PACT Analysis

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A PACT analysis allows designers to create a framework best suited for the end-users by considering the skills and cognitive behaviour of the **people** using it, the **activities** they'll be conducting through the app, the **context/environment** in which they will be doing these actions, and the type of **technology** required for all of the above. Doing so helps for a better understanding of the features required through proposed scenarios and potential issues which may develop.

People —

As our app is geared towards fostering diverse encounters, we'll have a broad range of adult users (18+) from various backgrounds. People of all different genders, sexualities, ethnicities, cultures, ages, and occupations will be encouraged to use the app. Their identity will be kept anonymous from one another in order to prevent predisposed judgments and expectations from other diners. Participants would be inhabitants of urban environments rather than small towns or rural areas where people are already acquainted with one other.

One of our biggest target users are people employed in stable shift jobs (9am to 5pm) where they may wish to eat with someone during their lunch break or after work. Similar to employed workers, students can also use this opportunity to find a spontaneous eating partner to fit in with their ever-changing schedule. On the opposite end of the spectrum, people who primarily stay at home, whether they're self-employed or a homemaker, can use this dining app as a way of getting out of the house and having social interactions beyond their immediate family or flatmates. Newcomers to a city can also use this app as a way of meeting locals and reducing isolation, whether they are an international student, expat, or immigrant. And although our app focuses on creating diverse conversations for people living in the same routine, we would also encourage travelers to partake in the communal eating experience as well. Not only would they introduce a new cultural perspective to the city's inhabitants, they would also benefit from learning about the location they're visiting through a local's experience and recommendations.

Activities —

For the users of the app, the main activity will be to reserve a table at a restaurant at a specific time frame. This activity will happen each time a user wants to meet someone for a meal. There are several steps that a user will make instinctively—in no particular order, users will search for available restaurants using filter options such as time, proximity, price, cuisine type, dietary restrictions, table sizes, and ratings. Upon making a selection, a user can then join available tables—much like seat selection prior to flights (the way this is visualized is tentative to change). Making the reservation will prompt payment of a deposit (to discourage no-shows), a confirmation message, and/or set up text alerts.

Secondary activities will include changing a reservation, cancelling a reservation, and reporting a bad experience (either with people or restaurants). Onboarding will include profile set-up, but this data will not be shared with other users. Additionally, there will be a feature to request reconnecting with a previous partner, in case users were unable to exchange contact information and would like to connect. This will require both users' consent, and the app will send the user's contact information (reconnecting does not mean set up another meeting).

Contexts —

The context within this application is divided into two groups, the consumer and the restaurant. However, due to time restraints, we will only be focusing on the consumer side. For this part of the app, it displays information of the restaurants such as location, time available, seating, price range, etc. Booking can happen either on the mobile app or on the desktop browser version with the internet connection. Users who use the app tend to use it with an emotional context — either one or a combination of the following: loneliness, boredom, curiosity, sociable. They will often be using this booking while they are commuting, at the office, at home, during school, travelling or when they are feeling alone and want some company to eat with.

Technologies —

Our app should be working anywhere with internet access through mobile and tablet devices and ideally also computers/laptops in a website format allowing users to make the restaurants reservation and find eating partners.

Our app would use GPS technology to identify the users' and restaurant's locations. Users will be able to see the restaurant's information and reviews from the data we retrieve through Yelp or Google.

MoSCoW Chart

MoSCoW Chart

The system requirements chart is a list of brainstormed features which the application may include. Once listed, they are then analysed and sorted using the MoScoW method., This technique organises the importance placed upon each requirement with the most vital features being listed as "Must have", to "Should have", "Could have" and least importantly "Won't have".

Requirement	Rationale	Priority	Content	System Function
User Profile	For data analytics, consistent account login,	Must have	Personal information (demographics, contact, dietary restrictions)	Populates a database with the user's information; allows users to log in to the same account with saved dietary restrictions
Filters	Giving users the ability to choose for themselves is essential when searching for restaurants.	Must have	Time, proximity, price, cuisine type, dietary restrictions, table sizes, ratings + more as necessary	Ease of search through multiple categories
Reservations + Notification	Users will know where they are going, restaurants will know they are coming	Should have	Restaurant, time, table size, confirmation, text notifications (if enabled)	Selecting a reservation table/timeslot after going through filters
Reporting	Allowing users to report inappropriate users. Also if restaurants provide false information. Accountability	Must have	Leave details of why diner or restaurant was inappropriate	Report button followed by the choice of categories of inappropriate conduct.
Notifying	Gives users and restaurants notice of changes to reservations	Must have	Full table, moving diners to different tables/restaurants, cancellations etc.	Push notification with in-app and next steps

Deposit	To hold diners accountable, the deposit is later deducted from the final restaurant bill so they don't actually lose money	Should have	Payment option and deposit amount ($5)	Connect payment to deposit which goes straight to the restaurant
Deposit Reimbursal Code	To show they've prepaid/made a deposit for their spot	Should have	Code	Scannable code so no fraud
Refund Deposit	Refunds a user if their fellow diner cancels	Should have	Button and notification	Notification/button to refund
Restaurant Profile	Give diners a quick overview about the restaurant (cuisine type, hours, table sizes etc.)	Should have	Restaurant information, table sizes, capacity, peak times, tags	A place where restaurant can display certain information that; able to edit days in which restaurant is available and open
Conversation Prompts	Help users alleviate social anxiety, promote meaningful conversation, or simply a fun way to get to know someone	Should have	Prompt, notification, request a prompt	Prompt through notifications, or user requests a prompt
Cancellation	When something comes up and a user can not make their specified reservation. The user will lose their deposit	Must have	A button that allows cancelling a reservation	Cancel reservation through a button

Reconnect with a user	In case users were unable to exchange contact information during the meal, there is an option to request their information (requires consent)	Should have	Button, allow the app to send your contact information	Only works if the other user allows it.
Diner Stories	Share past experiences to inspire other users, to add app engagement	Could have	Individual posts, pictures, text	Text input, blog sections
Proximity /Location Tracking	See where other users' are in the restaurant or if they're on the way	Should have	Map showing moving dots of the other diner's at your table 10 minutes before your meal	Live map
Lateness Functions	In the event a user will be late, they have to option to cancel (already established) or let others know they will be late	Could have	Button, or simple message? (10 minutes vs cancel)	These functions only work when late or almost late.
Clothing Detection	When users refuse to share location, they are able to share what they are wearing for their dining partners to find them	Could have	Buttons in which reference to what the user is wearing	Clothing based-icons that resemble the user's clothes
Join a table with a friend	For users who would rather meet new people with a friend, there is an option to join tables in pairs. This alleviates some social anxiety and safety concerns.	Won't have	Separate tables for paired users. (4 people, 6 people)	Icons that indicate paired users.

Yellow boxes at the end signify new features we ideated after our first round of interviews

Profiles	Having profiles allows users to see a little about their dining partners. Users may feel like they have more control over the meeting process.	Won't have	A small profile would include age, gender, (maybe) cultural background	Viewable from table icons. Users can't search for other users, but will be able to view other users as they sign up for tables.
Private Profile Mode	A setting for users who don't want to see other users' profiles—and also don't want other users to see their profile. Lets some users enjoy a more randomized experience	Could have	No profile	Table icons would not show on a basic profile.
Block user	the scenario where someone did not do something inappropriate but they don't want to dine w/ this person again	Should have	Button, alongside block and reconnect	Explains what this function will do before user confirms
Temporary Chat	If someone is lost, cannot find their group even though they've arrived at the venue	Could have	Chatting between table members, opens only when someone indicates they're late/lost. Closes after the meal time slot.	Chatbox in upcoming/current reservations
Chat	Once reconnected, people can chat with each other within the app before giving each other their more personal contact	Won't have	Entire chat section/inbox, possibly seeing when someone is online	Communicate through sending messages, images, and videos with another reconnected user.
Achievements	To add incentive to use the app more, encouraging using it differently (time, location, table size)	Should have	Badges and/or points - early bird - night owl - 1 on 1 - Large group - Different city - World traveller	Simply for viewing, points/badge numbers appear under name on the menu. Own section on the menu or under profile

Yellow boxes at the end signify new features we ideated after our first round of interviews

User Interviews

User Interviews

Based on the demographic we decided to focus on, we went ahead and found people who matched those attributes. For these interviews, we discussed on their experience of meeting new people and how they go about it. We ended up having 11 different interviewees with various of different of answers.

Please refer to the appendix for a full transcript of these interviews.

User Interviews ———

We interviewed 11 different people who fit into the demographic of EatTogether.

A. Architect Student, Male, 27
B. Design Student, Female, 21
C. Communications Student, Male, 21
D. International Student, Female, 22
E. International Student, Female, 21
F. International Student, Female, 22
G. Artist, Female, 21
H. Recent Grad (Business Student), Male, 23
I. Software Engineer, Male, 23
J. Law Clerk, Female, 31
K. Homemaker, Female, 50

User Interviews ———

How do you find the experience of meeting new people?
9 out of 11 interviewees felt open exciting/enjoyable to meet new people
3 out of 11 interviewees said it varies depending on their personal mood at the time
1 out of 11 interviewees found it can make them feel anxious

What about when meeting people with different backgrounds or interests?
8 out of 11 interviewees feel that it's interesting/enjoyable to meet people with different backgrounds of interests.
2 out of 11 interviewees mention age differences as a socialising barrier
1 out of 11 interviewees are concerned with meeting creepy people

Are there any barriers when it comes to meeting people outside of your current circle?
4 out of 11 people mentioned lack of commonalities to bring them to others
2 out of 11 people mentioned being stereotyped based on appearance/cultural difference
2 out of 11 people mentioned cliques

Nowadays, how do most people meet new friends?
6 people mentioned meeting new friends in both digital and in-person scenarios
4 out of 11 people mentioned only meeting new friends in person scenarios

1 out of 11 people mentioned only meeting new friends in digital spaces

*90% of our interviewees mention in-person interaction as ways they've made new friends

6 out of 11 people mentioned meeting new friends from friends of friends.
5 out of 11 people mentioned meeting new friends at work/school.
2 out of 11 people mentioned meeting new friends at parties.

5 out of 11 people mention meeting new people through dating apps
4 out of 11 people mention meeting new people on Tinder
3 out of 11 people mention meeting new people on Instagram

User Interviews ——

When was the last time you had a conversation with a random person? How was it?
8 out of 11 people found their experience enjoyable even though there was no continued friendship

2 out of 11 people mentioned at a school
2 out of 11 people mentioned at work
2 out of 11 people mentioned at a café

Do you think apps are a helpful tool in meeting new people?
All 11 interviewees believed that apps are helpful in meeting new people.

Have you ever enjoyed talking to someone you didn't know? Did their outward appearance make an impression on you?
6 out of 11 people said the outward appearance is important
2 out of those 6 people said they consciously try not to let it influence them

4 out of 11 people said outward appearance does not matter, they valued the openness and quality of conversation over external looks

Are there any environments or scenarios that make it easier to meet or get to know someone new?
5 out of 11 people mentioned food-related places (café, restaurant and/or bar)
4 out of 11 people mentioned school or classes
2 out of 11 people mentioned doing an activity together

Is it more comfortable socializing one on one, in small groups (3-4) or large groups (5-8)?
5 out of 11 people prefer 1 on 1 interactions
(They felt there was enough time and energy to focus and really get to know one person and have meaningful discussions)

6 out of 11 people prefer small group interactions
(For the similar reasons as 1 on 1 except that there would be less awkwardness and less attention focused on each person)

*No one mentioned large groups.

User Interviews ——

How often do you make plans to eat out?
7 out of 11 people eat out 1-2 times per week
3 out of 11 people eat out 3-7 times per week
1 out of 11 people rarely eat out

4 out of 11 people mentioned spontaneously going out for meals (unplanned)

How does eating alone vs. with others affect your dining experience?
5 out of 11 people always prefer eating with others
4 out of 11 people enjoy one or the other depending on their mood
1 out of 11 people

Would meeting new people through eating together at a restaurant appeal to you?
10 out of 11 people are certain they would do this
1 out of 11 people were certain they would not do this

How important is gender in this scenario?
All 11 interviewees did not find gender important in this scenario

User Scenarios

User Scenario 1 ——

You're flight is arriving later afternoon in Paris tomorrow. You want to set your stuff down at the hotel and go out for a good meal nearby before your hectic business conference starts tomorrow. Since you don't know anyone in the city you decide to book a dinner with a small group to meet some locals.

1. Search hotel address
2. Select filters: small-group, 4 star ratings +, $$$, gluten-free options
3. Browses restaurants through the list view
4. Selects a restaurant to view the profile
5. Views ratings through external Yelp reviews
6. Selects table of four at 6pm
7. Selects option to automatically move me to another table if this one does not fill
8. Booking confirmed

User Scenario 2 ——

Your dining partner from yesterday would not stop talking with her mouth full. She wasn't mean but you don't want to run the risk of dining with this woman ever again so you decide block her. This way the app will not make it possible for you to book at her table or vice versa.

1. Select menu bar
2. Open history
3. Selects restaurant from yesterday
4. Select block under this diner's name
5. Pop up explaining the outcome
6. Confirm

User Scenario 3 ——

You made a lunch reservation this morning but it's 15 minutes before your mealtime and no one has joined your table. You don't feel like eating elsewhere so you cancel your booking altogether.

1. Push notification: Unfortunately, no other diners are looking for tables at [restaurant name] at [mealtime]. Let's join another table!
2. Taps notification leading them to main
3. User scrolls through glowing list view of other currently established tables they can join at that time slot and area
4. Finding nothing appealing they select the cancel button above the list.
5. Confirmation of the refund and compensation amount to the credit card

User Scenario 4 ——

It's fours hours before your selected mealtime and the table has
been filled. You receive the notification of your table details.

1. Push notification: It's official! Your table name for dinner is: Brooklyn
2. Taps notification leading to reservation details
   (table name, time, location, number of diners)

User Scenario 5 ——

You're running late to their reservation but you'll still make it within the ten minute mark. You need to notify your partner so they know you're still coming.

1. Open menu
2. Selects upcoming notifications
3. Selects the late button
4. Confirm

User Scenario 6 ——

You've just introduced yourselves and ordered your meal. At the ten minute mark, you both receive a conversation card notification. Excited to find out what question you'll get this meal, you both eagerly select a card to ask each other.

1. Push Notification: Time to choose your question of the meal!
2. Taps notification leading to a special card selection screen
3. Selects card on the top right
4. Card flips over to reveal the question