# Tutorial week 3

# E-scooter PACT Analysis

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Question:

You have been asked by E-Scooter Company to design a system which allows customers to hire short or long-term scooters in the city. Write down PACT analysis in detail and discuss how you would evaluate this in terms of accessibility, usability and acceptability? Use the design principles to discuss the key issues/challenges.

Solution:

User can download an app that locates all the scooter available in their area and link a payment method to the app. This app will display the rate of scooters for hire, typically paying for distance travelled. Customers can use the app to scan a code on the scooter or enter it manually and then use the scooter

Analysis:

People:

* Daily commuters who might not have a car or a reliable mode of transportation, or those who live in relatively close distances to where they need to travel
* Students who might not have a car and are not willing to use other public transport
* Oversea tourist as they will be less likely to rent a car

Activities:

* Users should be able to locate and identify scooters in a timely manner
* The app should offer various payment methods or run its own subscription service
* Users should be able to see the condition of the road, which area have limited access and the best route to take to minimize cost

Context:

* For users who wants to ride in area with varying traffic conditions
* For users who want to save cost on cars

Technology:

* The app must be able to relay critical information like scooter availability, accurate location through GPS
* Secure payment route, preferably with a middleman
* Easy to use mobile app with convenient UI

Accessibility and usability:

* The pricing should fit everyone’s needs
* The UI is easy to use and navigate
* Customer support should be responsive
* Accessibility features are to be included
* How easy is it to find scooters
* Are all relevant functions easily accessible

Acceptability:

* What are the people views on scooters
* How to convince people who are used to public transports to switch over to using the service
* How to change people perspective on other public available hiring service like bikes and taxi services