

PACT Analysis

People

Activities

Context

Technologies



PACT Analysis

People

Physical

Age of 20s
Active and energetic
Solo travelers

Psychological

Speaks English
Willing to meet new people
Possibly feeling lonely

Usage

Experienced with technology
Diverse ethnicities

Activities

Frequency

Occasionally (when traveling Europe alone)
Often during the trip

Safety

Government ID verification
Identified users only
Username matches legal name

Content

Divided by countries and cities
Contents from the users (upload request looking for a companion)

Cooperation & Complexity

Single user
Input an invite
-> other user will react

Context

Environment

A variety of environments of traveling
Mobile app only

Social

App is available for the verified users only
Meet other solo travelers

Organizational

A user can upload an invite
A user can also send messages to react other users' invites

Technology

Communicate

Users communicate through message function
One-on-one communication

Inputs

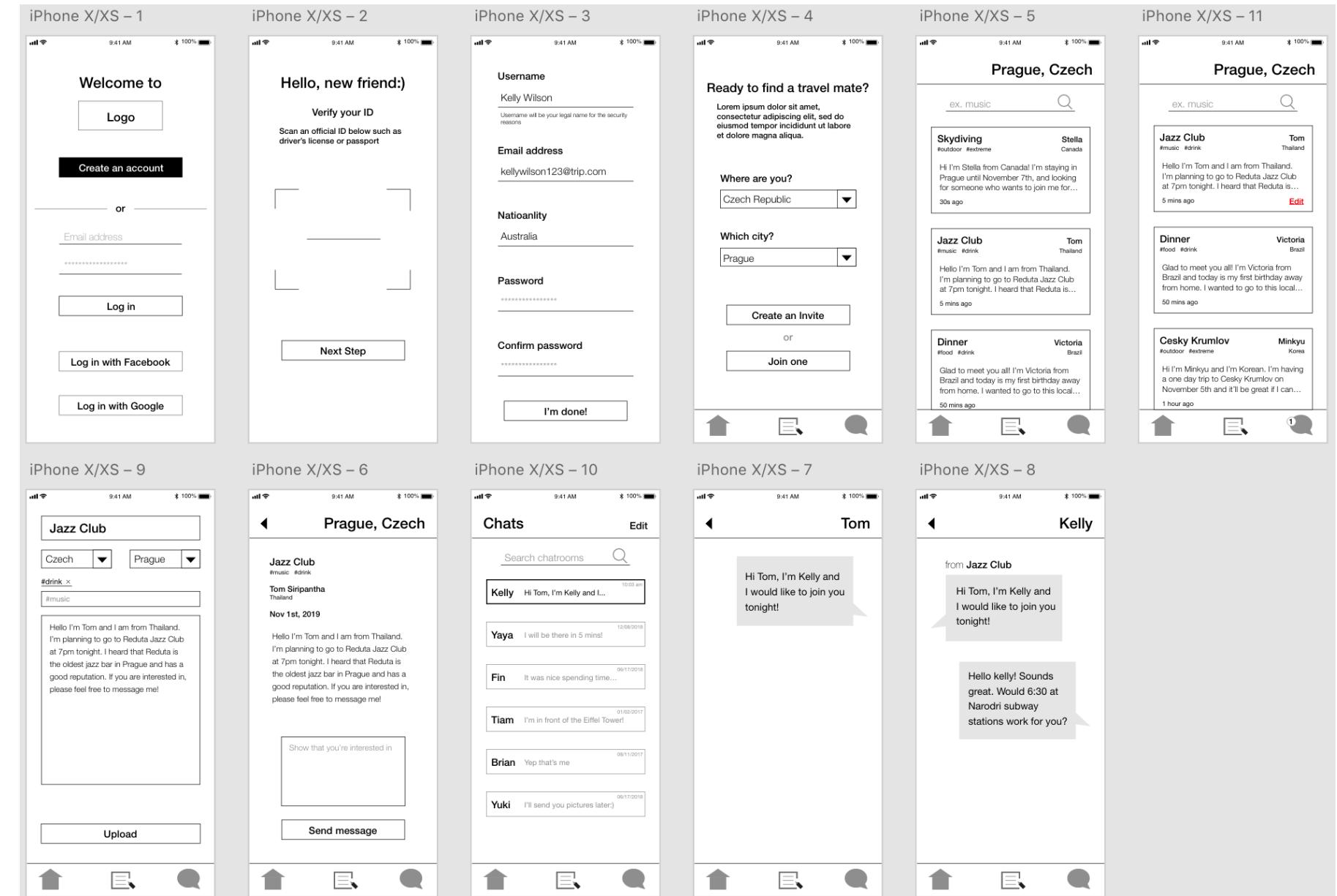
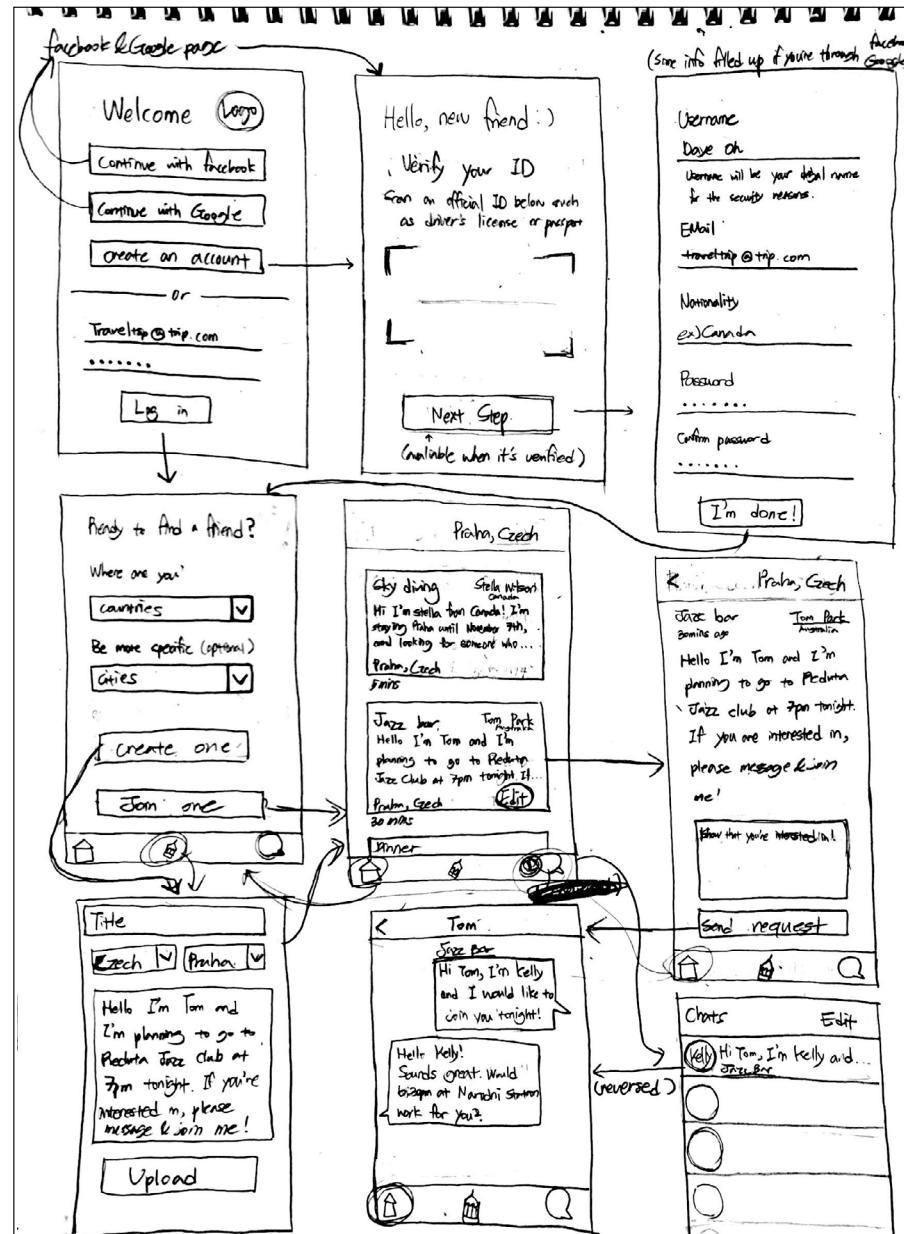
Mobile Touch-screen
Typing (upload an invite and send messages)
Swiping / Tapping

Outputs

Notifications (sounds / vibrations)
-> when receiving messages

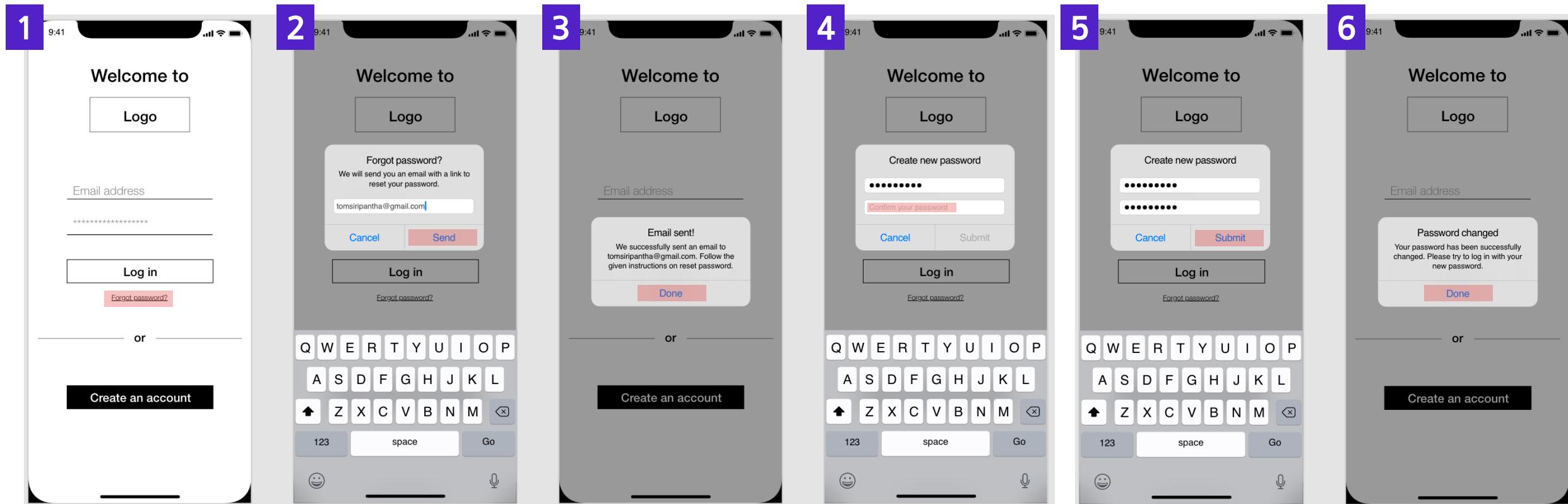
User Scenario

Initial sketches for wireframes, user scenario and system map



Tom Sripantha

Tom is 20 years old who finished second year at Bangkok University last year and taking a semester off to travel. He is traveling Europe alone and his first destination is Prague, Czech Republic. He wants to find another solo traveler to go to the Jazz Club with. He has used this app several times.



Tom re-downloads the app and opens it up. Since he has not used the app for a long time, he forgot the password. He clicks **Forgot password** button.

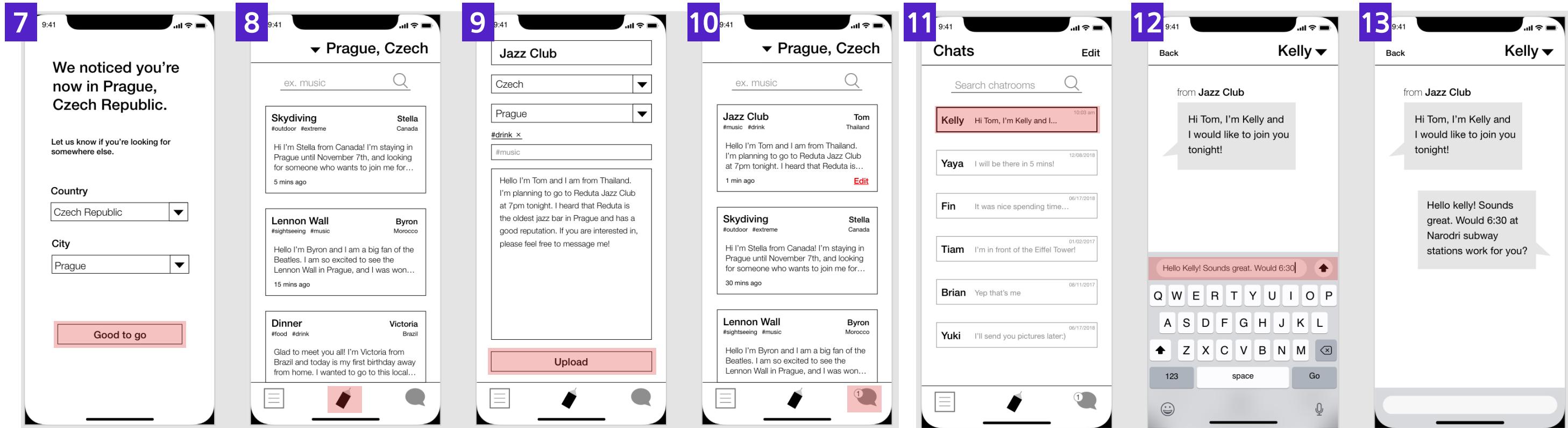
He put his email address to receive an email about the instructions to reset password. Then he clicks **Send** button.

After email is sent, Tom clicks the **Done** button and go to his email to check a link to reset password.

When he clicks the link provided in his email, it brings him back to the application to create a new password. He types his new password twice to confirm. Then he clicks **Submit** button to proceed.

The confirmation of changed password pops up and Tom clicks **Done** button.

Tom Sripantha



Now Tom is successfully logged in. Tom is on the first page and the app recognizes his current location, Prague, Czech Republic. He wants to find something to do in Prague, so he clicks **Good to go**.

He cannot find what he wants to do on the invitation list, so he click **Create one** icon.

Tom wants to go to Jazz club tonight, so he fills up the title, locations, hashtags and the invitation text. Then he clicks **Upload**.

He is back on the invitation lists and he can see his posting on top. He notices that he got a message and he clicks the **Chats** icon.

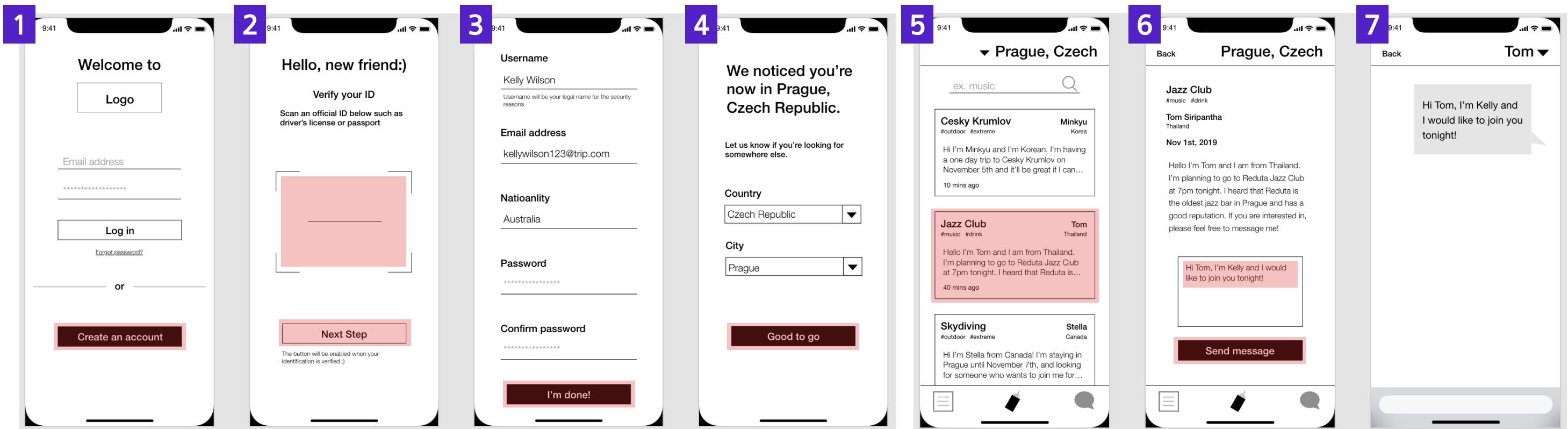
Tom is on the Chats and finds out that Kelly messaged him. He clicks her name to check the message.

Kelly messaged him that she would like to join him for Jazz Club. Tom replies her back with the time and location.

His reply is sent and he is waiting for Kelly to reply him.

Kelly Wilson

Kelly is a 25 years old and she works at Bank Australia. She got two weeks of vacation and decided to travel Prague as she always dreamed of. Today is her first day in Prague and she wants to do something relaxing but not just staying in her hotel room. She also wants to make a new friend during her trip. This is her first time using this app.



This is first time to use this app for Kelly so she clicks **Create an account** button.

She scans her passport to verify her ID. When her ID is verified, **Next Step** button is enabled and she clicks it.

Kelly fills out the information and clicks **I'm done!** button. She will also be logged in automatically.

She is on the first page which recognizes her current location. Since it is true that she is in Prague and it is her first time to use the app, she just clicks **Good to go**.

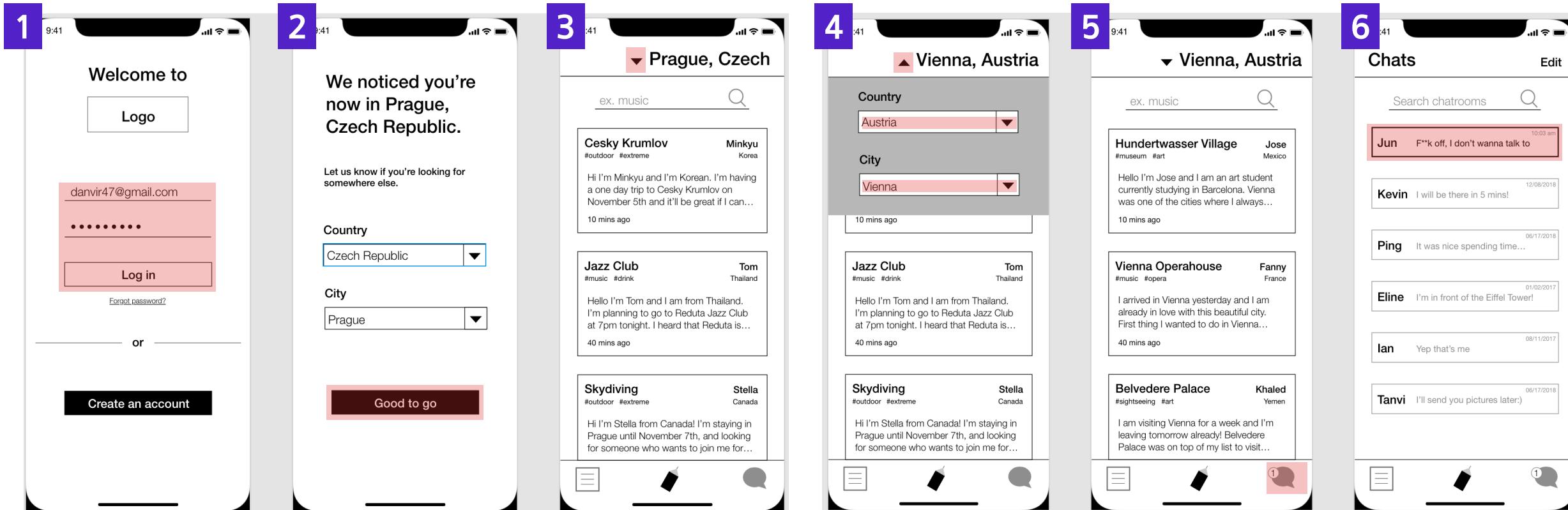
Kelly goes through the invitation posting list and selects one she is interested in.

She reads through Tom's posting and decides to **send him a message** that she would like to join.

Kelly's message is sent and she is waiting for Tom to reply.

Danvir Shah

Danvir is 23 years old who is from India and currently studying at University of Madrid. He likes traveling and meeting new people, so he tries to go on a trip to other countries in Europe whenever he has time. He already has an account on this app, and this time he decided to visit Prague and Vienna.



Davir uses this app often these days so he logs in right away.

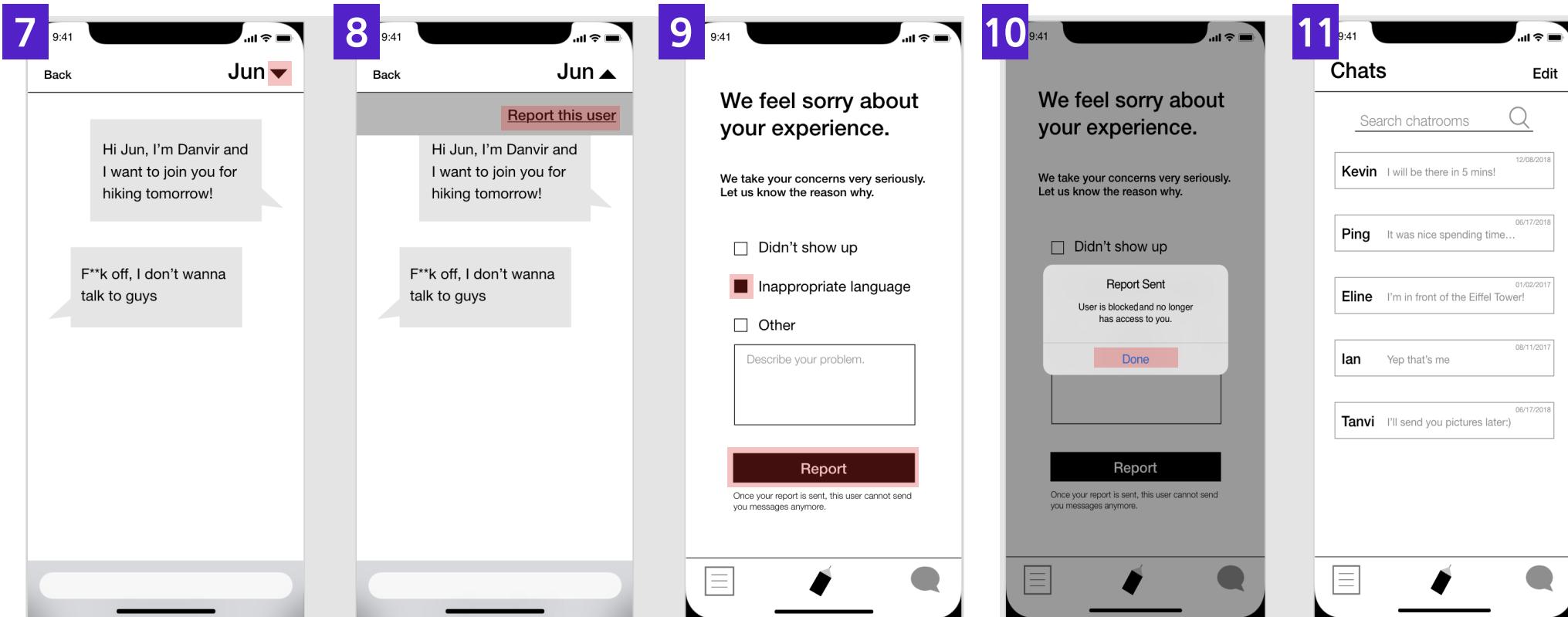
He is on the first page and the app recognizes his current location, Prague, Czech Republic. He starts with Prague because he is there already. He clicks **Good to go**.

While scrolling through the list, Danvir changes his mind because he is going to Vienna from Prague tomorrow. He opens the **dropdown** menu to change the location.

He changes his location to Vienna, Austria. Then he **closes** the dropdown.

While going through the list, Danvir realizes that he received a message.

Danvir Shah



Danvir wants to report Jun. He clicks the **dropdown** icon next to Jun's name.

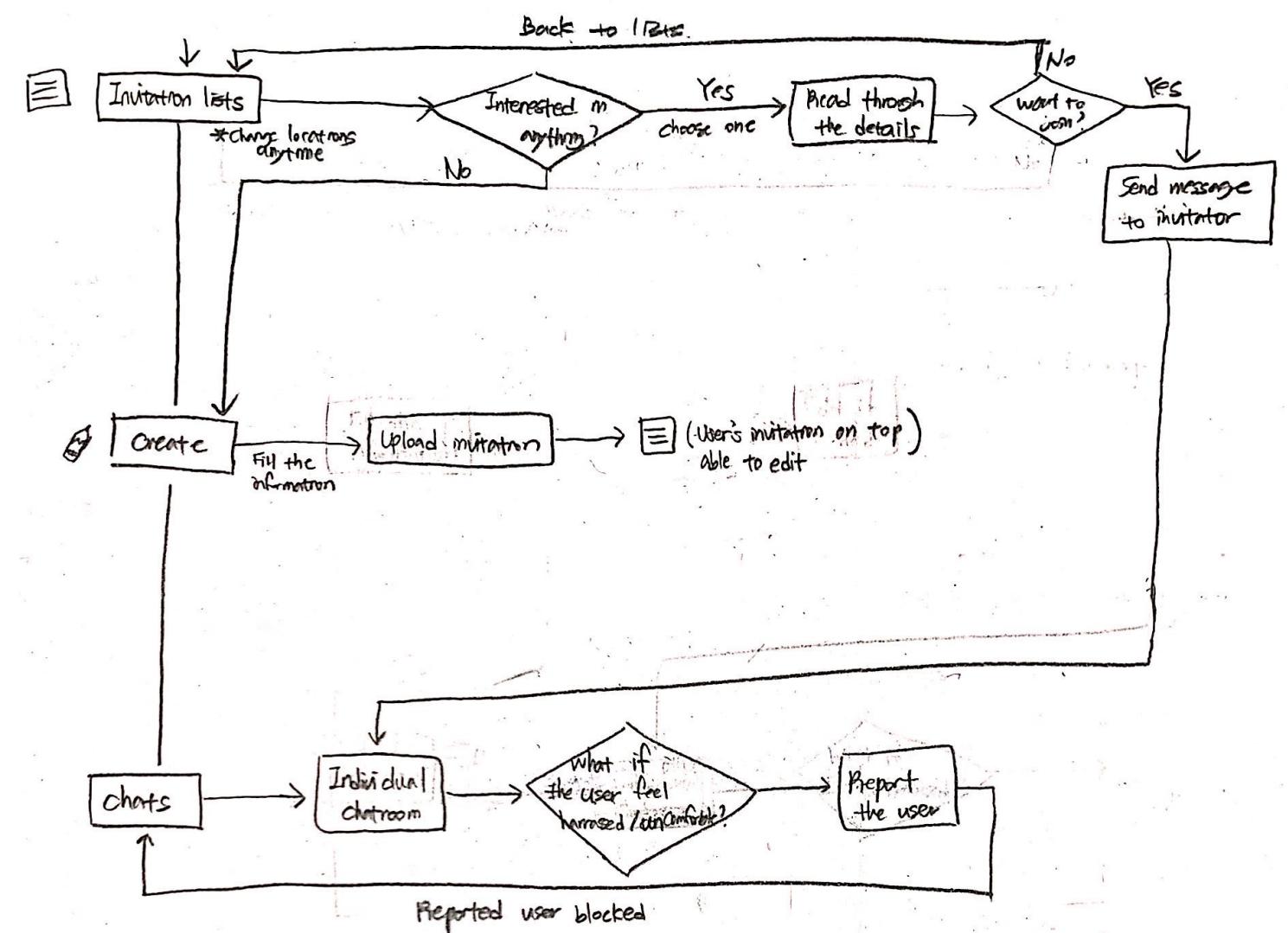
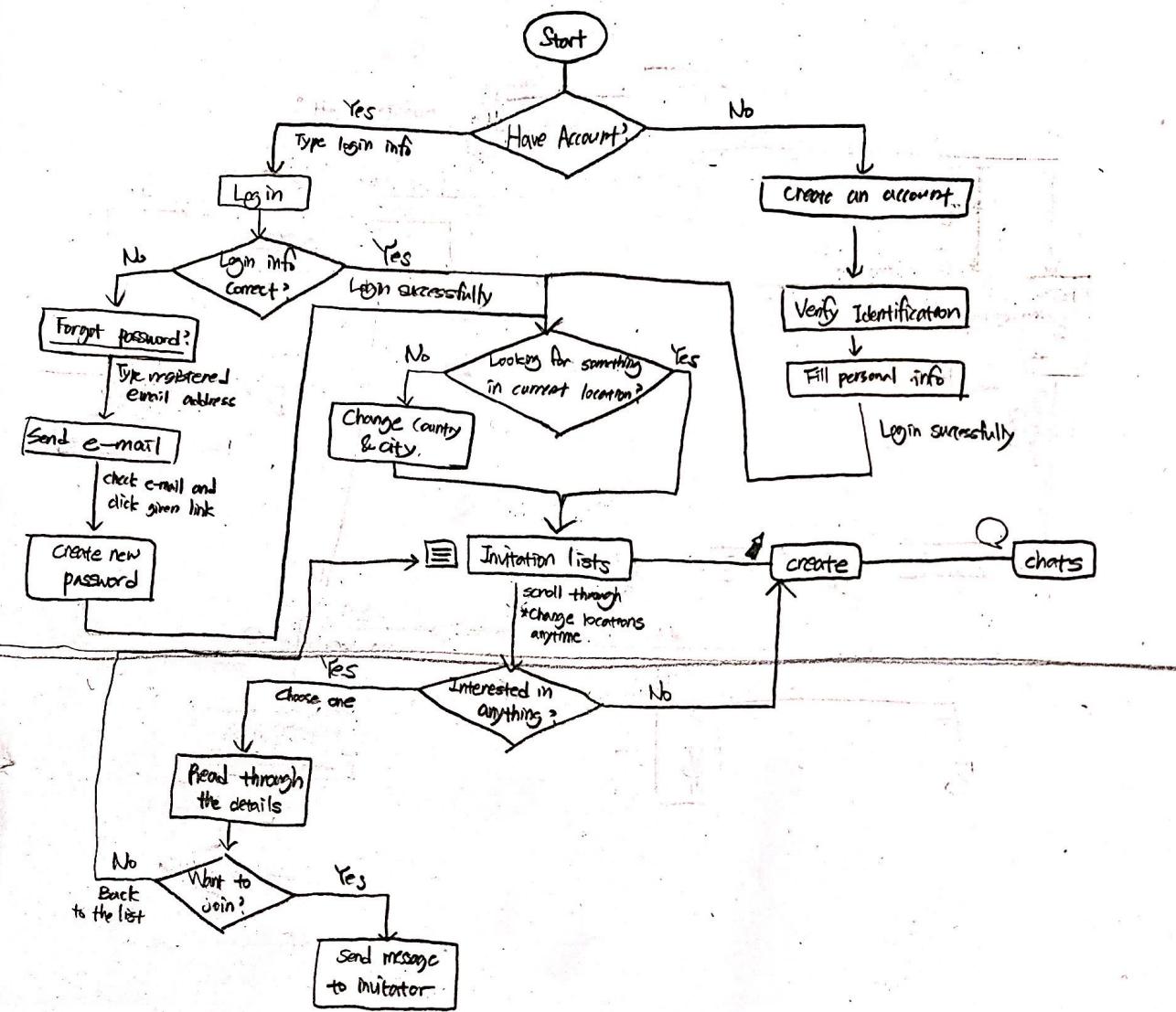
He finds out that there is **Report this user** function and clicks it.

Danvir checks off the reason why he is reporting this user. Then he proceeds to **report**.

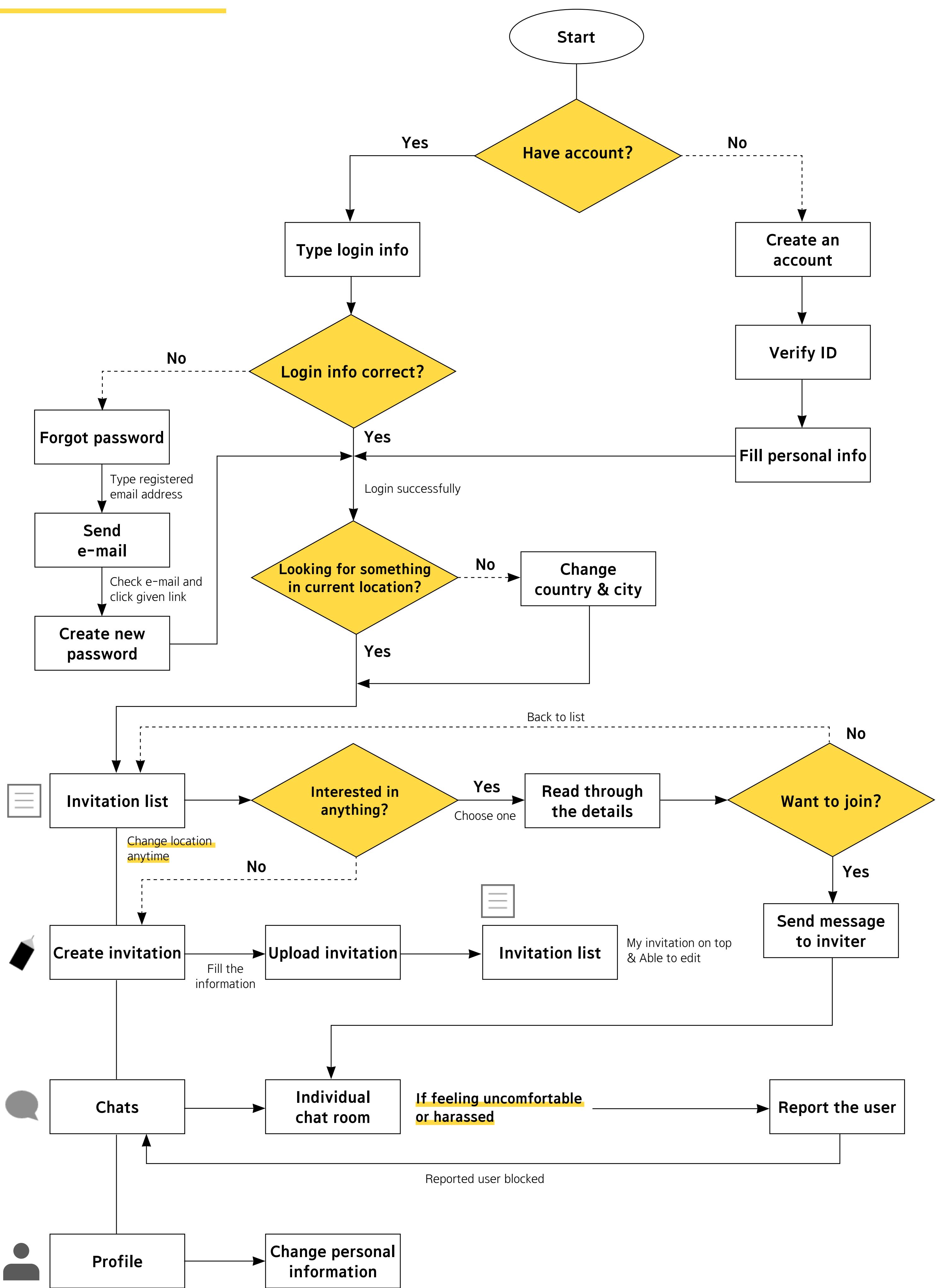
After report is sent, he clicks the **Done** button.

Now Danvir is back at Chats but he cannot see Jun's messages anymore.

Flowchart



Flowchart



Visual Mock-up #1

Euro Travelmate

Jazz Club

Scan an official ID below such as driver's license or passport

#music Thailand Hashtag / Country

#Helvetica Neue Regular

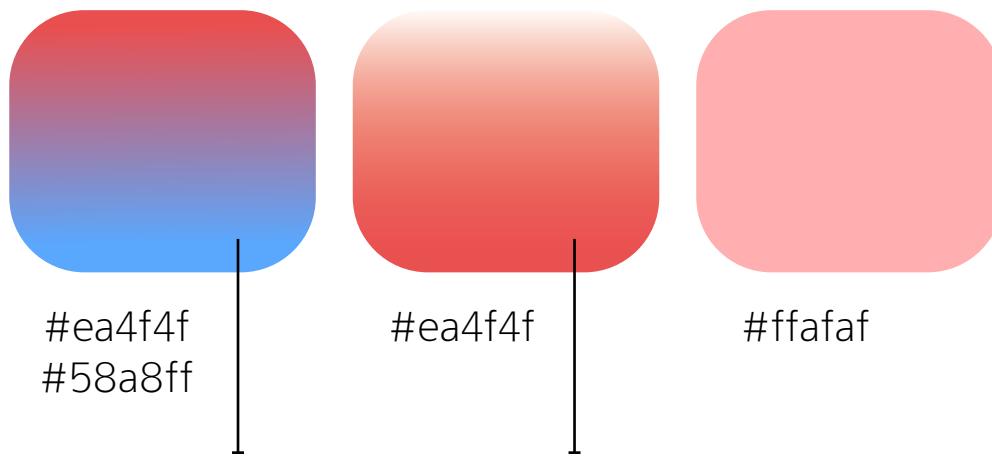
Hello I'm Tom and I am from Thailand. I'm planning to go to Reduta Jazz Club at 7pm tonight. I heard that Reduta is the oldest jazz bar in Prague and has a good reputation. If you are interested in, please feel free to message me!

Body text

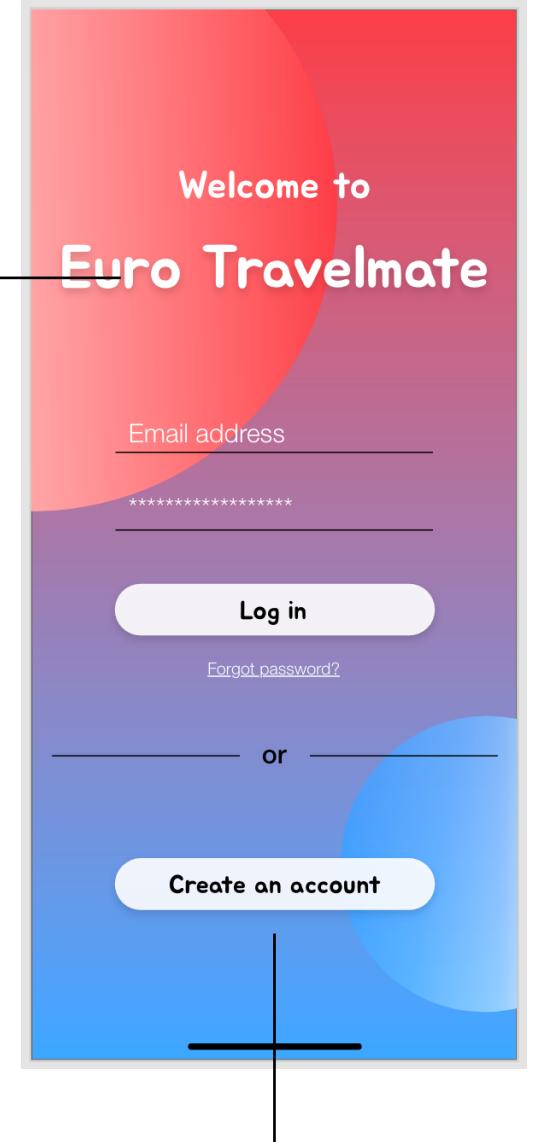
#Helvetica Neue Light

Logo
#Jua

Invite title / Instructions
#Helvetica Neue Medium



Typeface for the logo is not strong enough to be used as display typeface (eg. logos and titles.)



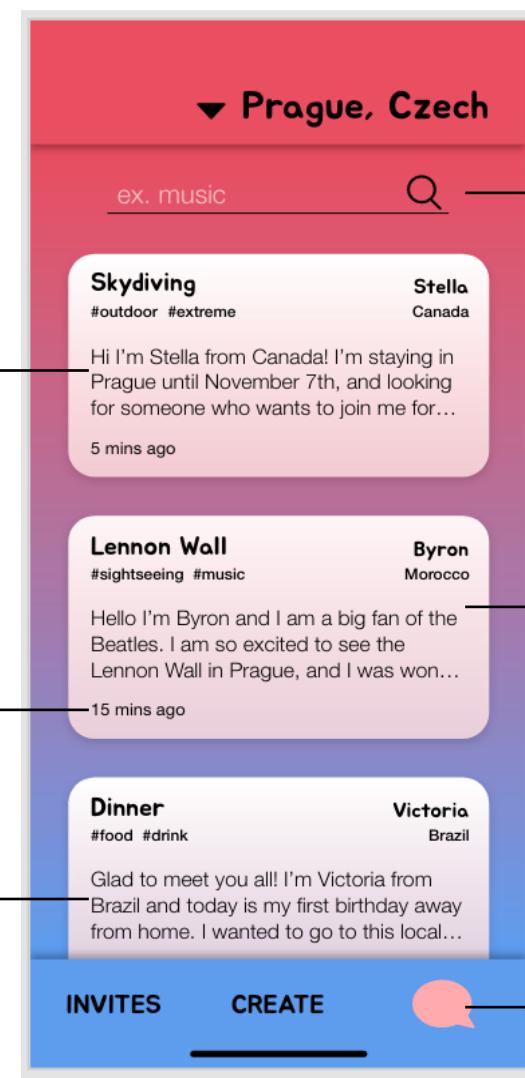
Gradients are not so much used in app design anymore. The trend is more subtle with subtle touch of gradients.

The buttons better to have a consistent style.

Users want to see the pictures of other users. I thought if there are profile pictures, it might feel like a dating app, but actually users feel safer with putting and being able to see the profile pictures.

Dates are more essential information here than the times.

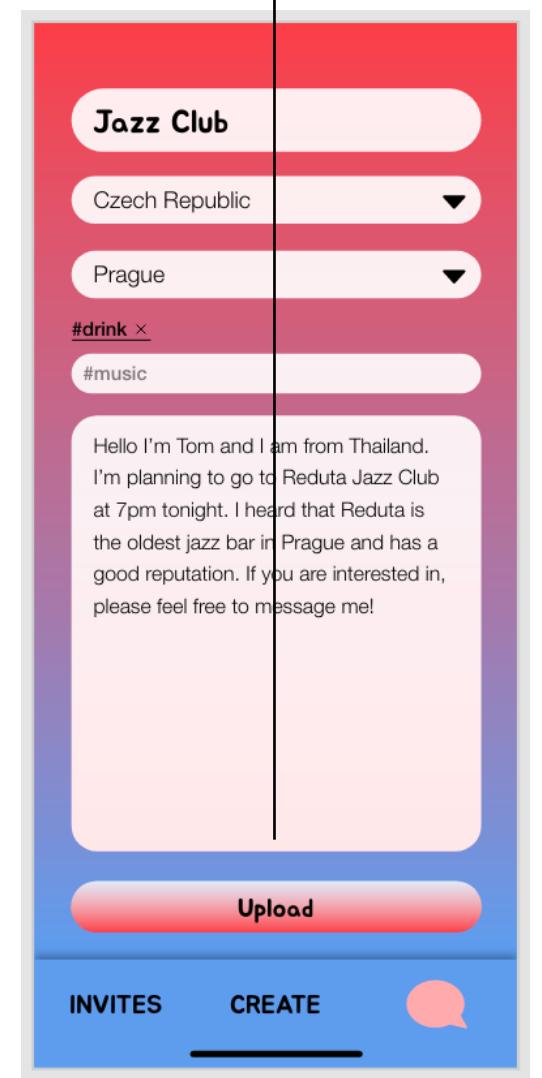
Change blurbs to more direct languages starting right away with the purpose of the invites.



'ex. music' does not clearly indicate that this is for searching up hashtags.

Users do not need hashtags for this app. According to the user-testing feedback, users use hashtags for themselves not for others. Not sure if nationality should be indicated either.

The nav bar has both text and icons, but it is better to have consistency.



Visual Mock-up #2

Euro Travelmate

Jazz Club Skydiving

Scan an official ID below such as driver's license or passport

Dec 17, 2019

Date

#Mallory Medium

Hello I'm Tom and I am from Thailand. I'm planning to go to Reduta Jazz Club at 7pm tonight. I heard that Reduta is the oldest jazz bar in Prague and has a good reputation. If you are interested in, please feel free to message me!

Body text

#Mallory Light

Logo / Invite title
#Blenda Script



#fc7634

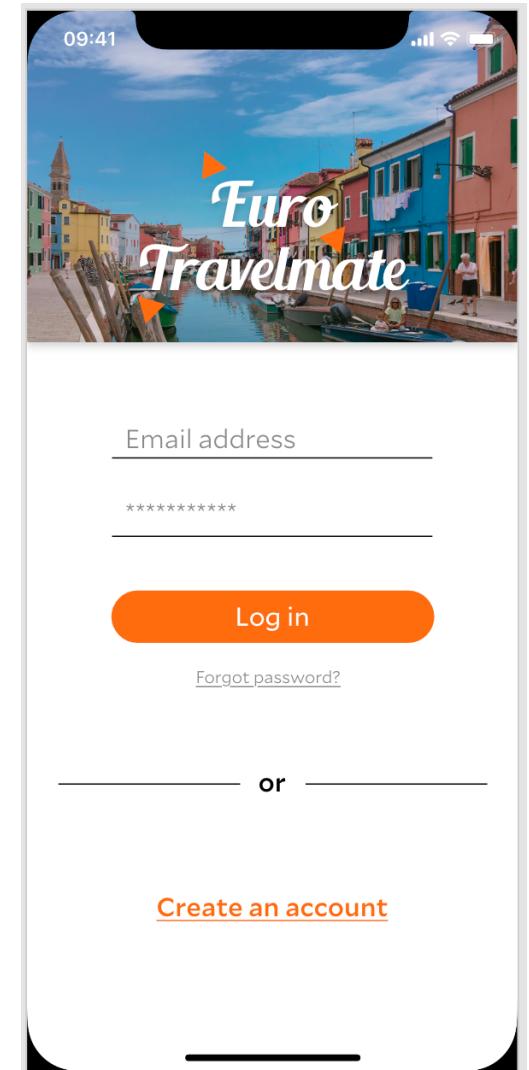


#505050

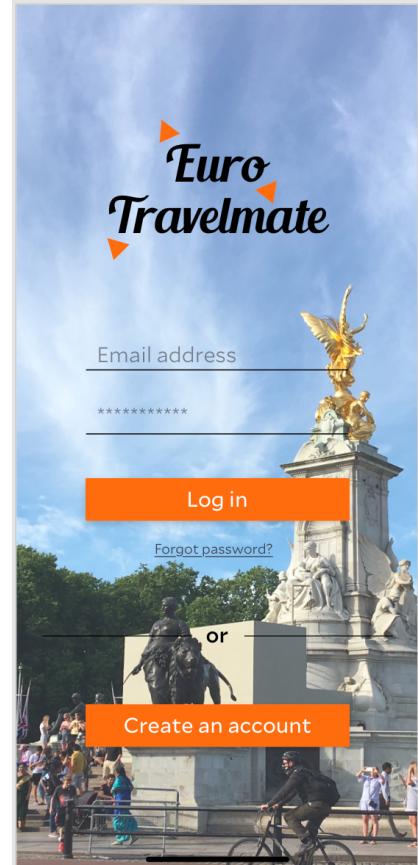


#e5e5e5

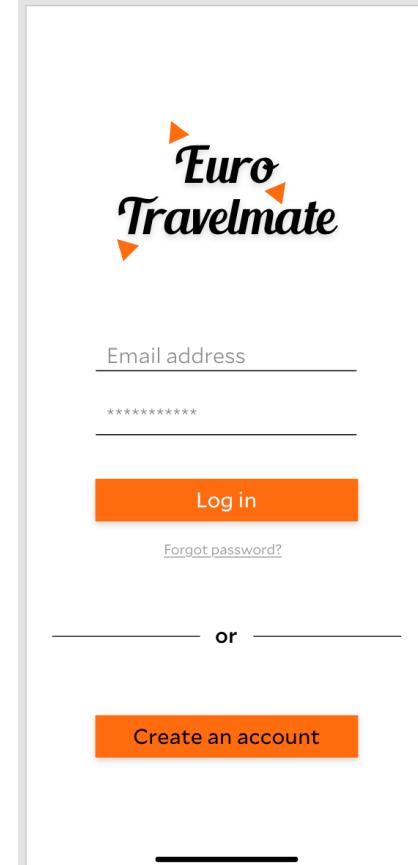
Final



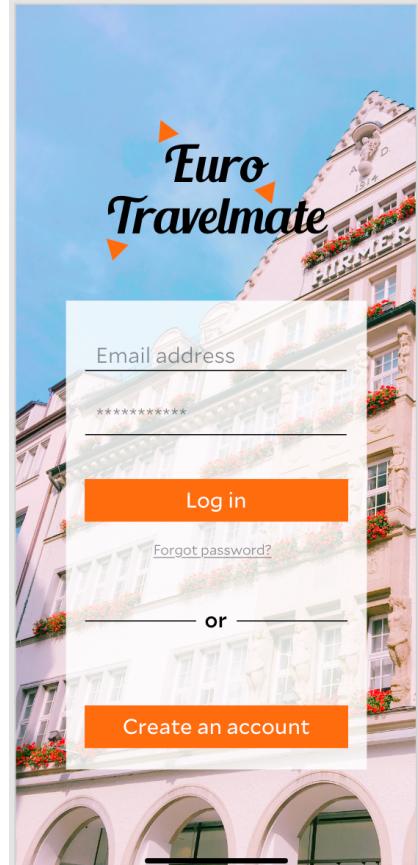
Version 1



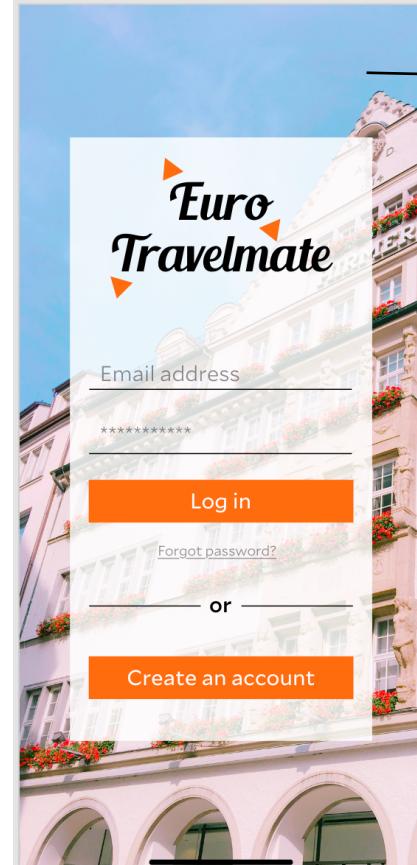
Version 2



Version 3



Version 4



Keep the image while reducing the size to increase the legibility.

Clearly differentiate Log in button and Create an account button.

Rounded corners for the buttons to create more friendly atmosphere.

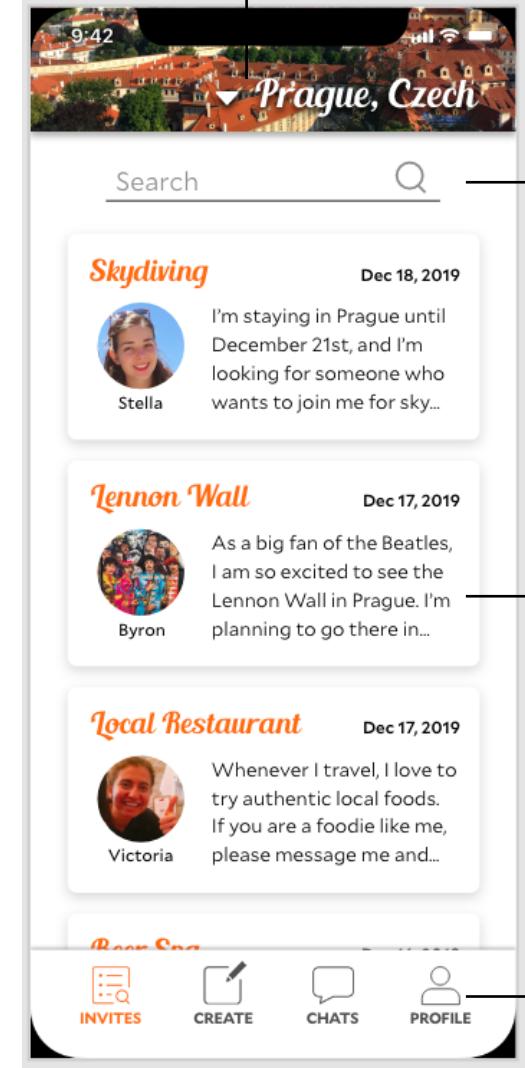
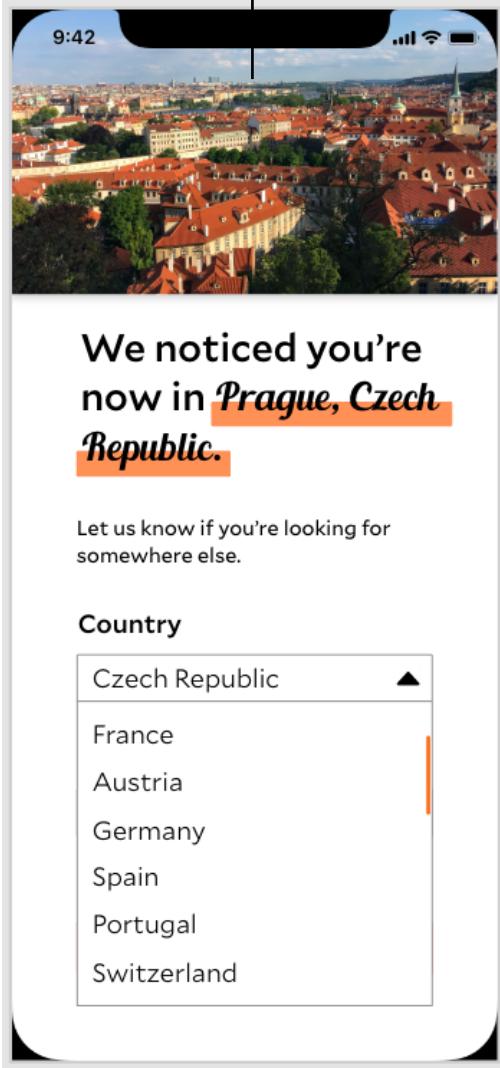
When an image fills up the background, it might cause a problem with legibility.

It does not give an impression of traveling on the first place.

The logo seems separated from the rest part.

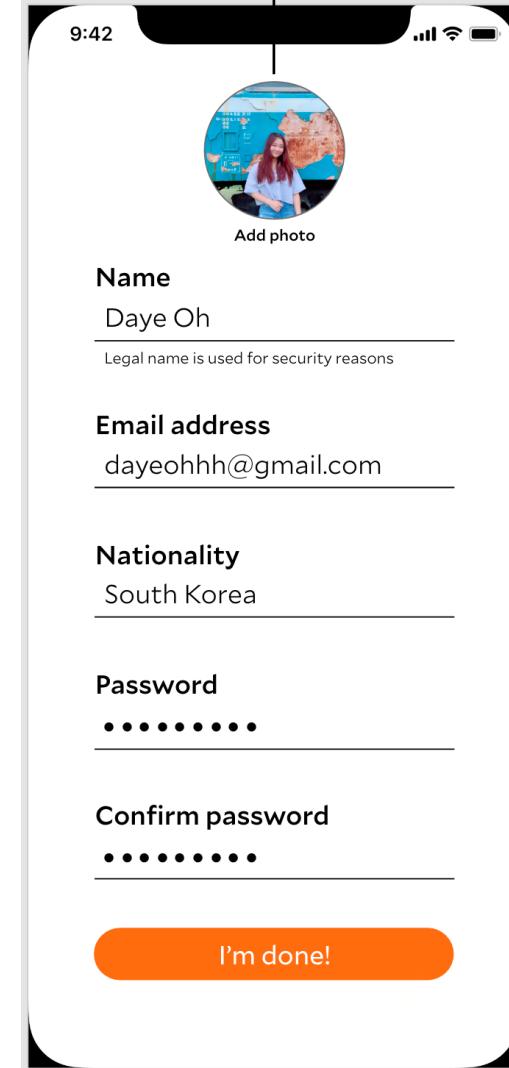
Fixed image on the top following the first page helps to create a theme for this app.

Final

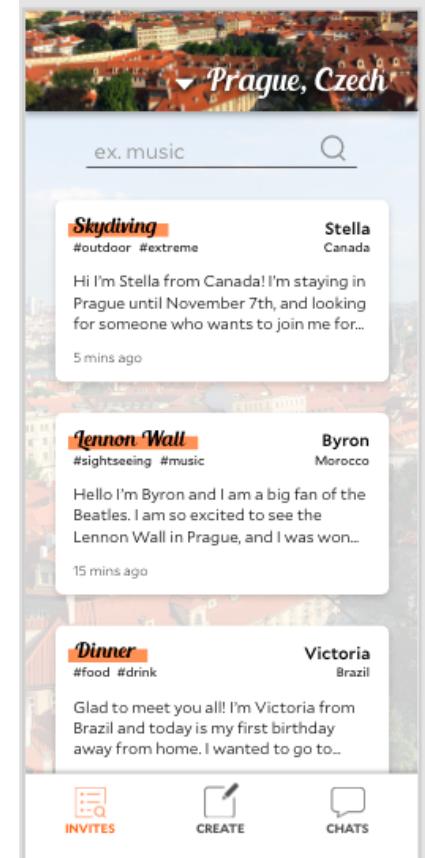


The instruction has been changed to search which is clearer.

Now users can add their profile pictures.

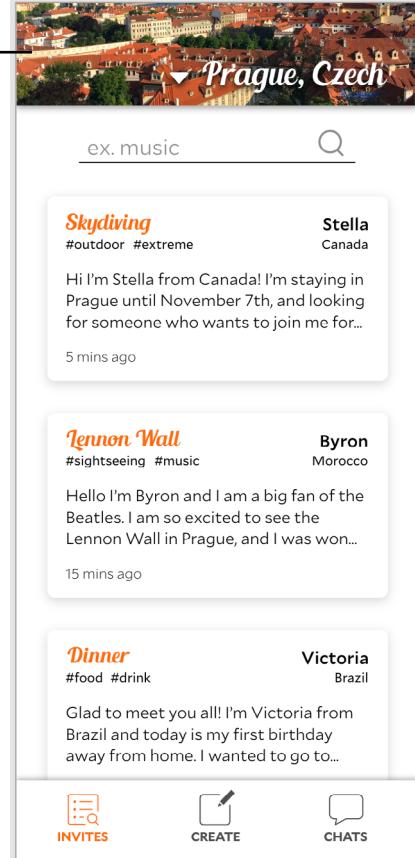


Version 1



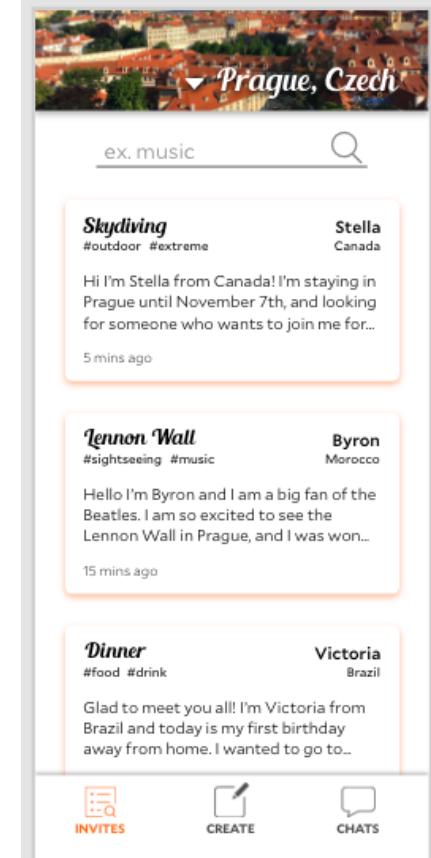
Tinted image background, image banner on top and the highlights altogether creates crowded feelings.

Version 2



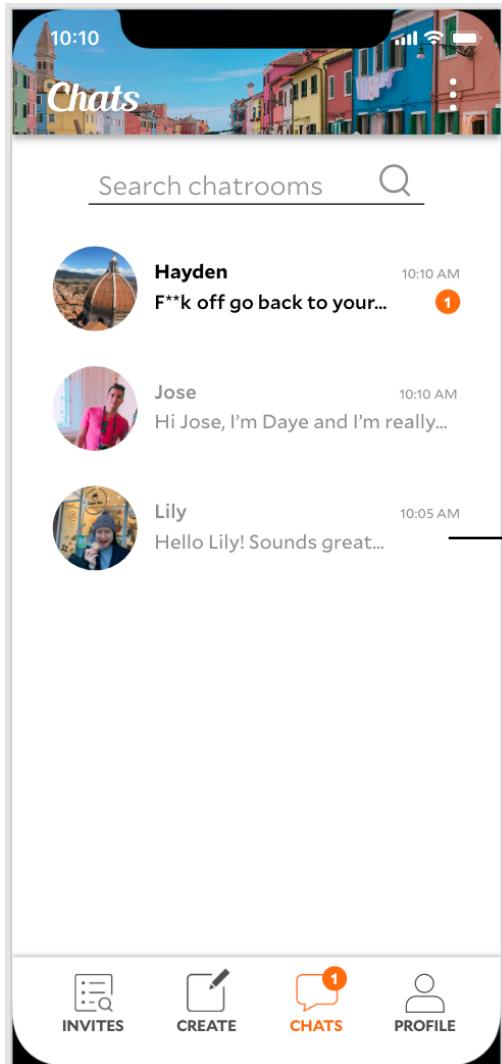
Coloured titles are cleaner than highlights.

Version 3



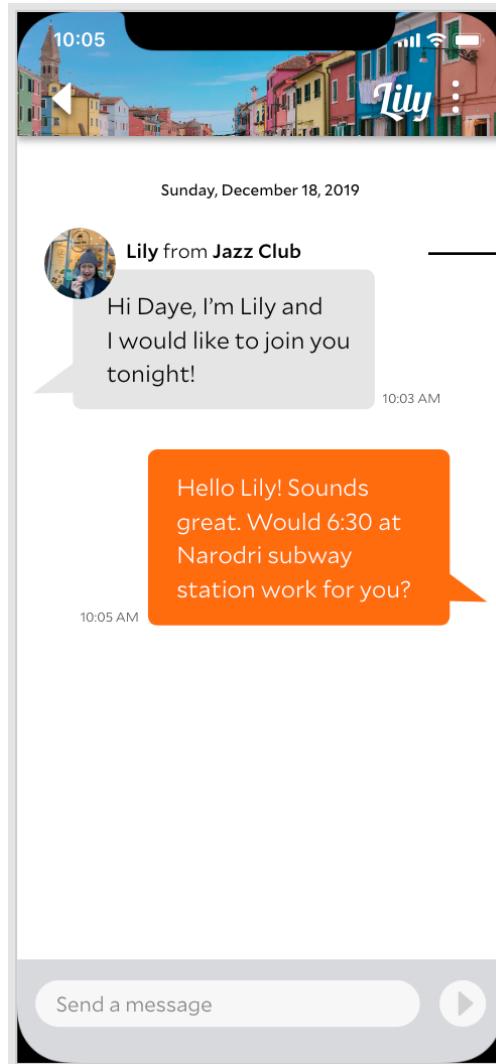
Coloured shadows do not have connections with the rest of the screens.

Final



Profile pictures separate chatrooms more obviously without making boxes or drawing lines.

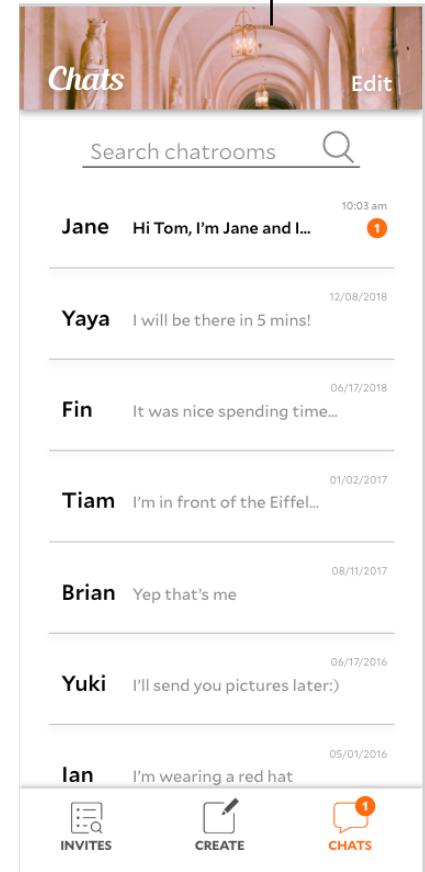
Final



Profile picture and “Lily from Jazz Club” let the information about another user much clearer.

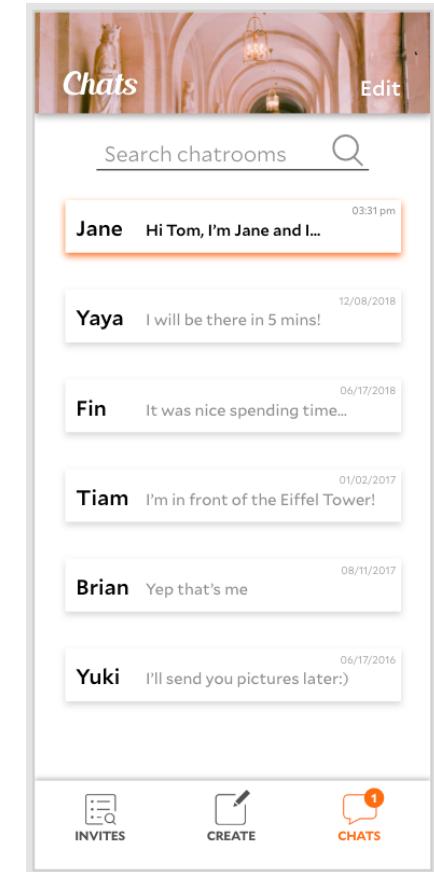
Date and time added which makes the chatroom look more polished.

Version 1



Line with shadow seems awkward. Overall, it still does not look like a “Chats” screen.

Version 2



Box with coloured shadow are not naturally matching with the rest of the screens. It looks like an isolated screen.

Version 3

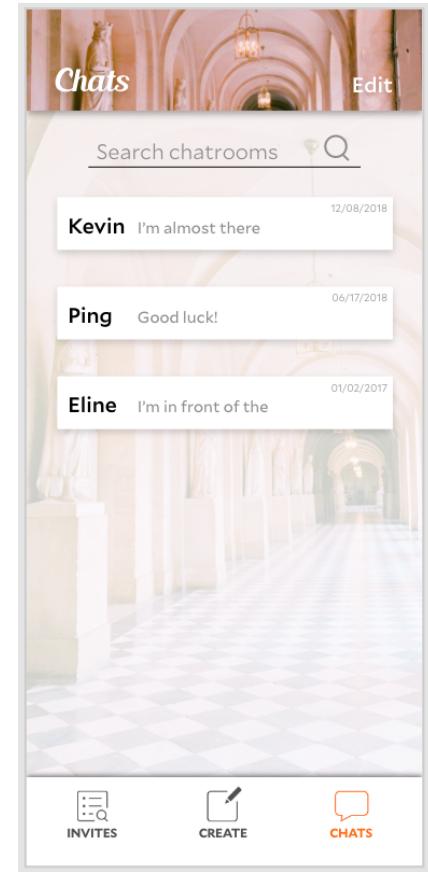
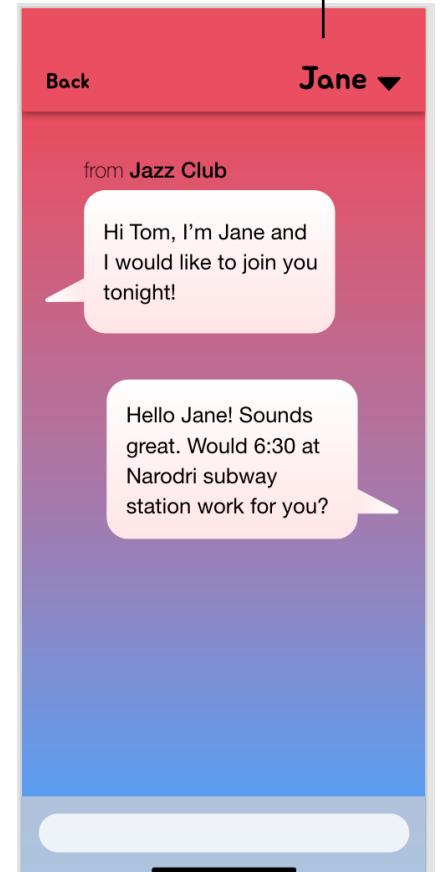


Image background is a little too much. Boxes are not desirable solution to separate chatrooms.

Mock-up #1



“from Jazz Club” can be confusing for the users. There are not enough information such as date.