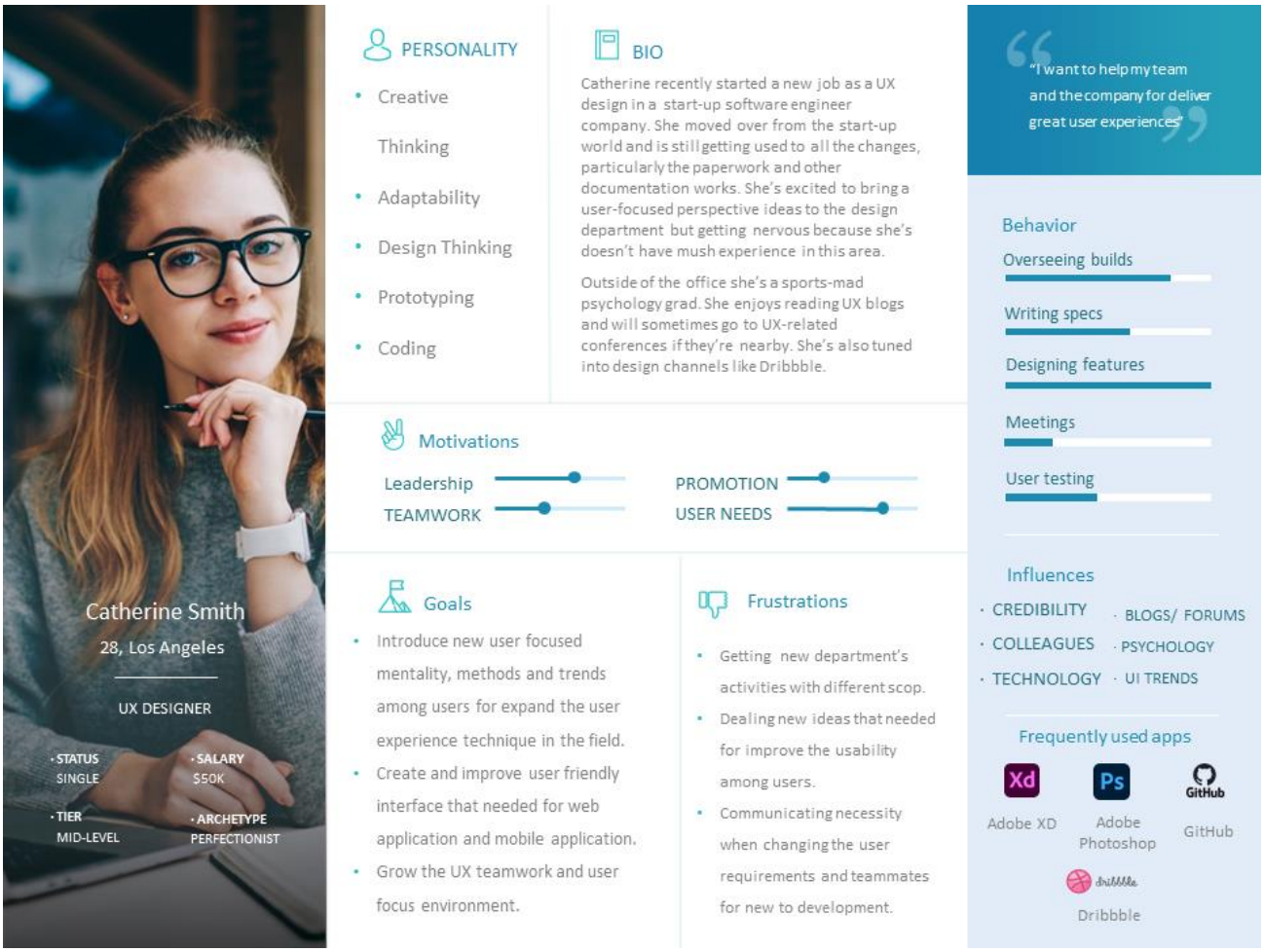
Lab 03 – User Experience Engineering

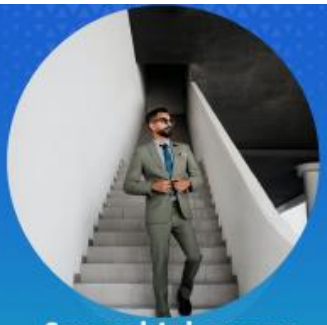
Selected Topic – Line lite chat application

I. Persona

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



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**

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.

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"*

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

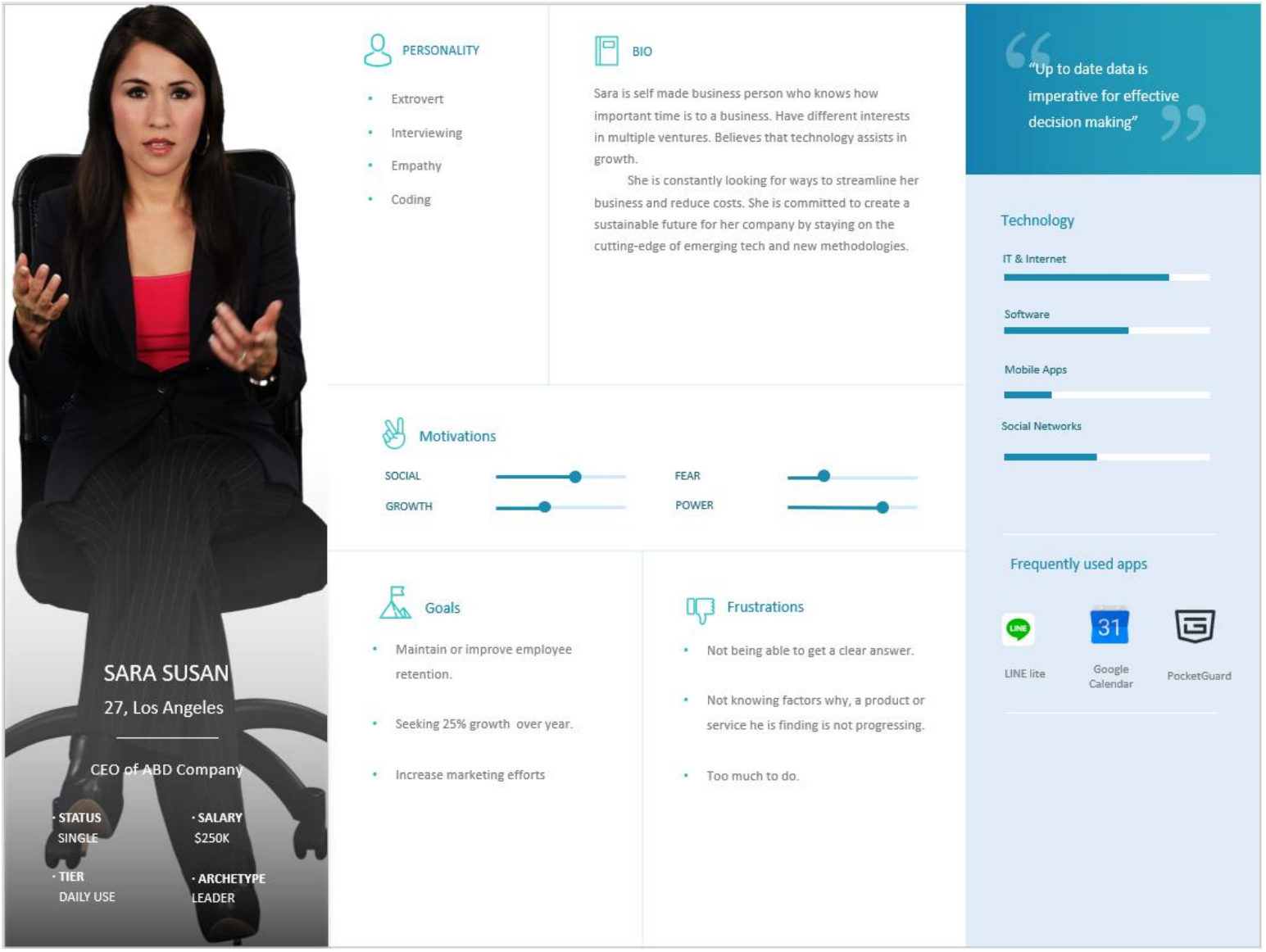
- Struggling to adapt to online teaching platforms
- Concerned that students will not properly learn with the online system

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**

3. Teacher – Ranawansha P.P **IT19152042**

Says

- spends a lot of time for planning lessons
- checking student work progress
- it is hard to use chat apps for lessons

Thinks

- 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

Jill Anderson

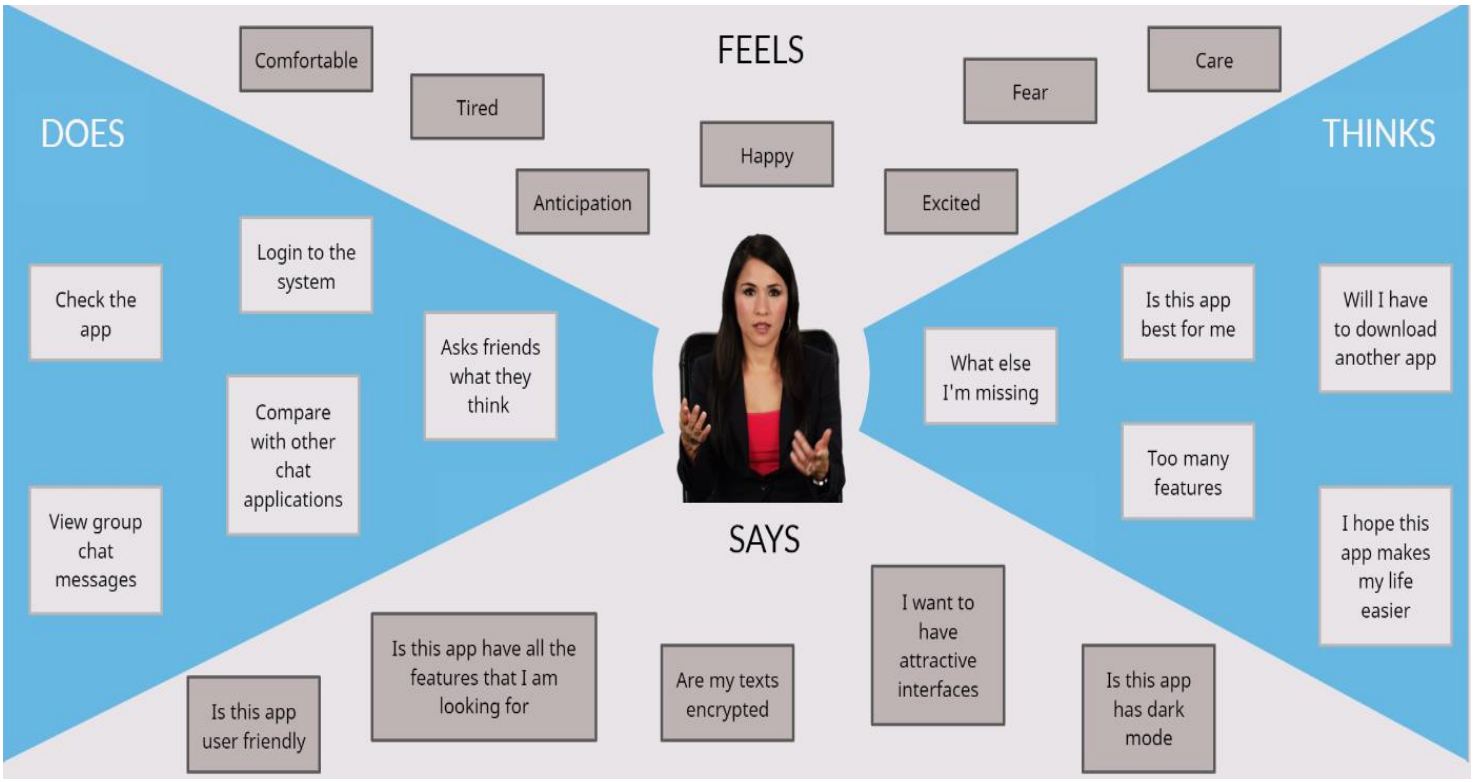
Does

- 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

- feels tired after work
- optimistic and committed
- disappointed in how lessons are done
- worried that students might not learn from online lessons

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**

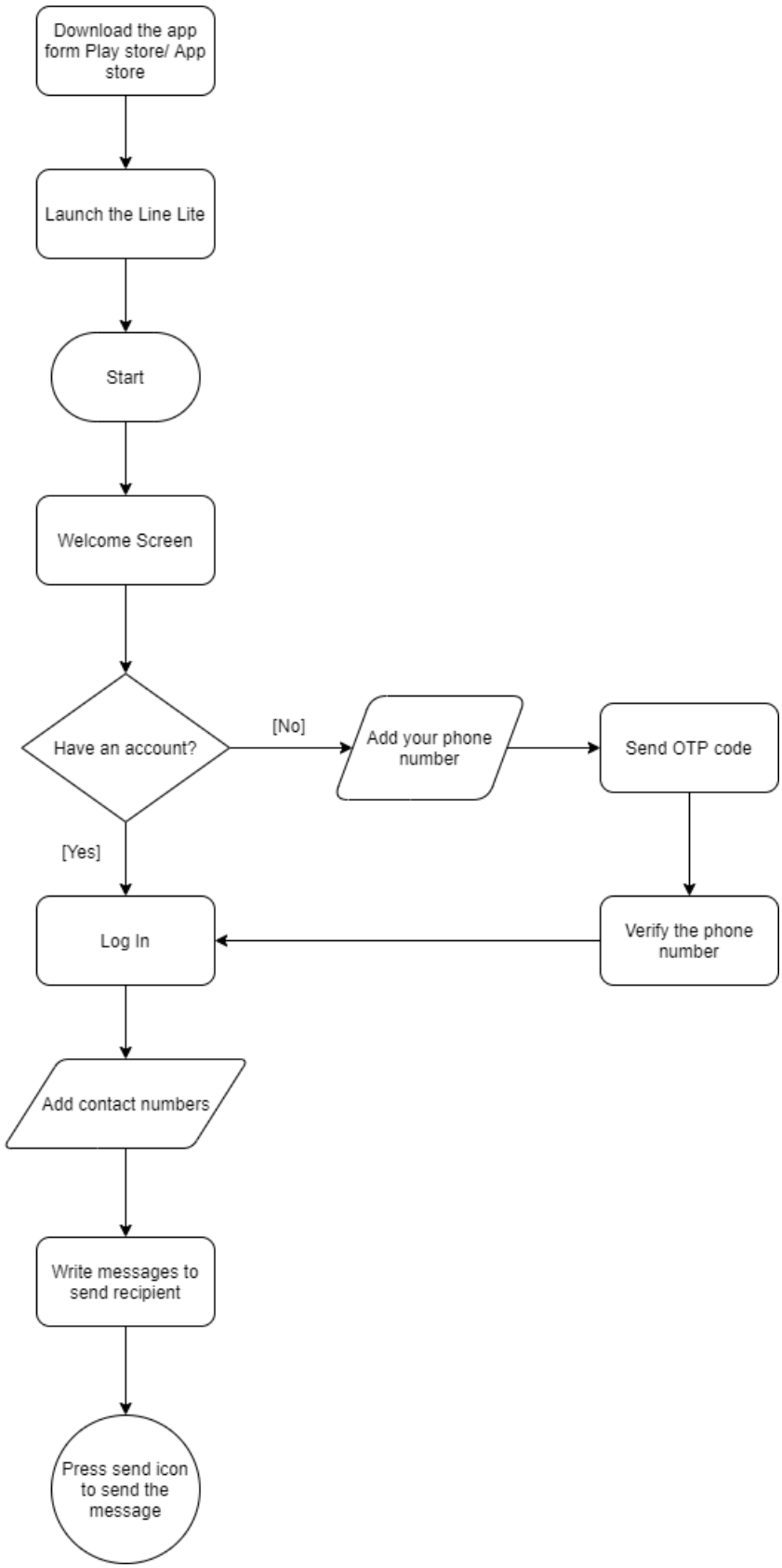
As a school teacher, I want to create chat groups for every class I teach so that I can upload learning materials.

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

1. Employee – Amarasiriwardena R.S **IT19035918**



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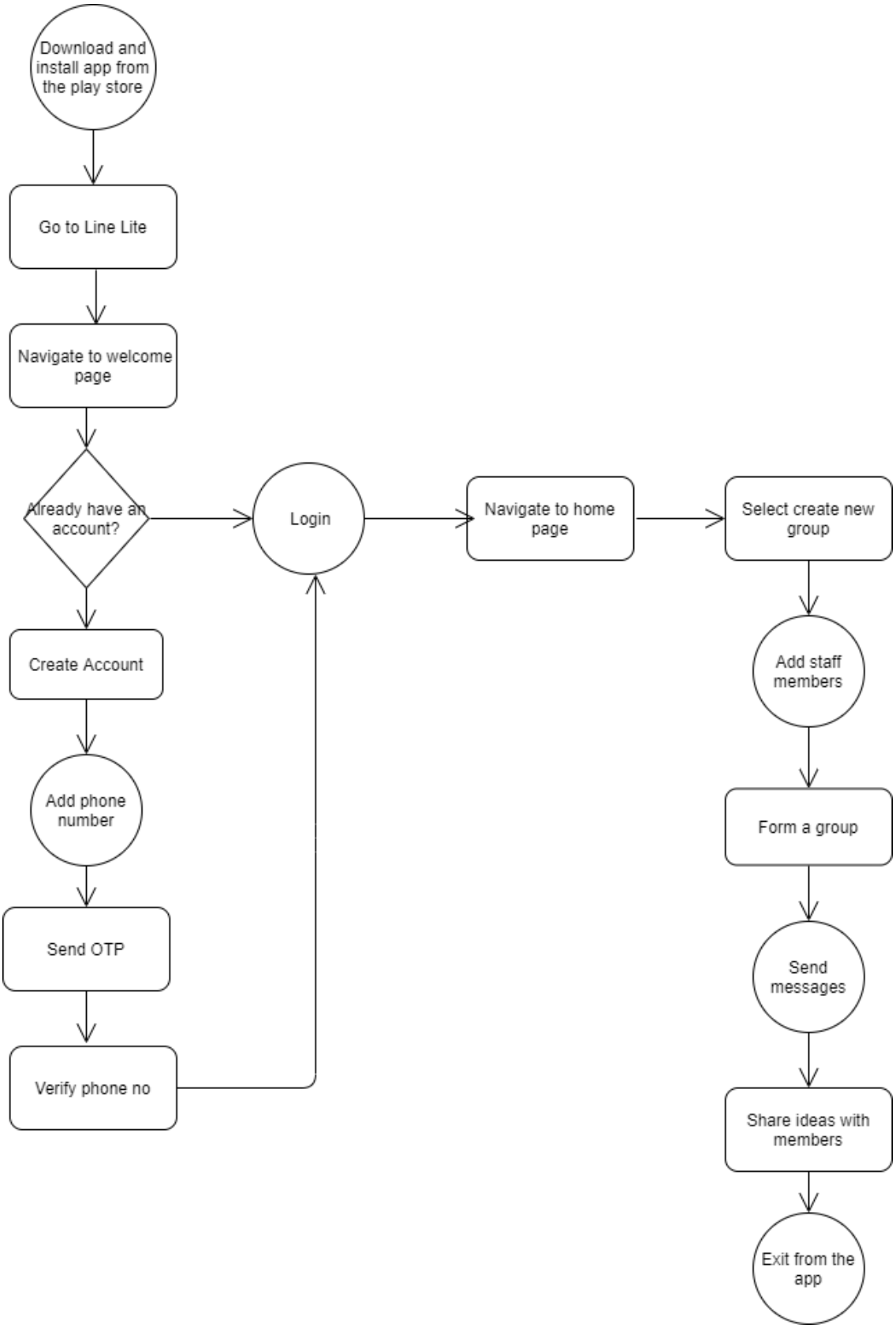

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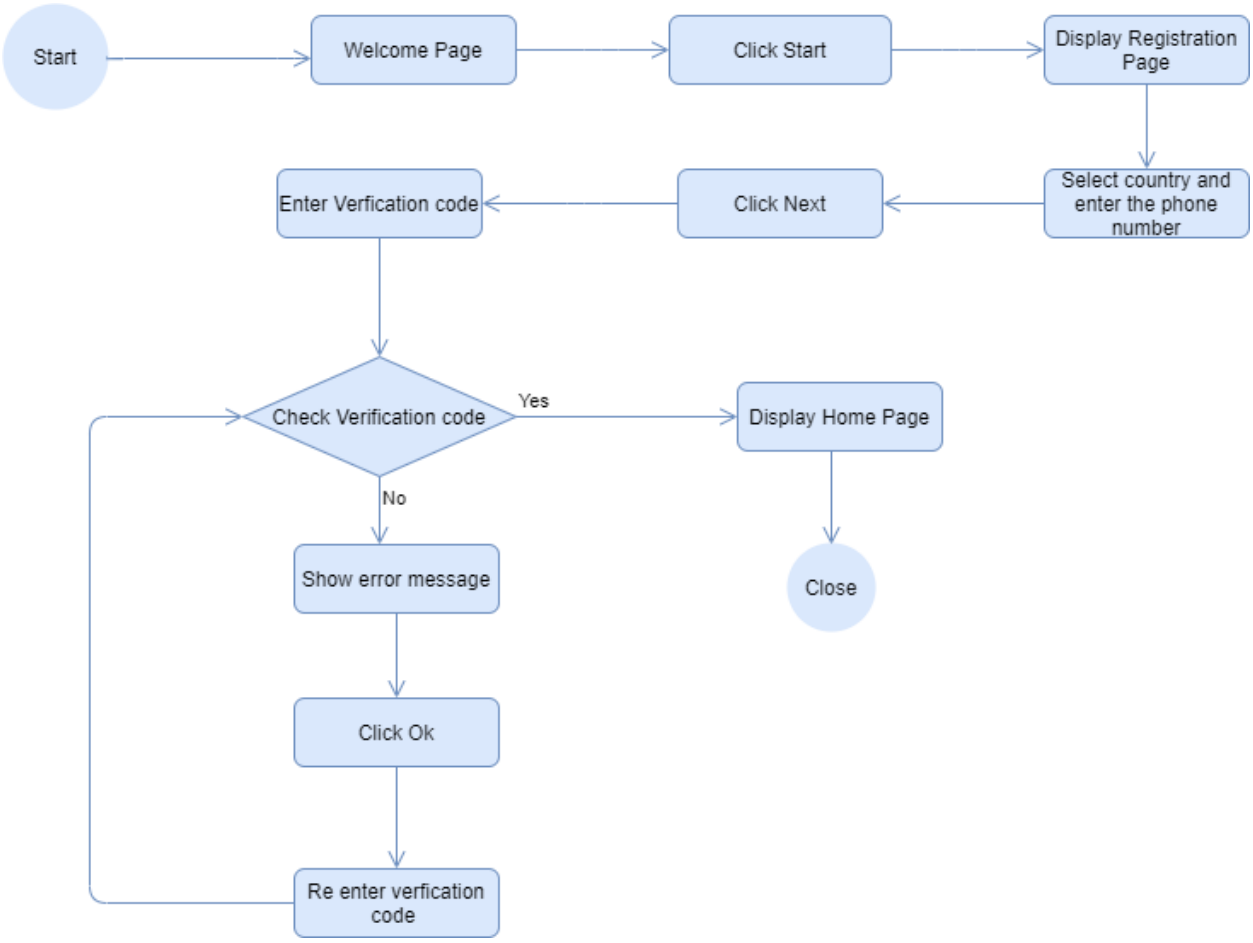

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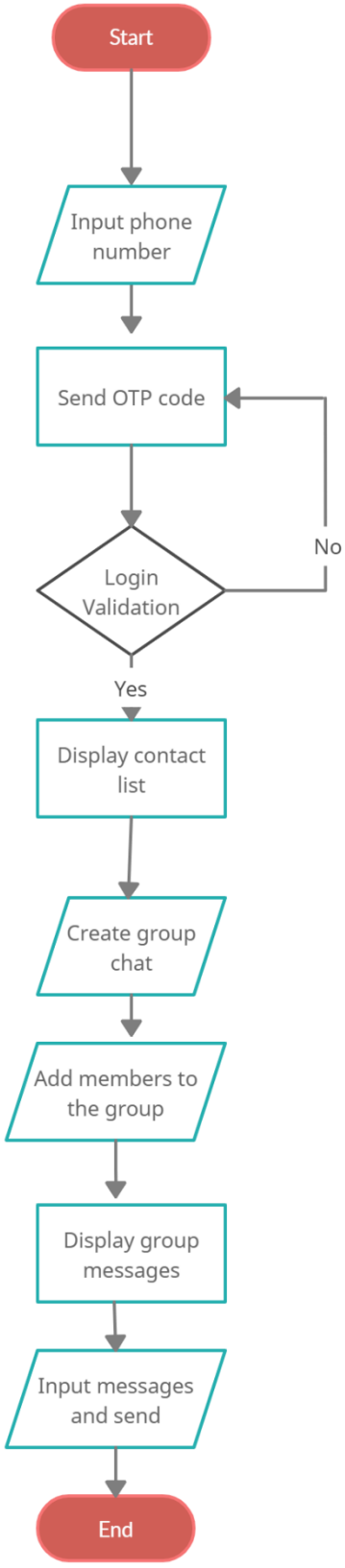
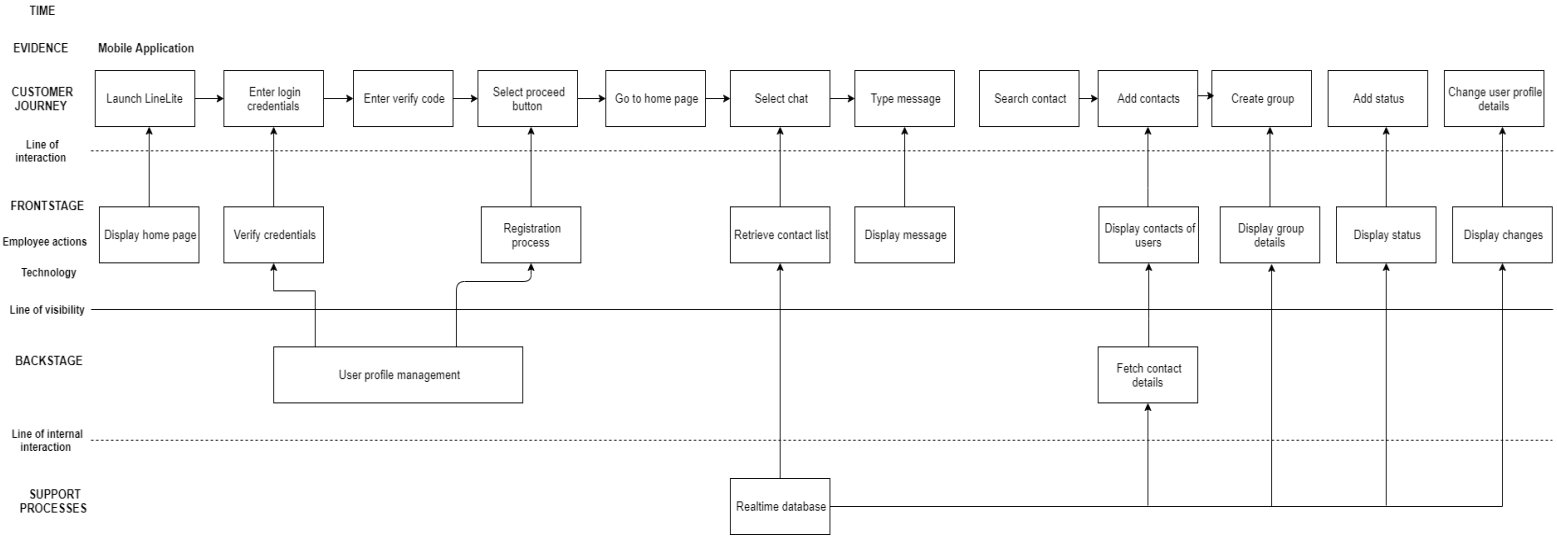
V. Service Blueprint