

Observing



Focus Question

Dr. Ward has been practicing in the Chiropractic and Wellness industry for 16 years and recently started Atmosphere Chiropractic & Wellness in February of 2023. We posed the question, "What makes Atmosphere different? What will get more Personal Injury clients in the door? I decided to observe the location during a time when only a few clients were scheduled so that I could observe more than just when a client is in the present. Using a microscopic bifocal lense, I was able to observe how Dr. Ward interacted with clients and how comfortable they seemed while being worked on. I recorded the observation on my phone and took mental images of the location as not to distract from the interactions. Everyone knew that I was observing as Dr Ward asked the client if it would be okay if I observed during their visit.

Observational Approach

As a non-participant using the bifocal approach, it was clear that I was present as it was directly told to each client. I was not observing how Dr. Ward diagnosed or worked on the client but rather wanted to observe the social interactions. I focused on this aspect because I am not a chiropractor and would not be able to tell if he was going a "good work" but I could observe how clients behaviors from the time they walked in to the time they walked out. My notes were covering activities, environments, interactions, objects, and users.



Activities

The amount of activities was pretty slim, one person came in for an adjustment by Dr. Ward and the only other person that came in where there for red light therapy and Cryotherapy session which both of those are non observable just to privacy reason.

Environment

The employee to client observations mostly occurred as they entered the practice while checking in. At one point I was able to be back in the room where Dr. Ward does the adjustments. I was also able to get a tour the practice and saw the Cyotherapy, red light and massage room.

Interactions

This is what I was not interested in observing because I wanted to see how Dr. Ward interacted with clients. He knew each clients name before they came in and knew something that was relevant to them to break the ice right as they walked in the door.

Objects

How you feel is largely determined by what is around you. The practice as very minimalistic and in the way it was decorated. Rooms were divided by barn doors. The room with the massage table used Himalayan Salt panels that were back lit, the Cryotherapy had lockers for you to change in and the adjustment room had a tv that was used for visuals.

Users

The people involved were two middle-aged adults (one male and one female), Dr. Ward and his assistant. Normally there is a masseuse but they were not there at the time

Reflection

Atmosphere Chiropractic & Wellness had a variety of offerings that keep people coming back for more. Besides the variety that is offered, they have something that is unique that no other space has and that is Dr. Ward. From the second you come into the second you leave Dr. Ward building a relationship and getting to know each person so that he can better help them on their road to recovery.



You can do to many places to get a massage, get red light therapy, Cryotherapy or get adjusted but atmosphere is special that cannot be replicated. In order to get more personal injury patients in the door we need to let them know makes Atmosphere unique.

Field Notes

A

- talked to Dr. ward and introduced
- Was shown a tour of the place
- Client came in and got an adjustment, interaction was very casual and friendly
- Non formal or serious
- personal and showed interest in the clients life

E

- modern rustic
- minimalistic
- not a sells feeling
- clean front desk
- extra water bottles out in the open
- Atmosphere not overwhelming



I

- patient was obvious a return
- felt family like
- no shift in personality from talking to me or talking to client
- conversations seemed to flow
- conversed about what the client had interest in
- patient felt at home
- knew names as they walked in

O

- bed, redlight, cryotherapy
- water, supplements
- Himalayan salt wall



U

- female, biker, regular, comfortable, joking, just got bac from a bike ride to Cali
- male, relaxed, byu fan, there for more of the wellness, less interaction, when straight to what he wanted to do
- Dr. ward, relaxed, go with flow, 16 year industry, tatted

Date: 9/28 Time: 3:30 pm

Question: What is different here than other places that makes someone want to go here vs there?