Faris Abbas

Progress Check in 3-Discovery

Initial Stage

The initial stage began with walking around NYC to find an advertisement where I could sit in its direct line of vision to observe people using the **FLY ON THE WALL** research method. I had to make sure that the advertisement had some sort of visual appeal that would entice passerbyers to look up and ponder, even if for a brief moment.

Things to keep in consideration:

Non-Intrusive Observation: Maintain a discreet presence and avoid drawing attention to myself during the observation period. The goal is to blend into the environment and capture natural behavior without influencing or altering it.

Contextual Understanding: Consider the broader context in which behaviors occur.

Ethical Considerations: Ensure that your research methods adhere to ethical standards. I made sure to not take pictures of the people I was observing, simply recording their behaviors and reactions through note-taking.

Consider factors such as foot traffic, demographics, and the context of the environment.

Location and Considerations

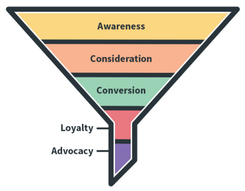
For the duration of my fly on the wall research, I will sit with the advertisements behind me (Google Pixel 8) and solely observe people who walk in the direction of the advertisement to assure that it is in their line of vision and capable of catching their attention.

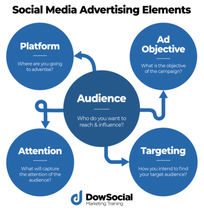
Location: 7th Avenue and Christopher St. West Village, Manhattan. Weather conditions are ideal, as people are out and about on a beautiful Saturday afternoon.

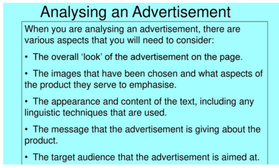
Before starting, I would like to acknowledge that the advertisement comes as a pair, both advertising the same product (new Google Pixel 8 in mint green). One takes on a minimal form that is minimal in text and product, while the other engages human interaction, textures, accessories, and color diversity.

I wonder why Google would put two ads of this size together at the same location. The difference in these ads is that they can capture the eye of two types of consumer: those who seek a sleek and minimal product, and those who see it as an accessory that matches a certain personal aesthetic, and can contribute to your overall style. It is a good location to advertise the mint green color way, especially because it is surrounded by dull colors that do not catch the eye the same way a floating mint green does.

Important Research Considerations







Observational Findings

Start: Saturday 02/10/2024 2:34pm

End: Saturday 02/10/2024 3:21pm

Totaling time: 45 minutes.

Observed 453 (approx) people walk in the direction of the advertisement.

One woman took a picture of the advertisement. I believe she really cares for the product because she took the picture using a Google Pixel. I can't reveal much from her body language, but she seems to be intrigued by the advertisements or the product itself.

Another man stopped to take a picture of the advertisements. This could be a general image of the setting that doesn't pertain to the ads, but still must influence the viewer in the sense that he's acknowledged their presence through his image.This could lead to a subconscious affect on the mind in conveying googles message. I observed this exact moment in 3 others, who stopped to take a picture.

A woman walking by crossed the street with her eyes focusing solely on the advertisements. She was on the phone with someone but seemed to have her attention on the ad. She was not speaking at the time, simply listening to her call while her eyes locked on the advertisements. Maybe the advertisement was mesmerizing, or it was just a boring phone call!

One man looks at the ad as he walked, pointing at the advertisements to direct the attention of his partner at the new release. As they walked by me, I heard the man conversing about the details of the new release. Specs like camera and resolution were mentioned but I honestly couldn't tell what was specifically mentioned. The man was also dressed in very subtle style that blended together. This led me to believe that he could be interested in the more minimal advertising approach.

I observed at least 57 people look up towards the advertisement. This group did not pursue any additional behavioral signs of interest or pondering, which leads me to believe they simply acknowledged the advertisements. I assume that this is what Google expects through their physical ads: to ingrain the product in consumers' minds on a surface level.

This example shows that the advertisement is retaining the attention of a potential buyer who is already aware of the product and seems to be fond of it considering that he brought his partners attention to it.

As an already informed Google consumer, this entails that this person has a much more refined understanding of the Google pixel offerings, and may especially be fond of the mint color offering. As someone who is at the end of the customer journey, her role now as a consumer is to spread word about the product, vouching for it to her friends, family, etc.

This could lead to a subconscious affect on the mind in conveying googles message, a topic that I am very fond of exploring, because the gap between the subconscious and the conscious in advertising is an extreme gray area.

Takeaways

It's quite hard to reach conclusive statements as it relates to my previously established research goals, but this research has allowed me to get a step closer to understanding how public advertising may influence people, as well as how far companies expect to get in retaining new customers through these projects.

It's important to consider the customer journey and marketing funnel. In the vast landscape of marketing strategies, awareness serves as the pivotal starting point, laying the foundation for subsequent stages such as consideration, preference, and ultimately, conversion. Without awareness, the likelihood of a consumer engaging further with a product or service diminishes significantly. Although this observation may feel the most meaningless due to a potential lack of interest or interaction with the advertisements, it is quite possibly the most important one to Google. While immediate interaction or overt expressions of interest are desirable outcomes, the subtle act of acknowledgment itself holds significance in the broader context of brand perception and recall. This is where I believe interviewing could be crucial, as getting inside the minds of these 57 people to understand what stood out and how they reacted upon seeing the ads is crucial information.