PACT Analysis Template

School of Design

People

Stakeholders users, funding bodies, businesses, communities, governments – aim to capture as many of the different groups of people connected to your project beyond the obvious	
Cognitive characteristics level and duration of attention, perception, memory, learning abilities, cognitive capabilities, fears, personality characteristics	
Physical characteristics age differences, physical abilities, motivational factors, what people find pleasurable, what engages people	
Digital literacy how much experience someone has with the relevant technologies, expert and lay audiences will bring a different level of expertise so consider this when targeting specific user groups and demographics	
Language and culture symbols, colours and more nuanced usability concerns do not always translate across cultures and not all languages follow the left-right-top-bottom reading order of English	
Special needs blindness, colour blindness, deafness, wheel chair user, limited ability and mobility are all influential factors and should be considered when designing interactions	
Homogenous vs heterogeneous user groups does your project impact a lot of different people (heterogenous) or quite a specific group of people (homogenous)? Consider how this might influence the interactions in your project	
Discretionary vs committed users does the user have a choice? if yes, then you need to encourage them to return. If not, then how can you engage more casual users? How might you encourage them to return to your project?	
Infrequent vs frequent users if users are normally infrequent, then interface must be particularly 'helpful' as users will forget how to complete complicated tasks	

Activities

Purpose goals, tasks and actions – is there a specific aim of the activity? Consider using a goal-oriented hierarchy to unpack this further: goals > associated tasks > actions to be taken.	
Content what information and media are needed to do the activity?	
Temporal aspects the frequency of tasks and actions – regular or unusual, weekly? Annually? Continuous or interrupted? Frequent tasks should imply ease, infrequent tasks should be easy to learn or recall.	
Task nature well-defined or vague, multi-tasking or serial tasks, do users work on numerous tasks simultaneously or a series of tasks concurrently? What are current task practices? Is the user active or passive?	
Social structure individual, co-operative or collaborative work? Or a blend of these?	
Quality vs quantity trade-off does this factor in to the relevant activities? If so, how might this be minimised or better handled?	
Data input requirements what data is needed to complete or progress through the activities? And why? Often information that is not required to complete a task is asked for, arbitrarily and for no real purpose.	
Task duration peaks and troughs of working – is this relevant? If so, how does this influence the activity and users? Is there a need for fast response?	
Error handling presentation of error messages, how to deal with them, how the system handles them, significance of errors, safety critical errors - what problems arise if something goes wrong?	

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Contexts

Physical environments innate environmental factors such as ambient light, noise, temperature, weather conditions, access, transport and how these change over time should all be considered	
Social environments what channels of communication are in use, available and ideal? What social structures are at play? Is the environment homely? Modular? Can elements be mobilised? Centralised and decentralised?	
Organisational context relationships with customers, other staff, effect on work practices and job content, role, deskilling, job loss, shift in power	
Circumstances time, place, pressure of work/time	
Support tuition, manuals, demonstrations, new knowledge, new skills	
Context-dependent activities are any activities unique to a specific context? Can they be adapted? If so, how can this be done ethically? If not, can your project be modified accordingly?	
Cultural contexts are there unique cultural factors relevant to the project? Should they be considered? How might they be honoured/respected? Who should you talk to about this?	
No context is there a lack of information/ understanding about a specific context? How might you find out more about this?	
Contextual inquiry what have others who have designed for similar/relevant contexts done in this space? How have others designed for this? How can you build/improve on this? What is your point of difference?	

Technologies

Existing and ideal infrastructure what technologies are in current use? What problems arise from them? How can they be improved upon?	
Communications between people, between devices, speed, etc. - What is connected to what? Networked or stand alone?	
Screens size, scale, brightness, passive or touch, mobile or stationary, modular, accessible, excessive?	
Input and output how is data input? Is this clear? Where do commands come from? Security? What is output? Characteristics of different displays (video, image, speech screen)	
Usability and pleasure function vs form or function with form? Is the technology enjoyable, pleasurable to use? Can it be? Should it be?	
GUI, TUI, any UI graphical/tangible user interface? Is there a user interface or simply an interface? Has usability been considered?	
System purpose ambient displays, urban screens, kiosks, office systems, mobile systems, websites, servers - what is and is not relevant?	
Ubiquity is the technology explicit or implicit? Are there ubiquitous technologies involved? Could there be? If they exist, could they be better integrated? What are the ethical implications? Privacy? Data collection?	
Analogue materials are technologies paired/combined with analog materials? How do these influence the experience of and interaction with the technology? And how might they?	