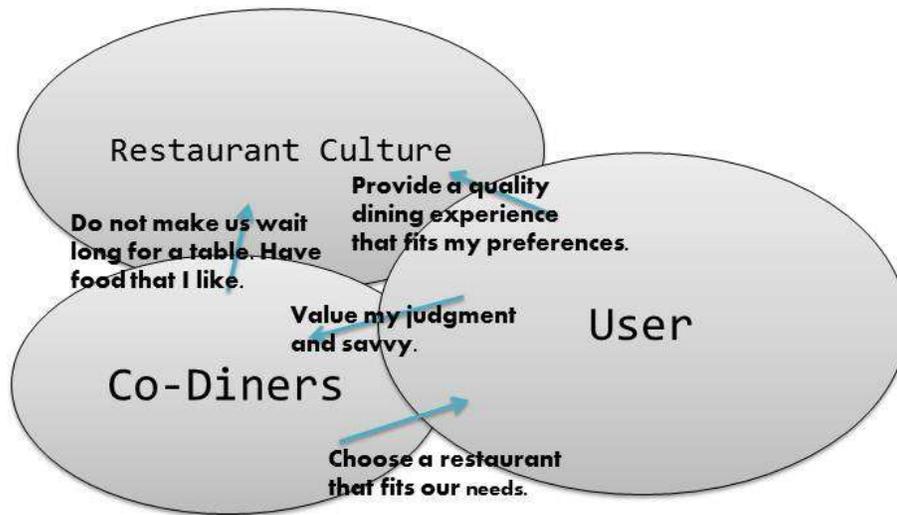
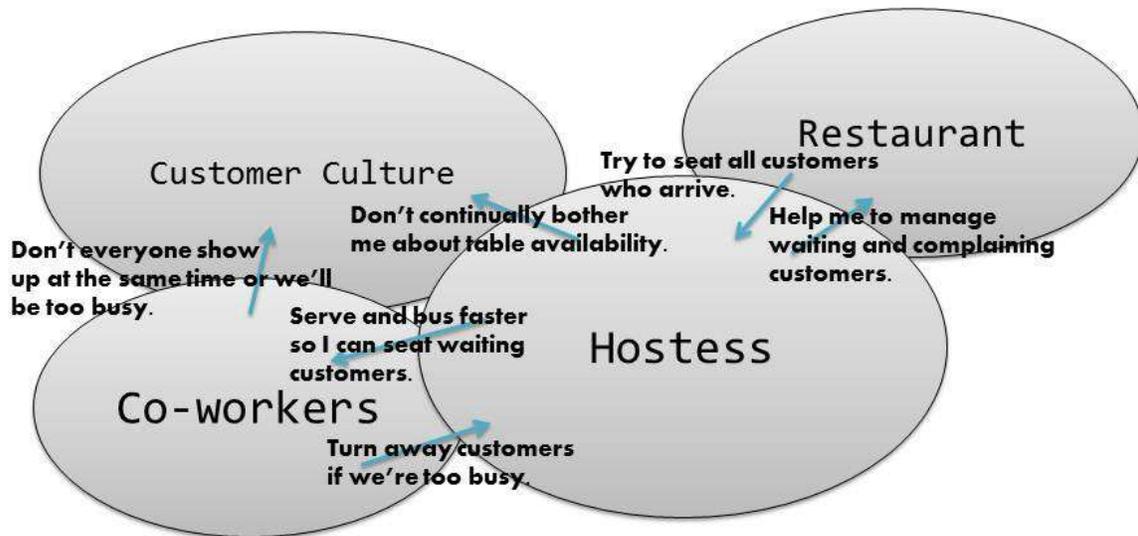


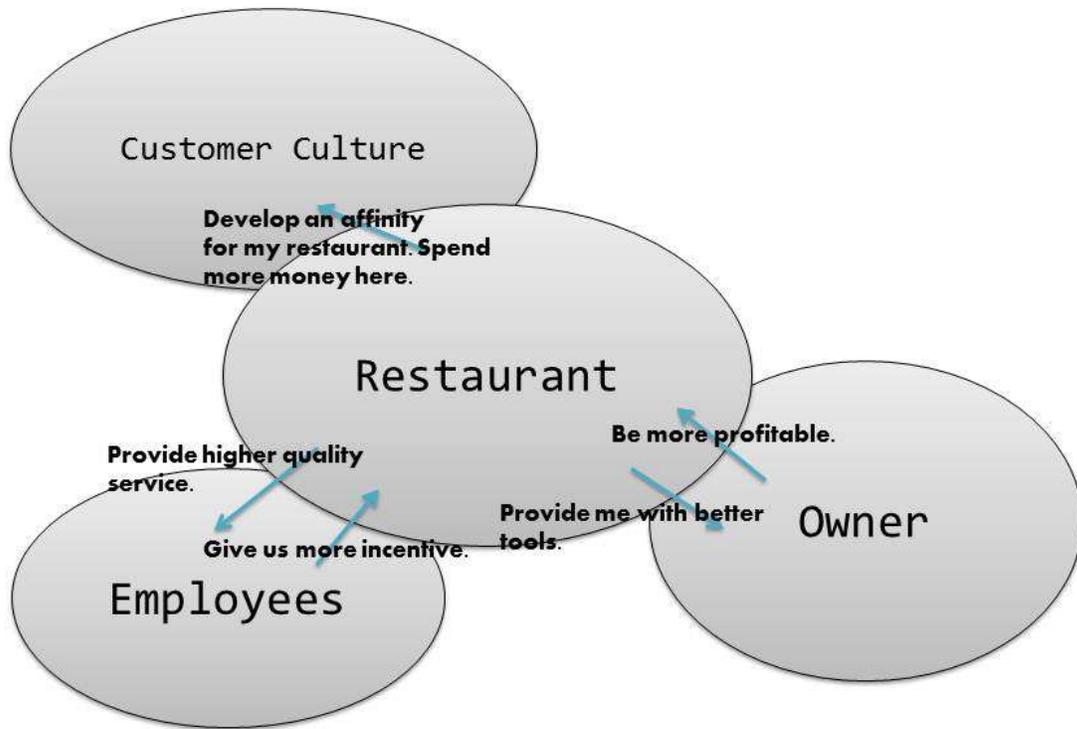
Cultural Model: User



Cultural Model: Hostess



Cultural Model: Restaurant



Cultural Model Descriptions:

User: The cultural user model represents how social norms and needs will affect the way in which the user uses the App. In the cultural model the user interacts with two other entities: co-diners and the restaurant culture. In this representation, the user is the individual who will select a restaurant that meets the needs of the dining party. The dining party wants the user to select the best restaurant that has the shortest wait time. The user in turn wants to succeed at this task and be recognized by the group. In relating to the restaurant culture, the user desires a quality dining experience that meets the needs of them and their group. These needs can be related to atmosphere, cuisine, service time, etc. The needs of both the user and their co-diners can be met more effectively through the use of the App. The user will likely stop using the App should it fail to meet their needs, even if it only fails on one occasion. This would be due to the user attempting to avoid negative cultural pressure from the dining group.

Hostess: The cultural hostess model represents how social norms and needs will affect the way in which the hostess uses the App. In the cultural model the hostess interacts with three other entities: the restaurant, co-workers, and customer culture. The restaurant wants the hostess to seat all customers possible while being courteous and helpful. The hostess in turn wants the restaurant to provide assistance in their tasks through various tools, including the App, and help with customers who take issue with the process. The hostess sometimes has to deal with these types of customers who complain about the wait. They want the customers to be orderly and courteous in return for their friendly service. In order to lessen the wait time and avoid the customers becoming impatient, the hostess wants the other staff, i.e. servers and bussers, to move customers along and clear tables more quickly. The staff does not want to do this if they are understaffed and very busy. They instead want the hostess to try to slow the amount of incoming guests. The hostess potentially has incentive to misuse the App. Although the App will lessen wait times for customers and therefore lessen the frequency of them becoming annoyed, the hostess may still receive pressure from the other staff to not update table availabilities in a timely manner in an attempt to slow customer traffic.

Restaurant: The cultural restaurant model represents how social norms and needs will affect the way in which the restaurant uses the App. In the cultural model the restaurant interacts with three other entities: employees, customer culture, and the restaurant owner. The restaurant is tasked by the owner with being more profitable. To accomplish this, the restaurant requests better tools, including the App, from the owner. Also, to improve profitability, the restaurant requests that the employees provide better service in order to attract more customers. The employees desire more benefits to increase their performance; however this might result in lower profitability. Finally, to improve profitability, the restaurant wants the customer culture to develop an affinity for their restaurant and be willing to eat there more often and pay higher prices. The restaurant has a need to be hands on with the App functions. There is a need for oversight of the hostess' updates, and a desire to use the App to improve customer loyalty through benefit programs.

Consolidated:

The consolidated cultural model combines the entities, interactions, and relationships of the three individual stakeholder models. The overall goal of this model to represent how the needs and relationships of various stakeholders affect the ways in which the restaurant seating process is

performed. This model contains several entities in addition to our three stakeholders. The reason for this is that only the hostess, user, and restaurant will be involved with the actual use of the app. The model is structured into entities, which are represented by bubbles; interactions, which are represented with arrows and a specific caption which exemplifies the nature of the interaction; and overlaps of bubbles, which represents relationships among the entities. The model shows how the user is related to their co-diners and the restaurant culture through the hostess and staff. The restaurant itself and the owner do not overlap with the user because they will rarely ever interact; instead the user generally interacts with the restaurant culture only through the hostess and server. The insights of this model are useful; however they cannot be implemented without the insights of the other models as well.