

# Pact Analysis

## People

### Who are the users?

The users strategyzer app will be for business planning for entrepreneurs, company teams within both small and large-scale businesses. The age range for this group of people will be between 20 – 50 years old, since there are many younger people starting their business who may find strategyzer a useful tool. Keeping this in mind, we realize there will be users with varying levels of business knowledge and experience. Thus, in order for the app to cater to these users, it will need to offer some kind of guidance that will make business planning an easier process. It is important that the app is understandable for users who have not heard of the business model before. A possible pain point for users who are older may be that they are not as tech savvy and prefer an app that contains the most important functions. However, something they all have in common is a busy schedule, so it is important that strategyzer is an efficient tool that is to the point and displays valuable information.

### Physical Differences

Since the age range is 20 – 50 years old, it is important that the sections are kept simple with a clear hierarchy and easily navigable for both the novice user and those who are not tech savvy.

### Usage Differences

Though there are a variety of possible users for this app, there will be two main groups which are the entrepreneurs, meaning more guidance is required, as well as large scale corporations, who will already have their business groundwork completed. The app should be inclusive to both groups of users by providing guidance features for new business owners.

## Activities

### How is the current activity carried out?

Currently, the strategyzer method and canvas is available through their website or can also be planned out on a white board. The method allows users to categorize their notes according to topic and also prompts users to think about economic, societal and environmental aspects. The strategyzer website allows users to mimic the whiteboard method, however it is not as effective in the app since functions are not customized for a smaller screen.

The objective of our app is to translate the traditional method to a useful mobile application that makes collaboration easy. This means that the app will be access daily, weekly, and monthly for individuals and teams to review business goals. Thus, there should be features that cater to these time frames of usage, as it should regularly prompt users to check in on the goals they have set.

## Context

### The environment of the activity?

The strategyzer app will be used mostly in the workplace but may also be accessed at home, for smaller businesses or employees that work from home.

The app serves as a virtual meeting space where team members can add to the note board and create discussions on certain topics. The app will most likely be checked throughout the day when working on a new goal since it serves a collaboration tool.

## Technologies

The business model canvas is currently accessed through the website strategyzer, which has a usable interface when viewed on a computer or tablet. The application has not been customized for mobile phone as the current interface takes up too much space for all the information it needs to display, which results in a loss of hierarchy for information and difficulty of navigation. Therefore, our goal is to create a customized user interface and experience that is optimized as a phone app.