

Things We Do
Around Midnight,
Under The GOLDEN ARCH



WHO ARE THOSE NIGHT PEOPLE?

Brief Research Note On People Gathering In McDonald's Eindhoven Markt, From 10PM To Midnight

PEOPLE CATEGORIZATION BY BEHAVIOR PATTERNS

- SNEAKING OUT FOR SNACKS**
Very lightly dressed despite the cold weather, suggesting they are going back to where they left their coats.
- AFTER NIGHT-OUT**
So well dressed that they are already not suitable for McDonald's. Often in couples.
- CHILLING ALONE**
Stay for more than 20min, being alone, doing nothing special.
- SECOND OFFICE**
Stay for more than 20 min, alone, working quietly on their computer.
- FEED ONESELF AND GO**
Order FOR-HERE, but staying in the restaurant for less than 20 min, and leave immediately after finishing their foods.
- CHATTING WITH FRIENDS**
Order FOR-HERE, staying for more than 20 min, chatting in a company of more than 1 person.
- GRAB SNACKS AND GO**
Order TO-GO meals and leave the restaurant after receiving the foods.
- FLOOR SWEEPER**
Arrive when it is close to the midnight to clean up the floor after the restaurant is closed.



TIME SPENT AND SEATING LOCATIONS OF EACH CUSTOMER VISUALIZED BY FRIES

