

EDTC 809: Assessments and Evaluation

Project 1

Observation Report: Dunkin' Donut

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Introduction

This observation was conducted at Dunkin' Donut at University X during the researcher's lunch break on September 26th, 2018 from 1:00 pm to 2:10 pm. The researcher wanted to observe the fast food joint during the busiest time of the day to see the attitude of the employees while serving the customers, as well as the customers' ordering and technology usage in the waiting or eating area. The researcher wanted to see if the customers were more distracted with their devices or communicated more with one another, while ordering their food or sitting in the eating area. The observation jottings were taken on an iPhone 7 using the google doc app. The events were carefully observed and written down as they were taken place.

Jottings

The observer decided to observe the employees' attitudes or behaviors in a rush hour lunch time and the customers' reactions and technology usage in the eating or sitting area at Dunkin' Donut. At 1:00 pm, the line was very long, approximately 15 customers were in the line. I (the researcher) was using my cell phone to take the notes in Google Doc and also take some view photos seen in figure 1, 2, and 3 below with my iPhone 7.

Observation of employees

Waiting in the line (1:00-1:10 pm)

- There were two female employees who were serving in front (taking orders)
- Two employees (male and female) who were serving the drinks.
- One of the female employee was wearing a brown Dunkin' Donut uniform (see figure 2)
- The other female employee who was serving was wearing a blue t-shirt, but kept walking back and forth to speak to the employee who was serving the hot beverages.
- Another employee from the back was wearing red t-shirt. The employees were not in a unique uniform; but they were comfortable walking and talking to customers.

Sitting Area observation of employees (1:10 pm-2:10 pm)

- The employees tried to communicate as one order was being done, so that the line can go smoothly.
- Surprisingly, the employees who were taking the orders were more calm and smiling when taking the orders. The employees who were making the food got their ordered mixed up, once they realized that the customers were not coming quickly enough to take their food.
- At one point, the employee in the back told the one serving to just mention the numbers, instead of the food. For instance, the employee called number 5565, and the customer was more in response than just mentioning the food (bagel cream cheese).
- By 1:17 pm- the line started to slow down
- By 1:21 pm - only one employee was taking orders, while the others were on their lunch break.
- One of the employee sat in the lobby of the restaurant to enjoy the coffee, while using the phone for a phone call.
- By 1:23 pm, one additional employee was also taking orders.
- One employee chose to talk to a customer.
- “Who is waiting for a toasted bagel”
- “Can I take your order”
- “Who ordered frozen chocolate”
- By 1:29 pm the customers slowed down some more
- “Do we sell 2 munchkins? One employee asked the other, after a customer wanted 2 munchkins” “No!” “we sell 5 for a dollar” the employee was patient enough to answer the question, by responding “we sell 5 for \$1”
- By 1:35 pm, a female employee took a lunch break and made a phone call.
- By 1:38 pm, “Someone asked for a small hot caramel milk”
- 1:40 pm - 2 employees took orders; 1 or 2 made the beverage; but it was not that busy.
- 1:45 pm, one employee again took orders and was patiently waiting for the next customer.
- 1:56 pm, the one employee was still taking orders.
- “Small ice caramel” employee
- “Medium hot coffee” employee
- They went back to the food calling, instead of the order numbers.
- 1:57 pm, confusion on the line ; but it got organized quickly
- 1:58 pm, the line was becoming longer again.

Observation of customers

Waiting in the line (1:00-1:10 pm)

- Ten customers were in front of me (See Figure 1)
- Five females and five males.
- A blond female customer was talking to the employee.
- A male customer was in front of me wearing a greenish color sweatshirt; the weather outside was cold and raining.
- A female customer (gray/black t-shirt with blue jeans) bought lunch for a male customer (green t-shirt) because he did not have enough money.

Sitting Area observation of customers (1:10pm-2:10pm)

- 1:10 pm - there were 9 customers (including me) sitting in which 2 customers were using their Laptops to do some assignments and 3 were using their cell phones (see figure 3).
- By 1:18 pm, there were 4 customers using their phone; and 2 customers working on their laptop.
- Some of the Customers chose to buy their food and go directly inside the library because they were in tutoring; some chose to walk outside to continue with their daily routine.
- So far from 1 pm-2 pm: 3 students walked to and entered the Library section.
- “Can I get a medium coffee” , male customer
- “Cream and sugar, \$3:85” female employee responded.
- By 1:35 pm, 7 customers were sitting at the lounge. 4 were using their cell phones, 2 were drinking a hot beverage, and 2 were using their laptop. There was no communication between customers. There was 1 more customer (n = 8) who came in to speak to one of his friends and ask about the report being done on the laptop.
- 1:39 pm “Small black coffee”
- 1:40 pm -1:48 pm, 4 customers were sitting (same from the original 7 earlier) 3 of them were using mobile technology and 1 was using the laptop
- 1:49 pm, 3 customers were sitting in the lobby.
- 1:52 pm, 6 customers were at the lobby. 4 customers were working together in pairs on different tables.
- 1:55 pm “she gave me some munchkins last time” customer;
- Customer Order #5550 to #5880 (1 pm-2 pm)
- 20 per line



Figure 1. This photo was taken from the entrance observing the customers' behavior and attitudes, while getting their orders from Dunkin Donut at University X. September 26, 2018.



Figure 2. This photo was taken from the entrance observing the employee's perspective toward the customers at Dunkin Donut at University X. September 26, 2018.



Figure 3. This photo is taken from the sitting area of Dunkin Donut at University X. September 26, 2018.

Full Observational Notes

Date: September 26th, 2018

Time: 1:00 pm - 2:10 pm

Place of observation: Dunkin' Donut in University X

Research questions

Question 1: What are the attitudes or behaviors of employees at Dunkin' Donut?

Question 2: How do customers spend their time at Dunkin' Donut? Is technology being used?

Observation in a Qualitative Study

In a qualitative study, the observation process allows the researcher to carefully observe participants and take notes in their own environment. According to Creswell (2018), researchers engaged in many observations protocol during the course of a qualitative research and different

type of notes are carefully written down as a record. For instance, the descriptive notes describe the likeness of the participants, report of certain events or ventures, a record of discussion, a description of the physical setting such as the time, place, and date of the field; the reflexive notes describe “the researcher’s personal thoughts, such as speculation, feelings, problems, ideas, hunches, impressions, and prejudices” (Creswell, 2018, p. 188; Bogdan & Biklen, 1992, p. 121). In this observation report, the researcher wanted to observe the employees and customers at the university’s Dunkin’ Donut during her lunchtime.

The researcher is an adjunct professor at University X; she decided to have a lunch break at University X’s Dunkin’ Donut from 1:00 pm to 2:10 pm. During the time period of 12:00 pm to 2:00 pm, the donut house is usually full of various customers who are mostly students and faculties from that university. The researcher wanted to see how the employees react when the place is busy at that particular time period. The main component to observe was the tone of the customers and the employees, determine if it is friendly, aggressive, polite, or loud. In addition, the researcher wanted to observe the customers in the sitting or lounge area; the objective was to understand how the customers spend their time in that lounge if they use their technology and/or how they communicate with one another.

As the researcher entered the donut house at 1:00 pm, there was already a long line; approximately ten customers were already in front of the researcher (see figure 1 above). The observation during that time period was the best opportunity for the researcher to start observing and listening to customers and employees during their service and receiving their food. As the researcher was moving along the line, a female customer who was in the line decided to help a male customer who did not have enough money to buy food. Figure 1 illustrates the customers in the line; that female customer was wearing a gray/black t-shirt and jeans and the male customer

had a green shirt with a book bag (see figure 1). The female customer stated that she would use her school card to get the necessary food or snack that he wanted, no reimbursement was necessary. The female customer was very generous and willing to pay for the other customer food because she had enough money on her school card. At the counter, the employees were calmly serving a blond female customer and a male customer who wanted to get coffee and a donut.

Once the researcher got to the employee to order her food, she observed that there were many employees doing different tasks. In addition, the communication within the donut house was good, calm, and pleasant. The employees did not seem nervous or frustrated during that moment because they were working together so that the customers can have an easy ordering experience. There were two female employees who were serving in front (taking orders). Two employees (male and female) who were serving the drinks. The employees tried to communicate as one order was being done so that the line can go smoothly. Surprisingly, the employees who were taking the orders were calmer and smiling. The researcher's order number was 5564, at the pick-up line, the employee called an upper number and skipped my order. I, the researcher, realized that the employee who was serving the food were more in distress than those who were taking the order in front. As the researcher sat in the sitting area by 1:10 pm, she observed the employees who were making or giving the food and realized that they got their order number mixed up once they realized the customers were not coming quickly to take their food.

At one point, the employee in the back told the other employee who was serving to just mention the numbers, instead of the food, so that the customer would get their food quickly. For instance, the employee called number 5565 and the customer was more in response than just mentioning the food, "who order a bagel and cream cheese". The employee realized that multiple

customers would have the same order of food, so calling the order number was more appropriate for that moment, “number 5565, who has number 5565”. The line begins to slow down by 1:17 pm and only one employee started taking orders. Therefore, my focus was more on the customers who were sitting in the lounge area.

At the sitting area or lounge area, there were nine customers who were doing different type of activities. As I was drinking my coffee, I observed two customers who were using their laptops on a separate table; one female who had her hair covered and the other a male with short hair. The others, including me, were using their cellphone and were not communicating with another peer. Figure 3 illustrates the behavior of the customers in the sitting area and how technology divided individuals at that moment. As I continued my observation, customers were entering the lounge, but did not sit down; instead, they went straight to the library to continue their daily routine or assignment for the day. At the customer line, a male customer ordered a medium coffee and the female employee responded, “cream and sugar, it cost \$3.85”. Other employees from the back shouted with the inner voice and asked, “Who is waiting for toasted bagel?”, “Can I take your order?”, and “Who ordered frozen chocolate?” I realized by then that the line started to increase again, and the employees were all ready to take the order quickly. However, they went back to the food calling, instead of the number calling during the time of 1:23 pm to 1:29 pm.

By 1:30 pm, a customer wanted to buy two munchkins donut; however, the Donut place only sold five munchkins for a dollar, so the employee in front did not know what to do, so she asked another employee if that order was possible to do. The response from both employees was calm as they said, “no, we only sell five munchkins donut for a dollar.” More orders were coming in; as it slowed down, a female employee took her lunch break by 1:35 pm and sat in the

lounge area with the other customers. That female employee was eating a piece of donut and drinking coffee as she listened to her voicemail and made phone calls. At that same time, seven customers were sitting at the lounge area, in which four were using their cell phone, two were drinking a hot beverage, and the other two were using their laptops. There was a female customer who entered the lounge and decided to speak with the male customer that was using one of the laptops. They were communicating and discussing their school assignment. They were laughing and enjoying their conversation. By 1:38 pm, an employee spoke to another employee with a loud voice, “someone asked for a small hot caramel milk”.

By 1:40 pm, a customer ordered a small cup of coffee and there were two employees taking the order; it was not a busy line because one took the order, while the other pours the beverage. The exchange between employees during that moment was smooth and quick. As the line continues to slow down, the employees were patiently waiting for customers between 1:45 pm and 1:56 pm. In the lounge area, there was not a lot of customers in the lounge area because most of them went back to their class or just left for the day. By 1:52 pm, six customers were at the lounge area in which four were in various groups’ communication and working together.

By 1:57 pm, the line became busy because customers were taking their small break from their various classroom. However, there was a small confusion in the line which was resolved quickly. The employees got back to the action of serving in the fast mode so that the long line can be minimize with no complaints. The order number increased dramatically from the time the researcher entered the donut house, until I left by 2:10 pm when I left to teach the next section of my class. I heard the employee calling ordered number 5880; which mean my number 5564 to 5880, there were approximately 316 customers who ordered something at Dunkin’ Donut during that hour.

Analytic Section

Coding

Table 1

Observation Notes	Coding Phrases
<p>In a qualitative study, the observation process allow the researcher to carefully observe participants and take notes in their own environment. According to Creswell (2018), researchers engaged in many observations protocol during the course of a qualitative research and different type of notes are carefully written down as record. For instance, the descriptive notes describe the likeness of the participants, report of certain events or ventures, a record of discussion, a description of the physical setting such as the time, place, and date of the field; the reflexive notes describe “the researcher’s personal thoughts, such as speculation, feelings, problems, ideas, hunches, impressions, and prejudices” (Creswell, 2018, p. 188; Bogdan & Biklen, 1992, p. 121). In this observation report, the researcher wanted to observe the employees and customers at the university’s Dunkin’ Donut during her lunchtime.</p> <p>The researcher is an adjunct professor at University X; she decided to have a lunch break at University X’s Dunkin’ Donut from 1:00 pm to 2:10 pm. During the time period of 12 pm to 2 pm, the coffeehouse is usually full of various customers who are mostly students and faculties of that university. The researcher wanted to see how the employees react when the place is busy at that particular time period.</p>	<p>Defining the field</p> <p>Rush hour</p>

<p>The main component to observe was the tone of the customers and the employees, determine if it is friendly, communication, aggressive, polite, or loud. In addition, the researcher wanted to observe the customers in the sitting area; the objective was to understand how the customers spend their time in that lounge, if they use their technology and/or how they communicate with one another.</p> <p>As the researcher entered Dunkin' Donut at 1:00 pm, there was already a long line; approximately ten customers were already in front of the researcher (see figure 1 above). The observation during that time period was the best opportunity for the researcher to start observing and listening to customers and employees during their service and receiving their food. As the researcher was moving along the line, a female customer who was in the line decided to help a male customer who did not have enough money to buy the food. Figure 1 illustrates the customers in the line; that female customer was wearing a gray/black t-shirt and jeans and the male customer had a green shirt with a book bag. The female customer stated that she would use her school card to get the necessary food or snack that he wanted, no reimbursement was necessary. The female customer was very generous enough and willing to pay for the other customer's food because she had enough money on her school card. In addition, she was discussing with another customer how she did not know at first that she had the money on her school card and she recently found out about the money, while going to her account. At the counter, the employees were serving a blond female</p>	<p>Calm and compose</p> <p>Friendly/polite</p> <p>Kindness Giving</p> <p>Giving/generous</p> <p>Friendly/polite</p> <p>Kindness Giving</p> <p>Friendly</p>
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<p>customer and a male customer who wanted to get coffee and a donut.</p> <p>Once the researcher got to the employee to order her food, she observed that there were many employees doing different tasks. In addition, the communication within the donut house was good and pleasant. The employees did not seem nervous or frustrated during that moment because they were working together so that the customers can have an easy ordering experience. There were two female employees who were serving in front (taking orders). Two employees (male and female) who were serving the drinks. The employees tried to communicate as one order was being done, so that the line can go smoothly. Surprisingly, the employees who were taking the orders were calmer and smiling. The researcher's order number was 5564, at the pick-up line, the employee called an upper number and skipped my order. I, the researcher, realized that the employee who was serving the food were more in distress than those who were taking the order in front. As the researcher sat in the sitting area by 1:10 pm, she observed the employees who were making or giving the food and realized that they got their order number mixed up, once they realized the customers were not coming quickly to take their food.</p> <p>At one point, the employee in the back told the other employee who was serving to just mention the order numbers, instead of the food so that the customer would get their food quickly. For instance, the employee called number 5565 and the customer was more in response than just mentioning the food, "who order a bagel and cream cheese". The employee realized that multiple customers would have the same order of food, so calling</p>	<p>Rush hour Good communication</p> <p>Good and pleasant No frustration</p> <p>Good communication</p> <p>Calm and smiling</p> <p>Distress Worrisome</p> <p>Confusion</p> <p>Solving the problem</p> <p>Solving the problem</p> <p>Solving the problem</p>
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<p>the order number was more appropriate for that moment, “number 5565, who has number 5565”. The line begins to slow down by 1:17 pm and only one employee started taking orders. Therefore, my focus was more on the customers who were sitting in the lounge area.</p> <p>At the sitting area or lounge area, there were nine customers who were doing a different type of activity. As I was drinking my coffee, I observed two customers who were using their laptops on a separate table; one female who had her hair covered and the other a male with short hair. The others, including me, were using their cellphones and were not communicating with another peer. Figure 3 illustrates the behavior of the customers in the sitting area and how technology divided individuals at that moment. As I continued my observation, customers were entering the lounge, but did not sit down; instead, they went straight to the library to continue their daily routine or assignments for the day. At the customer line, a male customer ordered a medium coffee and the female employee responded, “cream and sugar, it cost \$3.85”. Other employees from the back shouted with the inner voice and asked, “who is waiting for a toasted bagel?”, “Can I take your order?”, “Who ordered frozen chocolate?” I realized by then that the line started to increase again, and the employees were all ready to take the order quickly. However, they went back to the food calling, instead of the number calling during the time of 1:23 pm to 1:29 pm.</p> <p>By 1:30 pm a customer wanted to buy two munchkins donut; however, the Donut place only sold five munchkins for a dollar, so the employee in front did not know what to do, so she asked another employee if that</p>	<p>Technology/laptop</p> <p>Technology/cellphone</p> <p>No communication</p> <p>Confusion</p> <p>Busy Loud</p> <p>Confusion</p>
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<p>order was possible to do. The response from both employees was calmed as they said, “no, we only sell five munchkins donut for a dollar.” More orders were coming in; as it slowed down, a female employee took her lunch break by 1:35 pm and sat in the lounge area with the other customers. That female employee was eating a piece of donut and drinking coffee as she listened to her voicemails and made phone calls. At that same time, seven customers were sitting at the lounge area, in which four were using their cell phone, two were drinking a hot beverage, and the other two were using their laptops. There was a female customer who entered the lounge and decided to speak with the male customer that was using one of the laptops. They were communicating and discussing their school assignment. They were laughing and enjoying their conversation. By 1:38 pm, an employee spoke to another employee with a loud voice, “someone asked for a small hot caramel milk”.</p> <p>By 1:40 pm, a customer ordered a small cup of coffee and there were two employees taking the order; it was not a busy line because one took the order, while the other pours the beverage. The exchange between employees during that moment was smooth and quick. As the line continues to slow down, the employees were patiently waiting for customers between 1:45 pm to 1:56 pm. In the lounge area, there was not a lot of customers in the lounge area because most of them went back to their class or just left for the day. By 1:52 pm, six customers were at the lounge area from which four were in various groups’ communication and working together.</p>	<p>Calm</p> <p>Technology</p> <p>Communication</p> <p>Not busy Loud</p> <p>Calm</p> <p>Patient</p> <p>Communication</p> <p>Busy</p>
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<p>By 1:57 pm, the line became busy because customers were taking their small break from their various classrooms. However, there was a small confusion in the line which was quickly resolved. The employees got back to the action of serving in the fast mode, so that the long line can go on with no customer complaints. The order number increased dramatically from the time the researcher entered the Donut place, until I left by 2:10 pm and returned to teach the next section of my class. I heard the employee calling ordered number 5880; which means between my numbers 5564 to 5880, there were approximately 316 customers who ordered something at Dunkin' Donut during that hour.</p>	<p>Confusion</p> <p>Busy</p>
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Analyzing the Coding

Coding allows the researcher to analyze, sort, and organize the field notes or data, so that it is easier to summarize the various categories into the similar theme (Emerson, Fretz, & Shaw, 2011; Center for Evaluation and Research, n.d.). Coding can be properly analyzed once the data collection is well interpreted and understood. Some computer software programs can be used to code data; which will make the process easy to use for a long research study. This research was coded by hand coding by going through transcriptions by reading and determining the key components of the observation, such as communication, patience, calm, technology, confusion, and problem-solving. According to Creswell, excellent computer software programs have the ability to include text and image data, organize the data, able to search and locate through the text to analyze specific codes, and import or export qualitative data to quantitative programs (Creswell, 2018; 2015). In addition, the process of using coding software is faster and more

efficient than the hand coding because it carefully goes through every single text without skipping.

According to Patton (2015), the researcher should carefully review every case when coding, especially if it is done manually in hand coding (Patton, 2015, p.295). Therefore, the codes in this observation report were short words and phrases to describe the research questions. The research questions were based on the employees' attitudes during the rush hour and the tone they used when they were communicating with one another or with customers. The researcher observed the employees in their different tasks and realized that their attitudes were different in those tasks. For instance, the employees who were serving the customers in front were calmer and collected than those who were serving the food. At one point in the service, the employees who were serving were more confused about their service. The customers did not complain during the service. At the sitting area, the researcher was observing the customers who were sitting and realized that their communication was very minimum. The customers were more interested in using their technology devices, instead of verbally communicating with one another.

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