# PACT (People, Activities, Contexts, Technologies) Summary

**Product Name: British Cycling Website**

|  |  |
| --- | --- |
| **People**  Who do you think are the key users of this product?  Think about the broad user groups that can be identified.  List these groups and their likely characteristics ***in order of priority*** for the product in question.  Not general considerations for building *any* system, but specific considerations for designing *your* *user-system interactions*  Any characteristics that could affect your interface design?  Are the users homogenous/heterogeneous?  (physical, cognitive, usage pattern differences) | There are multiple groups which relate and would use this website, these are listed below.  **Public:**   * Wanting to find out information about the racing events that are going ahead within the competition. * Wanting a simple navigation experience, wanting information to be displayed with little click through.   **Cyclists:**   * Wanting to find information about registering to join the competition, looking for large amounts of information. * Looking through lots of pages before making a choice, so everything should be linked and easy to navigate from one page to the next, lots of buttons to provide information about each topic.   **Media:**   * Media are looking for information about broadcasting races that are held on their channels. * They want a lot of legal information; they want information based on dates. They want robust information systems.   **Referees:**   * They’re going to be looking for the competition’s rules, meaning that they’ll need to be provided extensive information about rules and regulations regarding the competition.   There are lots of variations between the usages of the website for the groups and as a result, the users of the website are heterogeneous. |
| **Activities**  What are the main goals/tasks users will want to achieve with this product?  Again, list these ***in order of priority*** (e.g. if the system has a log in it is likely that a user would create an account just once therefore that task should be bottom of the list) | **Activities people are achieving**:   * People wanting to watch live races (this can only be done by people with good/high quality internet, rather than people with lower standard internet connections which could alienate some people) * Searching for information * Viewing information about race dates * Viewing rules about the competition. * People searching to try and find social media links * Signing up to the event * Viewing information about media broadcasting * Registering for tips and videos * View the navigation map |
| **Contexts**  Where will this product be used? Describe the likely environment, ***physical, organisational & social***,and discuss the implications of this (e.g. the product’s resilience to the environmental factors such as noise, disturbance, light, ability to connect to WIFI if out and about, cooperation with others - single or multiple person interaction etc.) | **Physical**   * People signing up for the event whilst at the event itself. Although this is unlikely, it will still probably happen as people walk past. * People must connect to WIFI to access this product and as a result it means that less people will have access to this product.   **Organisational**   * Organisations may encourage employees or students to sign up and be showing them this website. * Groups such as the media may be showing this website to people on television to encourage signups.   **Social**   * People showing that they’ve signed up as a talking point in conversation. * People encouraging others to sign up. * People sharing the screen in order to give information about races to their friends.   **Environmental Factors**   * The brightness of the website may be a bad idea if users are outdoors as typically bright websites accessible outdoors are harder to see than darker websites due to sunlight. |
| **Technologies**  What type of technology will the users have? Consider input and output, data types etc. test, speech, icons, error messages etc.  You should link to what you have said in the contexts section above.  You should also link to what you have said in the activities section above (e.g. if an activity is to leave comments then the input technology might be a form; if the activity is to search then the input technology might be a search bar). | **Users will have:**   * Mobile devices such as phones and tablets * Laptops and desktops (especially if they’re organisational users)   **Input and output:**   * Search bar at top of the page to search for information on various pages * Login/register form to allow people to sign in to register for the event * Sends an email to the client when someone signs up to confirm to the person that this has occurs. * Gives an error message when you enter an incorrect email/password in order to login. * Gives an error message when you try registering with an invalid email address or an invalid password. * Search button performs the search on click when someone enters something into the box. * Navigation buttons allow people to go to specific pages. * Clicking to watch a live cycling race takes you to that page and allows you to view that page. * Live video player with pause, play and skipping system to take you to specific time codes allows live viewing. |
| **Business Goals: What are the product’s primary business goals?**  *The company is trying to get people to sign up to join their event, without payment the company can add people to their mailing list. Meaning that they can increase viewership of events and allow for people to know when events are taking place, they’re also looking for people to launch a subscription and pay to join an event, thus allowing them to make money. They’re looking to supplement this with information about people being able to view and attend these events. Giving this information should encourage cyclists to join the event.* | |

# Heuristics Summary

|  |  |  |  |
| --- | --- | --- | --- |
| Question | Your explanation | Screenshot | 👍 or 👎 |
| Does the software give you feedback on what it’s doing? Does it do this well or not so well? Does it do it in good time? | The software gives a quick download time, meaning that both on mobile and desktop the entire website loads within a few seconds. Thus, meaning that people don’t get annoyed with waiting and leave the website. When buttons are clicked, loading continues and then you get a quick reply and the page requested loads extremely quickly. Because of the large amount of images throughout the website, people with slower WIFImay struggle to load the page quickly, as a large amount of the target audience will be on a mobile at the time of accessing, this means that consideration must be given to ensure that intensive images aren’t loaded on these devices. |  | 👍 |
| How well does the software communicate with you – does it expect you to understand technical words/ideas or is it easy for anyone to understand?  Metaphor/speak user’s language | ­The website has a lot of complicated technical words and ideas that are not explain in the website, a large amount of their userbase are cyclists and already know what these words mean, in order to make the website better and easier for the general public who are interested in the event – then they should be using easier vocab or giving descriptions of what things mean. This depends on how big they predict their cycler userbase to be. |  | 👎 |
| If you make a mistake does it let you undo it simply and quickly? | The website allows you to easily navigate back to the page you were on using a search bar at the top of the page as well as using a navigational menu at the bottom of the page which clearly lays out a large amount of the pages that you can visit. Thus, allowing people to find their way back to the previous page. |  | 👍 |
| Does it use the same conventions/terminology all through the application? Does it look like the same product the whole way through? Does it look like other similar products on the market? | It often uses the same terminology throughout the pages and stays consistent on this. Rather than changing from one word to another, it always sticks with cycling terms such as ‘cycling’ rather than changing this. The pages look the same and all have the same styling throughout. Unless you go to purchase a ticket and in this case the website looks extremely different. This may lead to confusion of the audience. |  | 👍 |
| Does it stop you from making a mistake? Think about message prompts perhaps or greying out of buttons you shouldn’t press. | The only time it points out that a user has made a mistake is within message prompts when you go to type an invalid input into one of the forms. It gives a message that tells you that a detail or piece of information is incorrect, however doesn’t prevent you from entering this invalid piece of information in the first place. It also allowed me to enter their age as 1 day old, meaning that their age validation system isn’t as good as it could be. |  | 👍 |
| While using the software do you have to remember where things are/how to do things or are there prompts, memory aids, help? | Although within the product you must remember where some pages are. The product gives a prompt to allow people to find things. For example – it will have pages listed under “Track”, “Dirt” etc. This allows people to easily navigate the website using memory prompts without having to list every single page in one navigational bar. |  | 👍 |
| You use this software a lot – or so you said. Have you become an expert? Do you know the short cuts? Are there any short cuts? Can you remember doing things in more ‘round about’ ways when you first used it? Are the short cuts obvious or do you only find them when you’ve used it for a while? | The system has no shortcuts. The only thing that gets easier as you go around and navigate the website is trying to find the register and purchase options. Shortcuts to open a ticket purchasing menu would work to help facilitate purchasing for users who are more affluent in this website. It doesn’t currently take much click-through to get to the main pages of interest and as a result, it’s not a major issue within this website. |  | 👎 |
| Does it look nice? Well what you think is nice, I may think is not nice. So, does it arrange things so that they are easy to find? Does the arrangement and the colour scheme draw your eye to the important places? How many different colours are there in the colour scheme? Is the information/display well-spaced? | In terms of looking nice, personally I’m not a fan of the webpage layout, I feel it isn’t a modern and easily navigable look and rather just an older feeling website. The colour scheme and arrangement mainly draw my eyes up to the search bar. Although this is useful for those who’ve been on the site before. If I’m not sure what the site is about, this could lead to issues. There are 3 major colours, blue, black and red. Information seems rather crammed into a small place with lots of information in a small table. |  | 👍 |
| Is there a help facility? It may well not be called help. How helpful is it? | This product doesn’t have a simple FAQ/help page. Instead it allows people to call an office and speak to someone, this is probably a good option for their target audience. However – could be simplified by having something such as a frequently asked questions page. |  | 👍 |

# Functional and non-functional requirements

## Functional requirements

* Must contain information about the event.
* Must allow people to sign up for the event.
* Must allow the user to pay to signup (via a payment gateway).
* Sales should be recorded to ensure no false claims can be made.
* Must allow users to cancel their ticket/event purchases.
* Must ensure that the currency on prices changes automatically.
* Must ensure that only administrator accounts can see personal information.
* Must ensure that users can perform a GDPR request for personal data.
* The website should have accessibility tools to ensure everyone can interact.

## Non-Functional requirements

* Every unsuccessful payment should be logged.
* Private information downloads should be logged.
* Software should be usable by any operating software/device.
* Should be able to load within 2 seconds on any modern device.
* Should be able to handle at least 10,000 users at once.
* Should have a minimum of 99% uptime.
* Should be automatically backed up once per day.
* Any changes to the website should be seen by everyone within 2 minutes.
* Debit card information should be hidden when entered.
* Information should be readable by the user.
* If a user makes a mistake, they should be able to undo that mistake.
* The website should provide a help facility.
* Information should be well spaced to avoid clutter.
* The website should include shortcuts for expert users.
* The website should provide prompts and memory aids for navigation.
* The website should look the same throughout all pages.
* Buttons that shouldn’t be pressed should be greyed out.
* Terminology should remain the same through the website.
* Terminology should be simple or should be explained.