

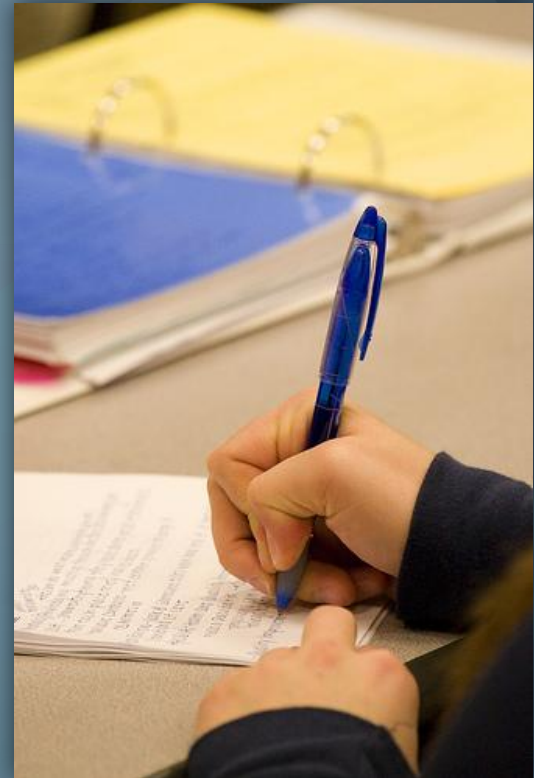
# ETHNOGRAPHY AT FEDEX KINKO'S

HCDE 519 – QUALITATIVE RESEARCH METHODS  
HUMAN CENTERED DESIGN & ENGINEERING  
UNIVERSITY OF WASHINGTON

**By: Faria Bhatti**

# OVERVIEW

- Introduction
- Site Description
- Methods
- Presentation of Results
- Discussion of Results



# INTRODUCTION

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- Ethnography at a site
- My site: FedEx Kinko's
  - “Easy” entrée
  - Familiar environment
  - Busy workplace
  - Rapid chances of data collection
  - Consists of customers, employees and technology
  - Technology too broad for a quarter

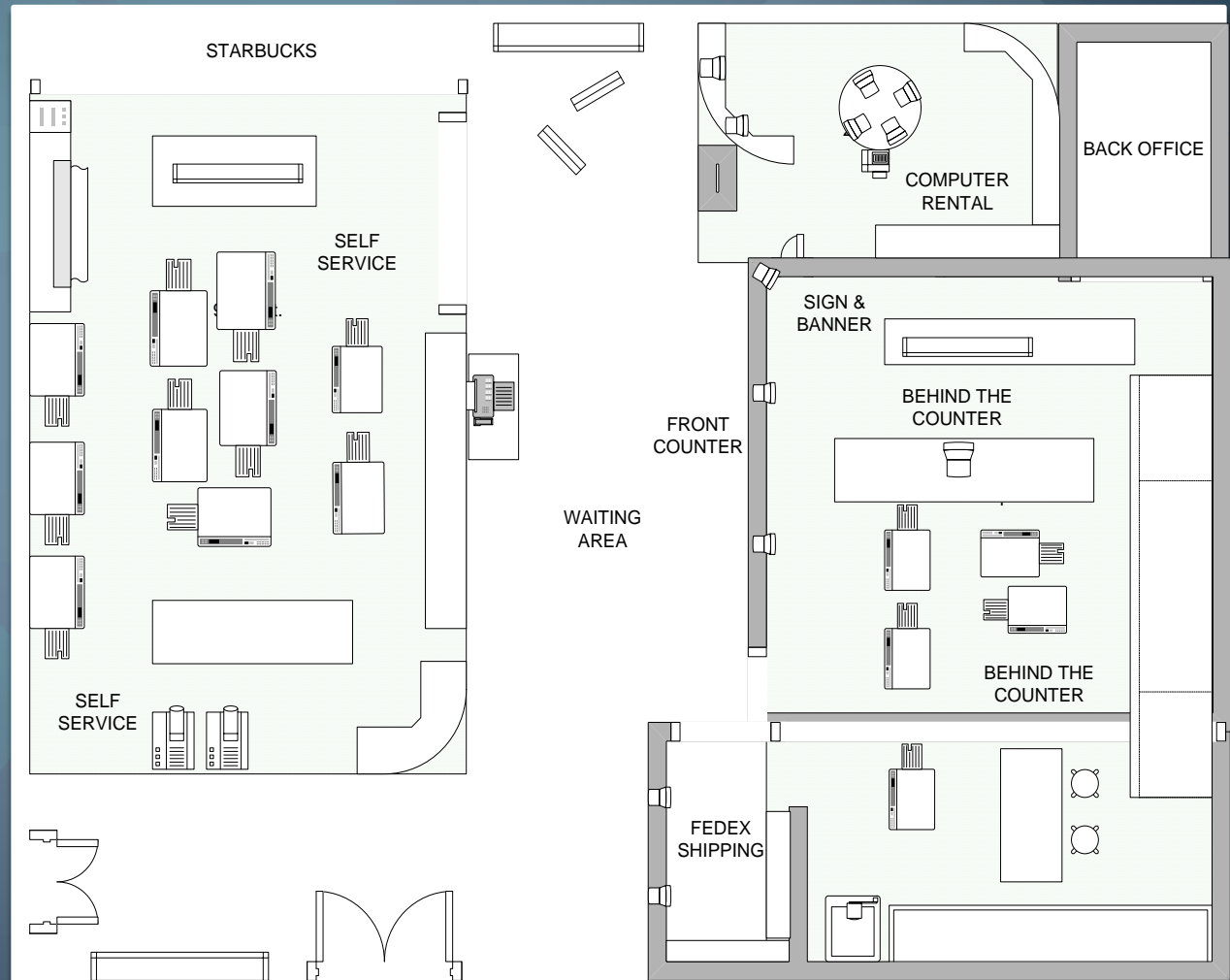
# RESEARCH QUESTION

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- How does collaboration and communication (between employees, and between employees and customers) takes place at FedEx Kinko's? How do employees interact with the customers to provide assistance and facilitate their work at FedEx Kinko's?

# SITE DESCRIPTION

- 2 entrances
- 2 main areas (SS area, BC area)
- FC area
- Computer Rentals area
- FedEx station



# METHODS

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- Grand Entrée – *(Mgr, Asst. Mgr, PR officer in TX ... )*
- Observations – *(Jottings)*
- Field Notes – *(13 field notes, 2 hours each)*
- Interviews – *(2 interviews, 30 mins each, transcription)*
- Manual Coding – *(Emergent Themes)*
- Pictures – *(Online)*
- Readings – *(Weiss, Emerson)*

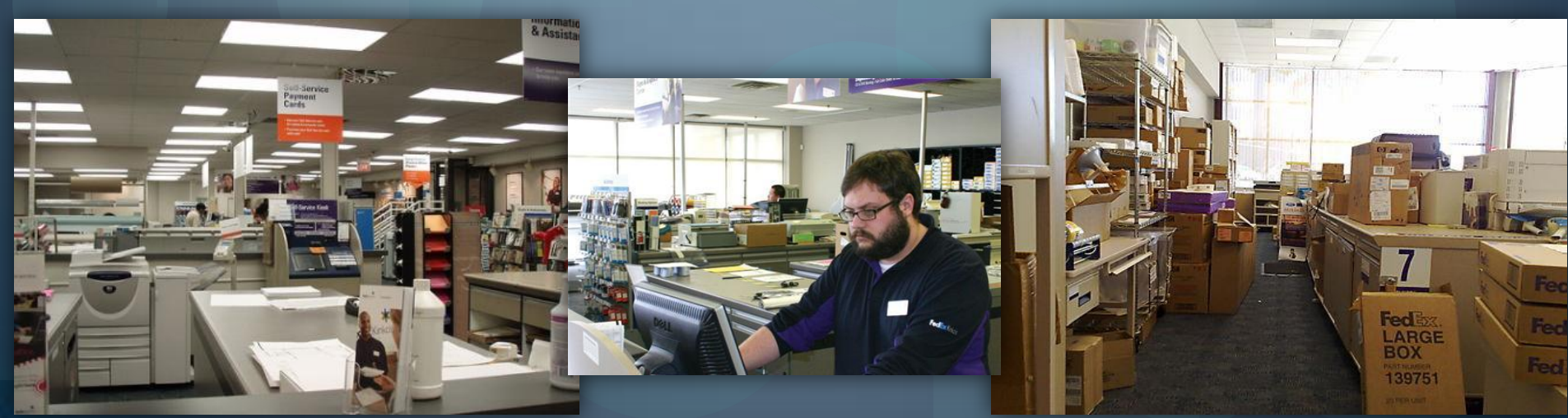
# RESULTS & DISCUSSION

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- No fixed way!
- Extensive verbal communication
  - *(orders, tills, help)*
- Miscommunication
  - *(shift-change, price change, turn around time)*
- Dis-organization
  - *(shift-change, under staff, machines not working, incomplete order info)*
- Customer education
  - *( using machines)*
- Expectation setting
  - *(employees go over and beyond to satisfy customers)*

# DISCUSSION

- FedEx Kinko's busy place
- Non-stop customer-employee interactions
- Customer needs vary
- A lot of info to digest
- Fast service growth, low in-store mgmt





# FINAL WORDS...

- I love Ethnography!
- Entrée is HARD!
- Patience required!

