

Farm's Markets App

PACT ANALYSIS

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Potential Users

There are 2 kinds of potential users who would be interested in the farm market app:

1. Elderly people have more time to focus on farming and live a healthy life.

2. Family-oriented people wish to spend more time with family, so that they want to arrange different kinds of events their families and kids. Farm market is normally a nice choice, not only they can gather together, but they can also buy healthy food in the market for their family.

According to this assumption, the main users for the app are over middle age people.

PEOPLE

1. Physical

For the over middle age people, bad vision is the most considerable issue. Which means the farm app should present potential users the best visual experience, such as font-size, color theme, and other related to typography.

2. Psychological

The potential users may not good at using technology. The navigation system, and information architecture should demonstrate a clear flow for users to use, so that they can find the information easily.

3. Usage

Since some users are not attached to technology, they may depend on the paper flyers or street advertising to check farm marketing information.

ACTIVITIES

1. Frequency

Since farm markets only a seasonal event, the frequency of using farm app also seasonal. For example, the usage of frequency will decrease dramatically during the winter.

2. Cooperation

There is no need for cooperation in this farm market app since all of system is easily designed for the users.

3. Complexity

Based on the potential users, all tasks are well defined so all users from beginner to experienced ones can look up the farm markets information easily.

4. Safety/Errors

Ask user permission to push notifications when user first download the app.

Ask user permission to access their location when user wants to use map function.

5. Nature of Content

The nature of the content basically only requires a keyboard and a mouse in order to interact with the system.

CONTEXTS

1. Environmental

Due to the fact that harvest season is in autumn, app may push suggested event to users.

When farm products come in season, push notifications to inform users.

2. Social

Socially it may happen in a crowd, but also it may happen late at night when no-one else is about.

For the event list, user can share their interested event to others through the 3rd social platform, such as messenger, what's app, facebook, twitter etc.

3. Organizational

No extra considerations needs to be taken since it is an online service that is open 24 hours a day also the system is fast loading so bandwidth is no bigger issue.

TECHNOLOGIES

1. Input

Based on the experience, app input devices are mostly keyboard.

Finger or facial identification is something that might needed to interact with while user is using online payment.

2. Output

The only output devices that I can see that need to be considered Printers, which user may want to print out the farm markets information.

3. Communication

When user wants to use bookmark feature, page will suggest

them to sign in or log in to continue operation.

Give user instructions of how to use the featured functions, such as map feature and bookmark feature, when user first download the app.