

The Analysis of User Behavior observation at open café in downtown: Focused on the open space in downtown

Kyung Ran Choi¹ and Eun Jung Lee²

Graduate School of Techno Design, Kookmin University, Seoul, South Korea,

¹ran@kookmin.ac.kr, ²freedom44s@naver.com

The open space in downtown provides some rest places and cultural living space to the citizen. It's a part which is considered importantly for users that a cafe is a place where the people gathers. Like this, a cafe has become the rest space of the moderns as part of a new trend that differ from the rest like a park or a square. So I'd like to find out what kind of cultural characteristics, based on the cultural assumptions of the society, is the primary reason that people spend their time in cafes. In short, I'd like to examine aspects of cafes as resting places where people search for repose in the highly urban environment of modern society. Accordingly, this research defines a resting place as an artificial space where people can conduct their internal lives during free time.

First of all, I will search documents and phases associated with relaxation in several cafes or open spaces in the form of pictures and memos; then I'll film one specific place in order to find out people's satisfaction and dissatisfaction from a social and psychological viewpoint. When filming, I'll choose a cafe with some open space and then set up a camcorder where the movement of people is easily seen. I'm going to analyze the aspects and activities of cafes and then provide a new design method based on the results.

With matter found from preparatory research and filming, I am going to show the relationship between a cafe as a resting place and people's accessibility and gratification. Based on this material, I will analyze detailed aspects by using the Observer program of the Noldus Company. I will offer explanations for the facts that emerge in the course of the filming and make an analysis on the new pattern. This analysis can be a new basis for providing a way of designing.

Based on the results from the film, I will analyze the aspects of a cafés a relaxation area. Then, I am going to lay out problems of design by describing the causes. By observing people using a bench or a chair not only for sitting but also for other activities such as drinking a cup of tea, waiting, or talking, I will see if that bench or chair has a suitable design for resting. The researching method through these analyses suggests that it can play a role in recommending new design methods by using the Observer program, which provides proper analytical tool. Therefore, this study is going to be a guidebook on the convenience of people using a resting place.