

Activities	What actions and behaviors are people taking to reach goals?
Environments	What is the overall setting in which the activities are taking place? How are people behaving in the environment?
Interactions	What are the basic interactions occurring for people to reach goals? What effect do people have on activities and environment?
Objects	What are all the details that form the environment? How do objects relate to people, activities and interactions?
Users	Who are the people being observed? What are their personalities like? How do they engage with other people to reach goals?

People	
Objects	
Environments	
Messages	
Services	

From Kumar V, Whitney P. *Faster, Cheaper, Deeper User Research*. *Design Management Journal* (Spring 2003): 50-57.