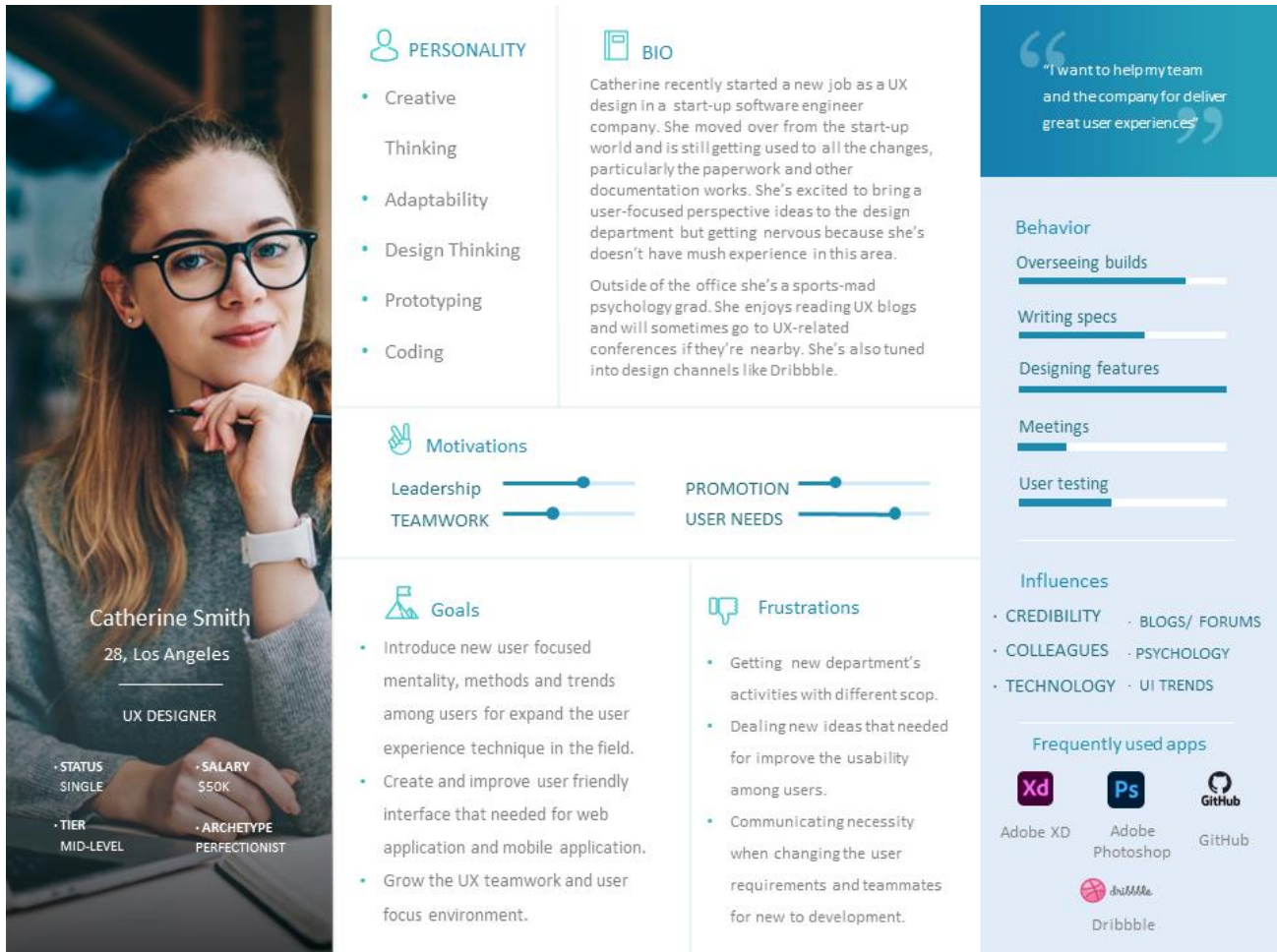


Lab 03 – User Experience Engineering

Selected Topic – Line lite chat application

I. Persona

1. Employee (UX Designer) – Amarasiriwardena R.S IT19035918



Catherine Smith
28, Los Angeles
UX DESIGNER

• STATUS SINGLE • SALARY \$50K
• TIER MID-LEVEL • ARCHETYPE PERFECTIONIST

PERSONALITY

- Creative Thinking
- Adaptability
- Design Thinking
- Prototyping
- Coding

BIO

Catherine recently started a new job as a UX design in a start-up software engineer company. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork and other documentation works. She's excited to bring a user-focused perspective ideas to the design department but getting nervous because she's doesn't have much experience in this area.

Outside of the office she's a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they're nearby. She's also tuned into design channels like Dribbble.

Motivations

Leadership TEAMWORK

PROMOTION USER NEEDS

Goals

- Introduce new user focused mentality, methods and trends among users for expand the user experience technique in the field.
- Create and improve user friendly interface that needed for web application and mobile application.
- Grow the UX teamwork and user focus environment.

Frustrations

- Getting new department's activities with different scop.
- Dealing new ideas that needed for improve the usability among users.
- Communicating necessity when changing the user requirements and teammates for new to development.

Behavior

Overseeing builds

Writing specs

Designing features

Meetings

User testing

Influences

- CREDIBILITY • BLOGS/ FORUMS
- COLLEAGUES • PSYCHOLOGY
- TECHNOLOGY • UI TRENDS

Frequently used apps

Adobe XD Adobe Photoshop GitHub Dribbble

"I want to help my team and the company for deliver great user experiences"

2. Businessman (User) – Mannage G. IT19186634



Samuel Johansson
CALZARE

Personal Data
AGE: 28

ADDRESS: York Street,
Manhattan, new York, USA

JOB: CEO of CALZARE &
entrepreneur

PHONE: +196045022

Bio

Samuel is well known entrepreneur in the industry. He form a startup company to expand the business. He wants to all of staff members communicate ideas through chat application where all the details are highly protected. Samuel is well versed in both IT and business industry. So he stays up to date with newest technologies

Goals

- Promote the business using social media
- Expand the business.
- Stay update with improvements of the team.

Personality

- Creative Thinking.
- Knowledge in designing and business.

"I want to deliver best products to the user & improve my business"

Frustrations

- Does not want to spend lot of money on promoting
- Hesitate to invest in new field which does not have experience

Skills

Accounting	★ ★ ★ ★ ★
Business Developing	★ ★ ★ ★ ★
Marketing	★ ★ ★ ★ ★
Negotiate skill	★ ★ ★ ★ ★

Favorite Brands



3. Teacher (User) – Ranawansha P.P IT19152042



Name

Jill Anderson

Age: 45

Marital status: Married

Children: Two Sons

Undergraduate study: English Literature

Occupation: School Teacher

Location: San Diego, California

Income: \$30,000

*"You only live once, but if you do it right,
once is enough"*

Bio

Jill is a school teacher in San Diego, California. She graduated from Harvard University 20 years ago. She is a well experienced teacher currently working at liberty High School. Jill is the head of the English department and the teacher in-charge of the English Literary Association.

Jill has been married for 18 years and have two sons who are 12 and 15 years old.

Jill has a great love for the family and friends. She enjoys travelling, spending time with her kids and reading novels.

Goals / Needs

- Wants to learn new technologies to teach students easily
- Wants to learn to connect with the students virtually

Ideal experience

- To find the right person to provide the support she need to continue her teaching online
- To find and learn online teaching platforms which are easy to use

Pain points

- Struggling to adapt to online teaching platforms
- Concerned that students will not properly learn with the online system

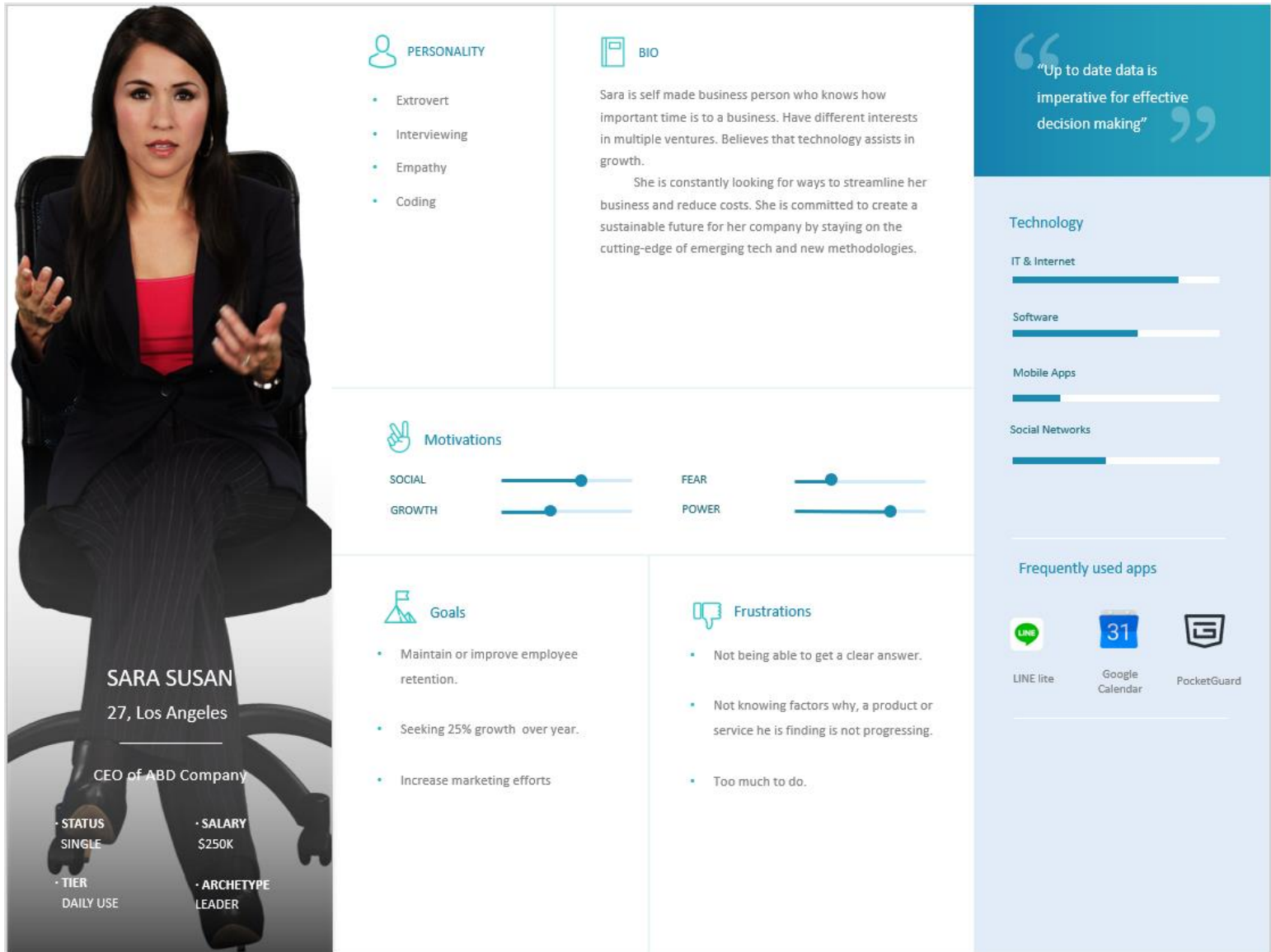
Technology & Information Sources

- Uses a Smart phone but very low knowledge in technology
- Struggling to use platforms such as zoom, MS teams
- Does not know how to upload files to group chats

Favourite brands

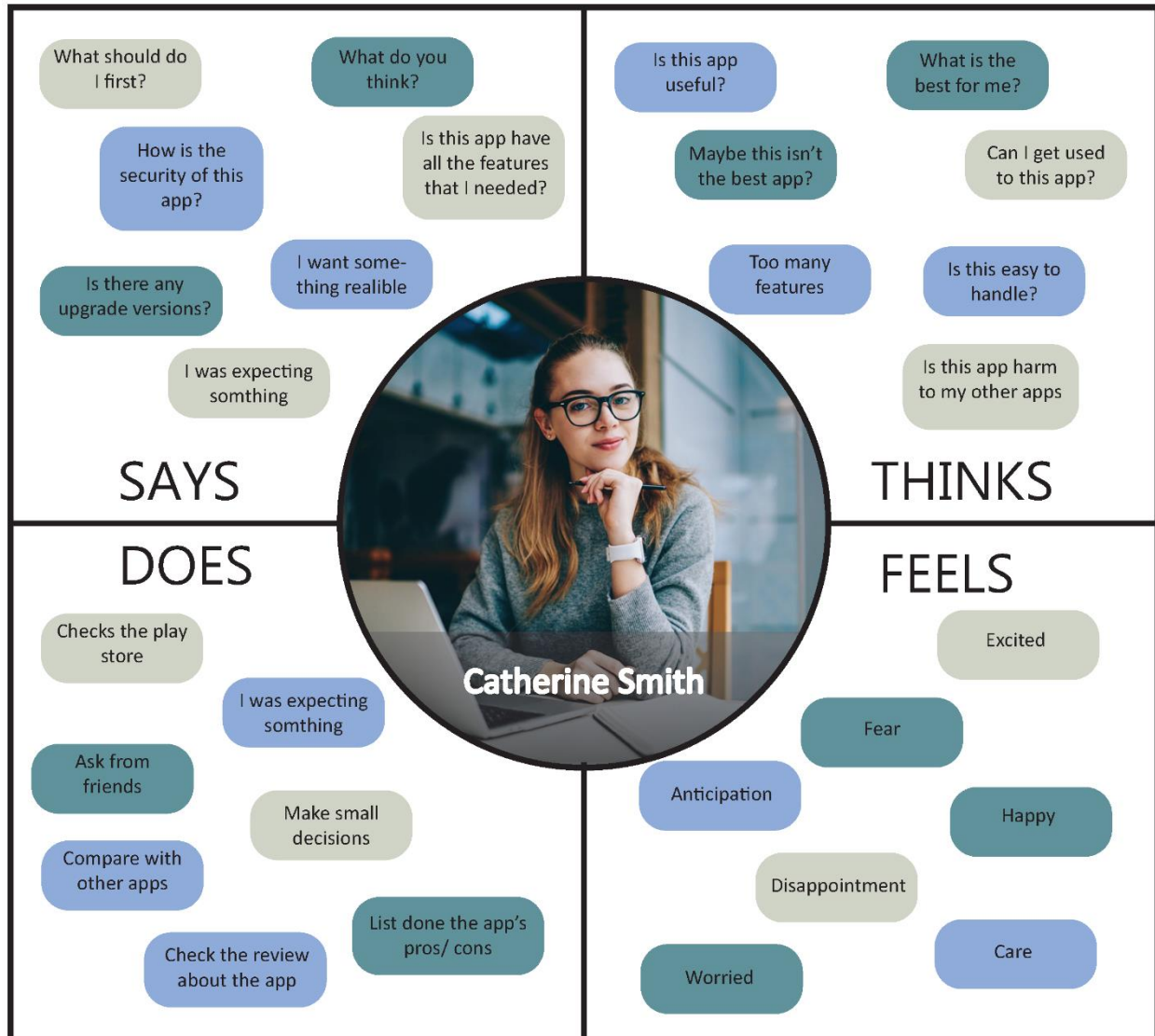


4. Executive (CEO) – Fernando M.P.A IT19163482



II. Empathy Map

1. Employee – Amarasiriwardena R.S IT19035918



2. Businessman – Mannage G. IT19186634

Says

I want
to promote
my business

Can this app handle
the needs we want?

Which method
is the best?

I want to secure
way to share
ideas

I want to
display
products in a
attractive way

Thinks

What should I display
to the user?

Will I be able to
create groups?

Is this app better
than other apps?

Does

Get more opinions

Asks from friends in
same business
track



Hesitant


Feels

Unable to think
which option
is better?

Too much
stress

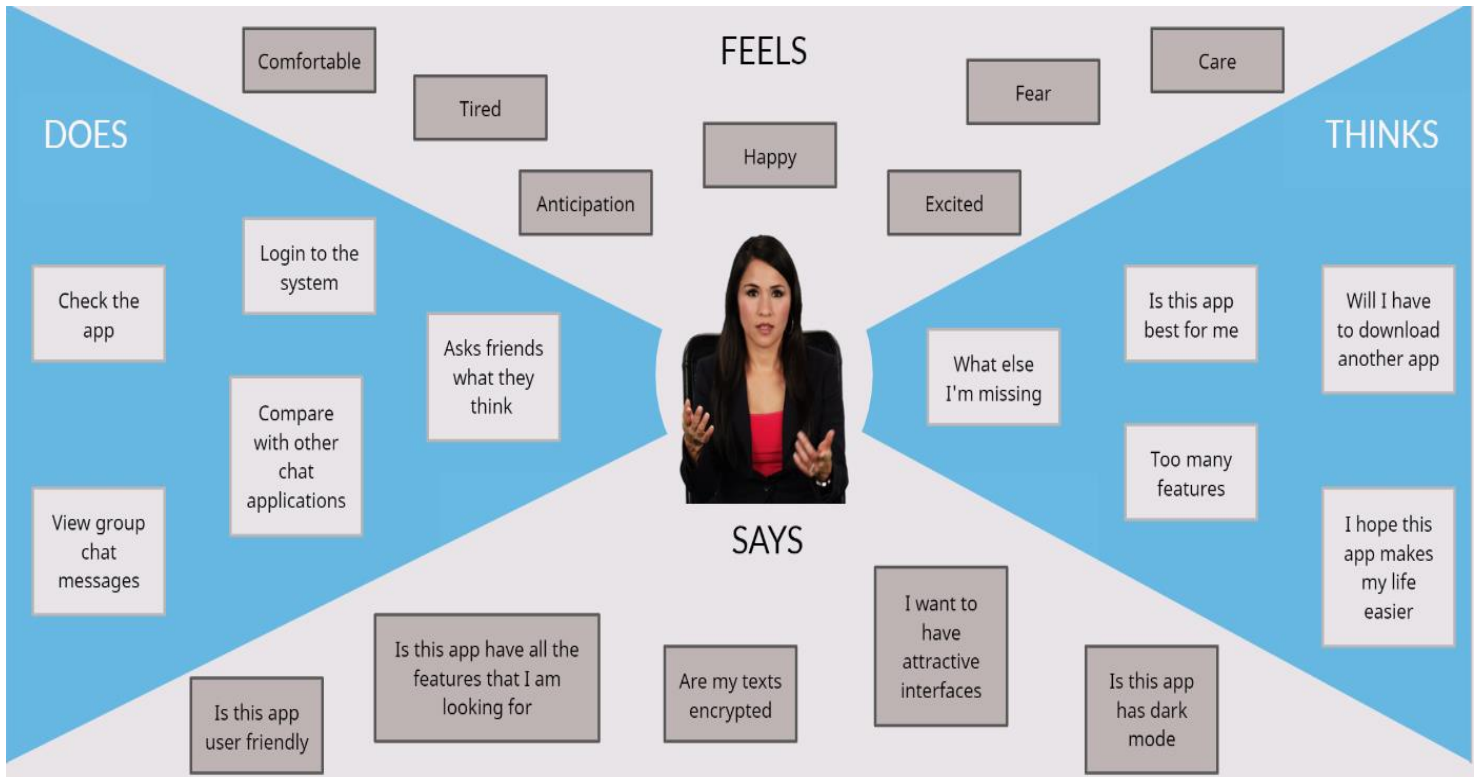
3. Teacher – Ranawansha P.P IT19152042

Says <ul style="list-style-type: none">- spends a lot of time for planning lessons- checking student work progress- it is hard to use chat apps for lessons	Thinks <ul style="list-style-type: none">- it is better if large files could be uploaded to line chat groups- better if a scanner was available- better if the app could schedule meetings
Does <ul style="list-style-type: none">- make chat groups for each class in Line lite app- upload lesson materials and notices to chat groups- add students to chat groups class wise	Feels <ul style="list-style-type: none">- feels tired after work- optimistic and committed- disappointed in how lessons are done- worried that students might not learn from online lessons



Jill Anderson

4. Executive – Fernando M.P.A IT19163482



III. User Stories

1. Employee – Amarasiriwardena R.S IT19035918

As a UX Designer, I want to send my UI design to my team members through the chat application so that, I can get a feedback from my colleagues.

2. Businessman – Mannage G. IT19186634

As a businessman I want to communicate with staff members through chat app so that I can get an idea about which areas should focus on more to improve my business.

3. School Teacher – Ranawansha P.P IT19152042

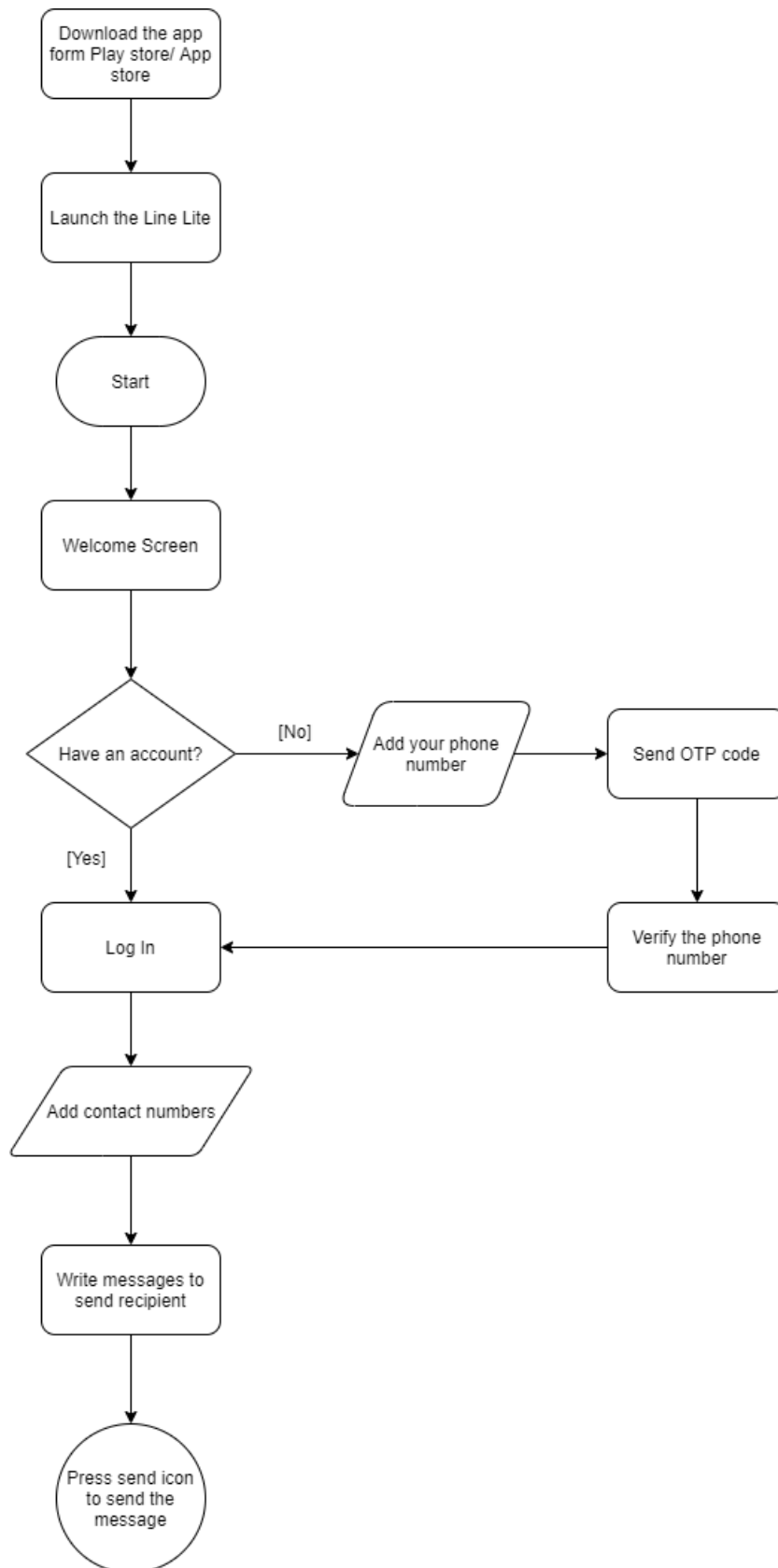
As a school teacher, I want to create chat groups for every class I teach so that I can upload learning materials.

4. Executive – Fernando M.P.A IT19163482

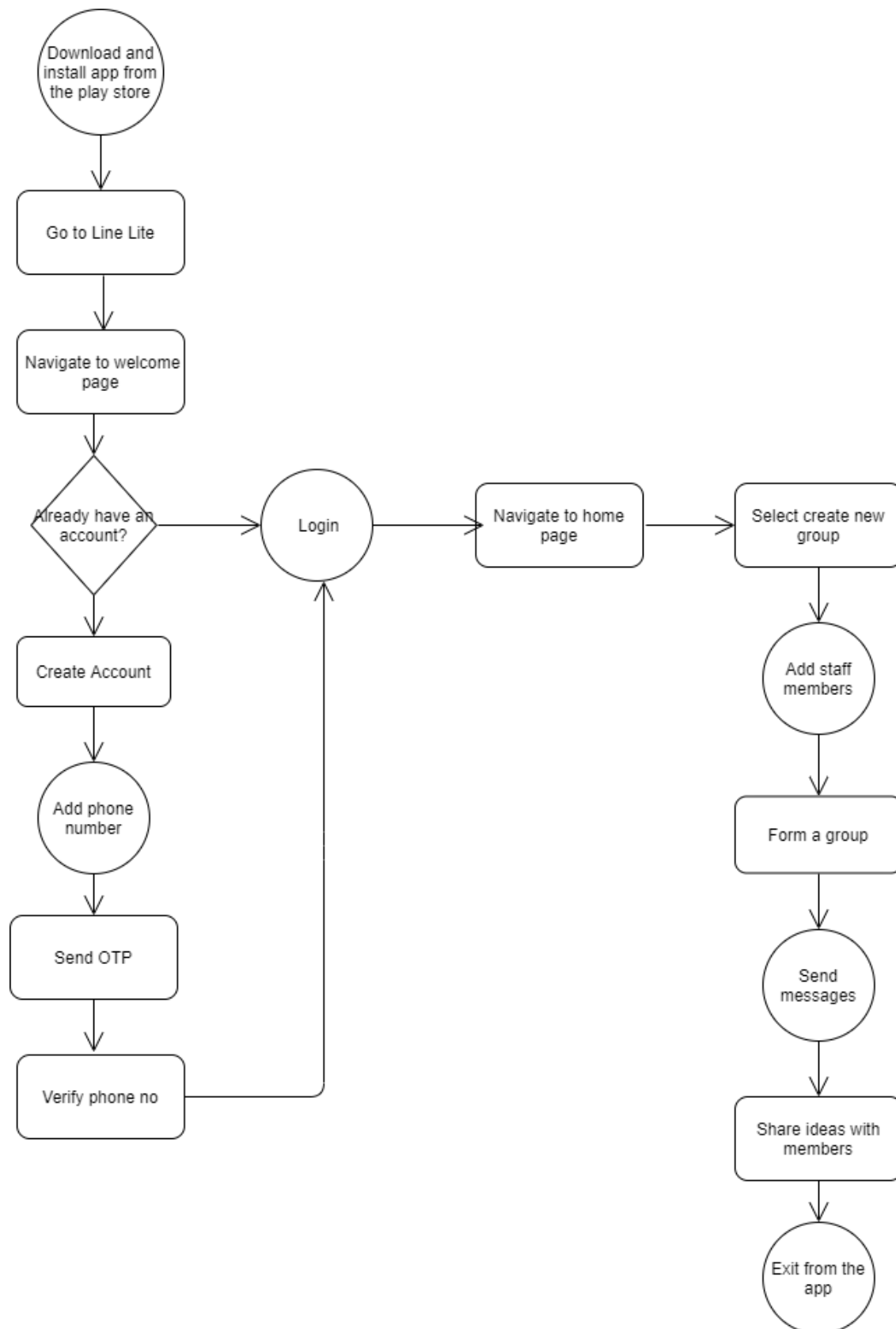
As a CEO, I want to send meeting details to employees through the chat application so that, I can easily change or cancel the meeting time if necessary.

IV. User Flow

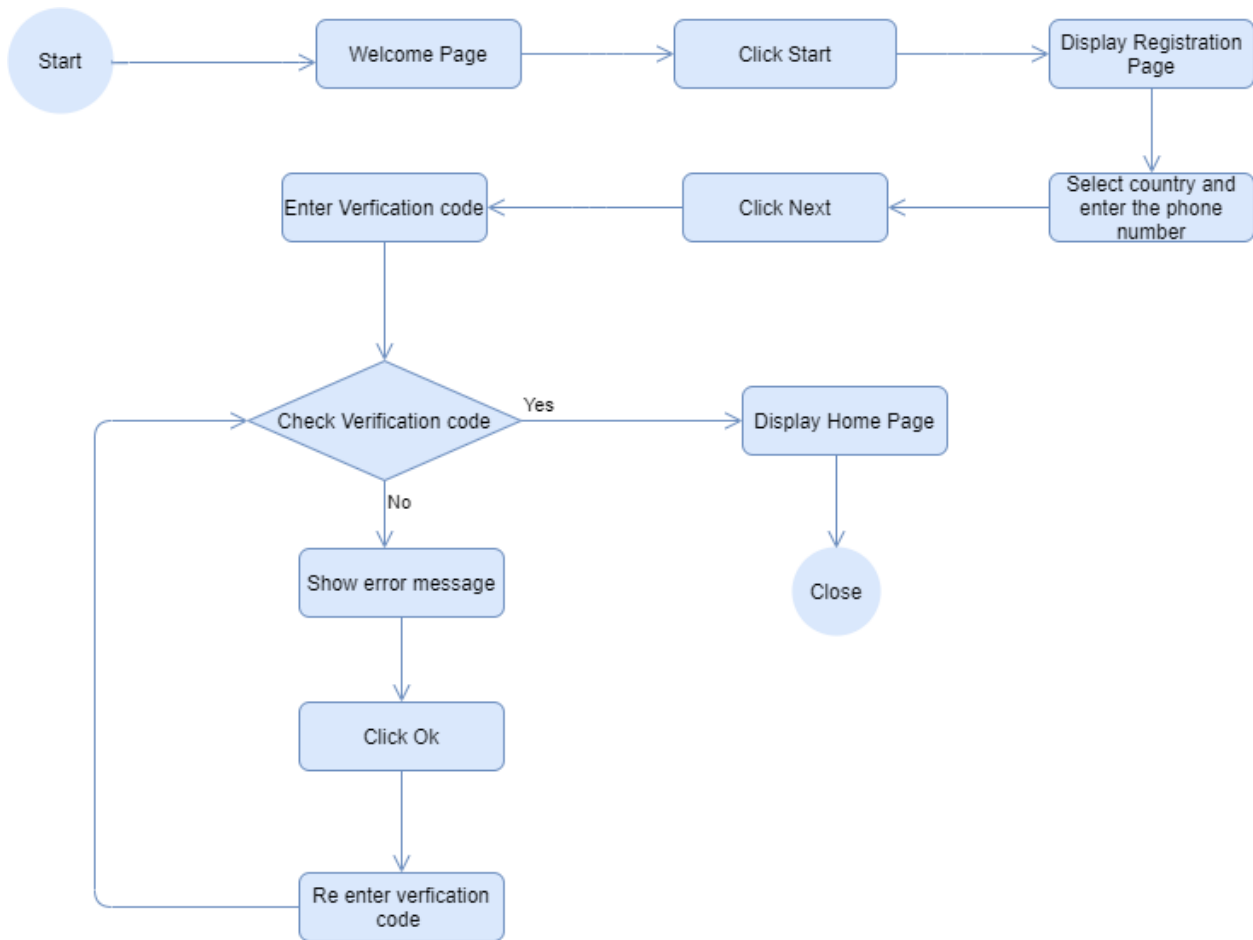
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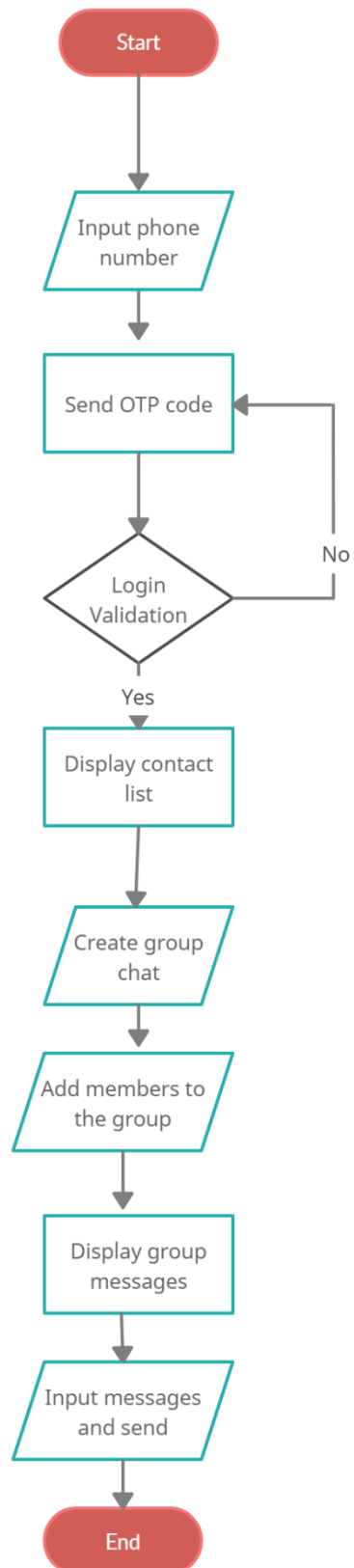
2. Businessman – Mannage G. IT19186634



3. School Teacher – Ranawansha P.P IT19152042



4. Executive (CEO) – Fernando M.P.A IT19163482



V. Service Blueprint

