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

**Product Name: voting counts website**

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| **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) | **PACT Summary** |
| **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) |  |
| **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.) |  |
| **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). |  |
| **Business Goals: What are the product’s primary business goals?**  *Add a description here.* | |