "Richard" and he gets up and picks up his order then returns to where he was sitting. He takes out his laptop and starts typing without any visual facial expressions. The bookstore male manager walks through looking around</p>	<p><b>re-entrance</b></p> <p><b>order</b></p> <p><b>sits; technology; writing</b></p> <p><b>stay</b></p> <p><b>enter; order</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>interaction</b></p> <p><b>order</b></p> <p><b>interaction</b></p> <p><b>sits; stay</b></p> <p><b>technology; reading</b></p> <p><b>enter</b></p> <p><b>order; sits</b></p> <p><b>interaction</b></p> <p><b>sits; stay</b></p> <p><b>technology</b></p>
--	---

OBSEVATIONAL NOTETAKING

<p>and checking on the patrons in the café. A male student walks back in with a female, and they both sit down and converse. A senior citizen, male goes to the counter places and order and is given a cup of coffee by the male employee. He did not have to wait and the left. An African American male with clipboard entered but went back out to the magazine section. He came back with magazines and sat by the window without ordering an item. The male employee got up went to help counter to help with customers because there were five customers in line. All five customers were females, around 20's and each ordered a custom coffee drink with whip cream and sat down at a big table by the window. One female was talking while the others were listening and smiling</p> <p>At 11:41 a.m. young male walks back in with a bag of something and sits down with a female and proceeds to show the female the books that were in the bag. Female expresses approval with a hug. A senior man sits down</p>	<p><b>setting</b></p> <p><b>re-enter</b></p> <p><b>social interaction; sits</b></p> <p><b>enter</b></p> <p><b>order</b></p> <p><b>exit</b></p> <p><b>enter</b></p> <p><b>interaction; re-enter</b></p> <p><b>sits</b></p> <p><b>interaction</b></p> <p><b>enter</b></p> <p><b>order</b></p> <p><b>sits</b></p> <p><b>social interaction</b></p> <p><b>re-enter</b></p> <p><b>sits</b></p> <p><b>social interaction</b></p>
---	--

OBSEVATIONAL NOTETAKING

<p>with muffin and coffee. A male gets in line, and orders drink then sits down at the counter with stools and starts reading a newspaper. A man is wearing a Giants jersey and a young boy, also in a Giants jersey, they both choose a dark chocolate cookie, a sandwich, and a bottle of water. The man pays with his phone, and they leave. A lady in a blue sleeveless dress leaves with food and drink. A tall male with many magazines in his arms sits down at a small table and takes off glasses. He goes to the counter, orders, and goes back to his table to get his glasses. His name is called "Keith" and retrieves his order comes back to the table starts to eat and read. A man with grey beard walks in and stops and turns around and leaves without making a purchase. A female and a boy who is carrying six books sit down at the table across from the researcher, does not order anything and opens up the top book and proceed to read while the female is texting on the phone. Female frowns while typing on the phone. A senior woman in grey</p>	<p><b>enter; sits</b></p> <p><b>order; enter</b></p> <p><b>order; sits</b></p> <p><b>technology</b></p> <p><b>enter</b></p> <p><b>chooses items</b></p> <p><b>pays</b></p> <p><b>exit</b></p> <p><b>enter; order; exit</b></p> <p><b>enter; sits; technology; magazines</b></p> <p><b>order</b></p> <p><b>sits</b></p> <p><b>gets ordered item</b></p> <p><b>sits; reads</b></p> <p><b>enter</b></p> <p><b>exit</b></p> <p><b>enter, sits</b></p> <p><b>setting</b></p> <p><b>technology</b></p>
--	--

## OBSERVATIONAL NOTETAKING

<p>sweatshirt looks at the menu on the wall, she smiles as something catches her attention, places an order and browses displays while waiting. Her name is called out by the female employee, “Betty” and she retrieves her order and leaves by way of the back entrance.</p> <p>At 11:47 a.m. the researcher packs up to leave and notes that the four original customers (two college students, Asian man, and woman in orange) are still in the café.</p>	<p><b>facial interaction</b></p> <p><b>technology</b></p> <p><b>enter</b></p> <p><b>facial interaction</b></p> <p><b>order; browse</b></p> <p><b>leaves</b></p>
---	---

This research study question is “How do customers at a Coffee Café spend their time? With this concentration, the evidence gathered from the observation on September 30, 2018, at the Coffee Café reveals specific perceptions and realizations on the various human behaviors, interactions, and their utilization of a commonplace, the coffee café. In the process of coding, the researcher needed to analyze, draw on similarities, and make decisions on the specific code titles and sections. According to Emerson, Fretz, & Shaw, (2011) when completing a field study with notes, observations and detailed writings of the occurrences, and population, the results reflect the view through the “lens...views and understands those worlds” of the researcher (p. 247). By reflecting on the human factors and implications of the individual’s surroundings, enables a

## OBSEVATIONAL NOTETAKING

diversified perspective construction of shaping the world and how interactions contour and impact the behaviors of society.

During the hour-long observation, the café had a steady flow of customers and browsers. There was one downtime which lasted about a minute and a half. With this research study, the take away is that a Coffee Café is a central gathering place for social and working activities complemented with beverages and food. The café adds traffic to the bookstore and compliments the overall shopping activity. The customers' outfits were casual, jeans, shorts, slacks, dress, jerseys, t-shirts, etc. Since this café located inside the bookstore, the majority of the customers stop into the café for a beverage either before, during or after their shopping experience. The researcher noted that some customers already purchased books, while others took their beverage and went into the bookstore, with the heaviest of traffic at the magazine section. The researcher noted that the behavior during the hour-long observation outcome within two overarching categories (a) sit down and utilize technology or (b) social carryout stop. The observed socializing highlights the enjoyment of refreshment(s) and conversations. The customers converse with friends, family members, colleagues or employees. An advantage for the café is the location of being inside a bookstore. This is a visible outcome with the café customers brought in reading materials from bookstore book shelves.

From the start of the observation, the researcher noted that four customers were already at the café with purchased food and beverages and working on some piece of technology (laptop, cell phone, book, tablet, magazine, notes). As noted by the researcher at the end of the observation, these same customers were still at the café. The researcher tallied 65 customers during the one-hour observation time span. Of the 65 customers, 60 were adults and five were children. The adult customers were either using their cell phone or another technology device

## OBSEVATIONAL NOTETAKING

during their visit. Three customers entered the café and left without sitting down or making a purchase. Of the 65 customers, 23 entered the café with the intent to stay, order food and beverage and read or work on a technology device. The traffic for the restaurant on a Sunday was constant with 39 customers purchasing a variety of food and beverages and then exiting the café into the bookstore. These 39 customers were a mixed population of cultural backgrounds. From their expressions and conversations, they were enjoying a Sunday morning outing at the café and bookstore. The three British customers, while waiting for their order to be filled were excited to be in this store, “this is so much fun” as stated by one of the ladies. The researcher also noted a conversation of two females, Darwin & Shelby, about the warmth of the weather and coming in the store for books and coffee. There was one customer that was in a rush while the others did not mind if there was a wait in line. The majority of the customers were smiling and received their order quite quickly. The two employees were friendly to all the customers even though they did complain earlier on during the researcher’s observations.

In conclusion, the Coffee Café located inside a bookstore, is a customer friendly environment and home to many applications for which customers have a purpose to participate in, such as the human need to socialize and to have a place outside the home environment to concentrate and utilize technology. This café offers a friendly atmosphere for setting up “shop” and also to mingle. The researcher’s observations within the hour time span resulted in spotting and noting customer activities. The first is that the coffee café is a place to socialize in a comfortable, relaxing atmosphere and enjoy food and beverages while walking around the bookstore. This café also caters to the customers in a hurry. This is a place where customers can come and spend time with friends. The café has a menu that accommodates different food palettes, from the very young to elderly. The researcher observed a different customer activity

## OBSEVATIONAL NOTETAKING

such as a “work-friendly” atmosphere. Customers seem to be at ease sitting and using technologies for an extended period. The researcher observed that since this café located in a bookstore, customers can freely browse the bookstore with their beverage and food selection, along with the opportunity to sit and utilize technologies at their leisure.

## OBSERVATIONAL NOTETAKING

## References

- Creswell, J. W. & Creswell, J. D. (2018). *Research design qualitative, quantitative, and mixed methods approaches*. (5th ed.). Los Angeles, CA: SAGE.
- Emerson, R. M., Fretz, R. I., & Shaw, L. L. (2011). *Writing ethnographic fieldnotes*. Chicago: The University of Chicago Press.
- Patton, M. Q., & Patton, M. Q. (2015). *Qualitative research & evaluation methods: Integrating theory and practice*. Los Angeles: SAGE.

Figure 1