

PHASE 1 | EMPATHIZE

Observation Log

Setting: University cafeteria during the 1 pm lunch rush

Sample project: A food-delivery app for university students in Islamabad. The blue italic text is an example of a completed sheet.

FACILITATOR INSTRUCTION

“Spend fifteen minutes watching how people actually behave in the real setting. Record what you see, not what you assume. Note workarounds, hesitations and anything that surprises you.”

OBSERVATIONS

Time	What I observed	Why it might matter
1:02	<i>Three students stand at the counter staring at phones, waiting for delivery riders.</i>	<i>The pickup point is unclear, so people hover and block the queue.</i>
1:08	<i>A rider walks in, shouts a name, and four students step forward.</i>	<i>Orders are matched by shouting. Mistakes are likely.</i>
1:15	<i>A student shows a rider a screenshot of the order because the app would not load.</i>	<i>Poor campus connectivity is a hidden barrier.</i>
1:21	<i>Two students split one order and send money by chat afterwards.</i>	<i>Group ordering is a real need handled with a workaround.</i>

PATTERNS I NOTICED

- Handover is confusing and slow.*
- Students work around weak internet and missing split-payment.*
- Waiting time is spent anxiously, not productively.*