

Service observation guide

Store/Place

Name



Wayfinding

How did people go about finding the place? How was the physical and digital experience of finding it?



Guest and visitors

Are there a lot of people in the place? Any recognizable psychographic groups? How are the interactions between people in the place?



Ambience

What is the overall vibe and feel of the place? Does it seem inviting?



Employees & customer experience

What is the overall perceived customer experience? How are the interactions employees - customers? How is the payment experience?



Lay out, flow & traffic

How is the furniture arranged? How do people flow around the place?



Accesibility

Is the experience adequate for people with physical, cognitive, or other disabilities?



Signage & labels

How is signage of the place? Are there any labels guiding the experience? Is there any signage solving a design problem?



Quality & satisfaction

What is the perceived quality and overall satisfaction of the service/experience?