**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**   * **Young adults (clearly states on website)** * **Teachers**   Implications:   * Probably both audiences are technologically competent/have experience of web systems, searching for information, usual input/output devises used * The users are heterogeneous – there are differences in age range, gender, ability/disability, educational background, usage patterns: teachers may have more experience of this particular type of web system |
| **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). | * Browse content * Search * Link to external sites e.g. quiz, e.g. social media * Leave a comment * Ask questions * Become a volunteer * Donate * Login * Register |
| **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.) | * at home * in work environment * on the go * in school environment * needs internet connection regardless * on own * with others – but not in a cooperative sense * no issues of shared use * no issues of time constraint * no sounds on the website so no implication with noisy environments * no videos so no implication with noisy environments * alt tags to aid accessibility |
| **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). | Mobile/tablet interface, desktop interface – keyboard, mouse, swipe   * Browse content – text interface * Search – search bar * Link to external sites e.g. quiz, e.g. social media - hyperlinks * Leave a comment – input box * Ask questions - email * Become a volunteer – input box/form * Donate input box, button (takes to paypal) * Login – input box, button * Register – input box, button |
| **Business Goals: What are the product’s primary business goals?**  **Simplifying politics**  **Encouraging all young people to exercise their right to vote and get involved in other ways** | |