

Sri Lanka Institute of Information Technology



Milestone 01 Identify user groups

User Experience Engineering – IT3050

B.Sc. (Hons) in Information Technology

Group: SEJ008

Sustainable Development Goal: Zero Hunger

App Name : Kill Hunger

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1. Personas

Persona One

Animal Right Activist



Bio

Rajapaksha is an animal rights activist with expertise in farm animals. He can use limited material and human resources creatively to achieve farm goals. Rajapaksha runs an animal farm. This includes domestic animals such as cows, chickens, and wild animals. In addition, he takes care of helpless animals and takes care of them with love.

Motivation

Creativity	80%
Problem Solved	60%
Energy	70%
Animal Lover	90%
Social	85%

Goals

- Collecting more animal details to build up his knowledge.
- Expands his farm.
- Export farm foods to other countries.
- Quench the hunger of every helpless animal.
- Construction of an animal welfare center.
- Manage animal food waste.
- Keep a friendly connection with animal lovers.

Frustrations

- Lack of enough food to feed the helpless animals.
- Problems associated with the storage of animal foods.
- Absence of a station to obtain the necessary animal food.
- Too much work to handle.
- Lack of adequate time to prepare food for animals.

Brands & Influencers



Technology

Internet	90%
Online & Social Media	85%
Software	70%
Mobile Apps	80%

Social Media



Personality

Introvert	20%	Extrovert
Messy	10%	Organized
Independent	10%	Team Player
Open minded	20%	Perceiving

Quote: "As long as people think that animals don't feel, animals will have to feel that people don't think."

Details:

- Name: RCP Rajapaksha
- Age: 25
- Gender: Male
- Work: Animal Right Activist
- Family: Married, kid
- Location: Rathnapura
- Character: Social Influencer

Persona Two

Warden of the children's home



"We envision an equitable world where all children and families thrive in strong communities."

Name: Sofia Fernando
Age: 40
Gender: Female
Work: warden
Family: Married, Kids
Location: Colombo
Character: Social service

Personality



Bio

Sofia Fernando works as the warden of a children's home. She has 7 years of experience in that service. she loves children and she likes to help people so in this situation Sofia works in the children's home. Sofia is a clever and very talented person. she manages children's food, medicine, education, etc all of the things in the children's home. In addition, other staff and all the people are managed by her. So she is an expert in this social services for children.

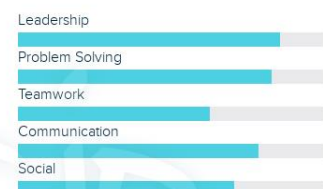
Goals

- Supplying good foods for children every day.
- Improve the health of the children.
- Improve the education of the children.
- finding special children and moving them for special treatments.
- Manage staff and work with friends.
- Improve the security of all children in the children's home.

Frustrations

- Some days Not enough food to feed the children.
- Not enough money to spend on some children's medicines
- Too much work to handle
- sometimes stress due to high workload

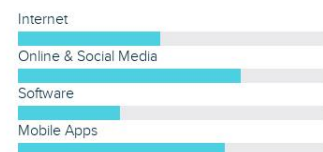
Skills



Brands & Influencers



Technology



Social Media



Persona Three

Food Donor



"It's not the amount that matters but the meaning behind your donation."

Name : Harsha Priyadarshana
 Age: 52
 Gender :male
 Work: HP Group
 Family: Married
 Location: Colombo 2
 Character: Company Owner

Personality

Independent	Team Player
Confidence	Diffident
Thinking	Feeling
Judging	Perceiving
Philanthropy	investment

Bio

Mr. Harsha is a renowned figure in the hotel and restaurant industry. He is the owner of several hotels and restaurants and he is also a popular donor. One of his actions that helps the people of his area in many ways is food donation. He willingly and enthusiastically donates extra food in his restaurants and hotels to people who need food. He gives an update to the food recipients about the food donated every day. Because of this, many poor families who are hungry can get delicious, clean and nutritious meals. Many people praise him for this action and delicious food of his hotels and restaurants.

Goals

- Keep a friendly connection with food receivers.
- Widespread food donation in future.
- Manage food waste his Hotels and restaurants.
- Being an example to other contemporaries in the field and encouraging them to do the same.
- To make their business names known among the people and there by improve the income
- Improving religious life as a Buddhist Increasing mental happiness

Frustrations

- Food receivers take more food than they need
- Competition and conflicts between food receivers to get food
- Lack of excess food on some days.
- Too much work to handle
- Damage to food due to difficulties in food Delivery

Motivation

Leadership	
Energy	
Social	
communication	
Problem Solving	

Brands & Influencers





Technology

Internet	
Online and social media	
Software	
Mobile apps	

SOCIAL MEDIA





Persona Four

Article Author



"Writing isn't about using big words to impress. It's about using simple words in an impressive way."

Name : **M.G.W Bhagya**
 Age: **24**
 Work: Article Author
 Family: **Single**
 Location: **Colombo**
 Character: **Author Surrogate**

Personality



Bio

M.G.W Bhagya is an article author that Professionally ,he has a lot of experience as an article writer. She has already worked as an article writer in many reputed organizations and websites. She can write article under Zero-Hunger topic. Also the website and mobile application can be posted to write an article about ongoing and existing donations and inform other people about zero hunger solutions.

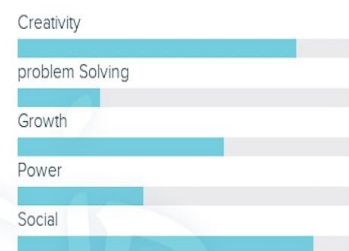
Goals

- To achieve attention as much as possible from other people.
- To portray a Zero-Hunger topic or interest into the limelight.
- To portray the Zero hunger topic professionally.
- To make it interesting so that readers are engaged to read more.
- To offer advice and suggestions.

Frustrations

- publishing these kind of articles, Zero hunger projects become famous among peoples.
- This is solution for malnutrition and manage food wasting.
- Donors can be increased by writing articles about ongoing projects and as well as help seekers are informed this program.

Motivation

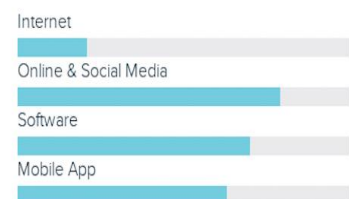


Brands & Influencers



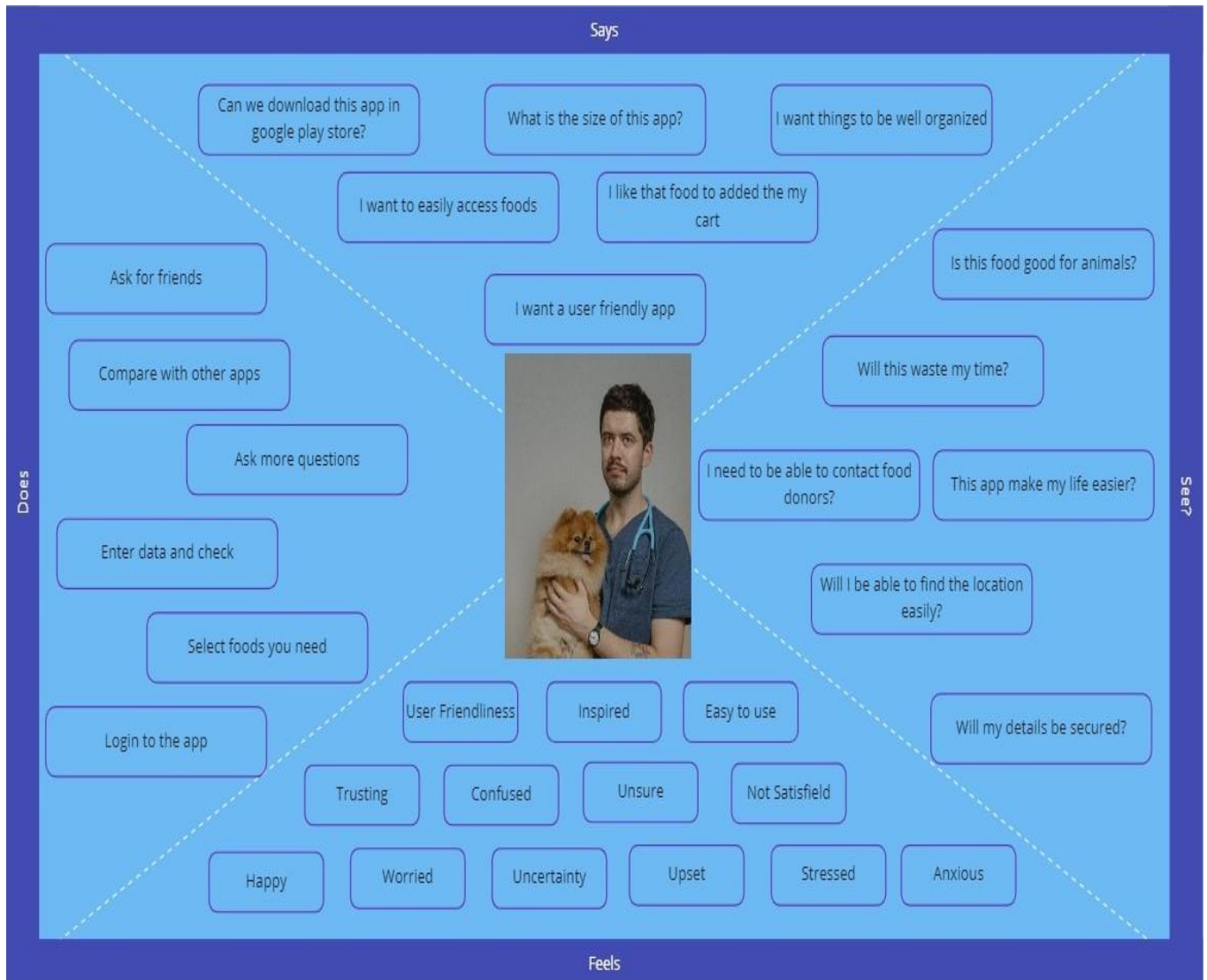
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Technology

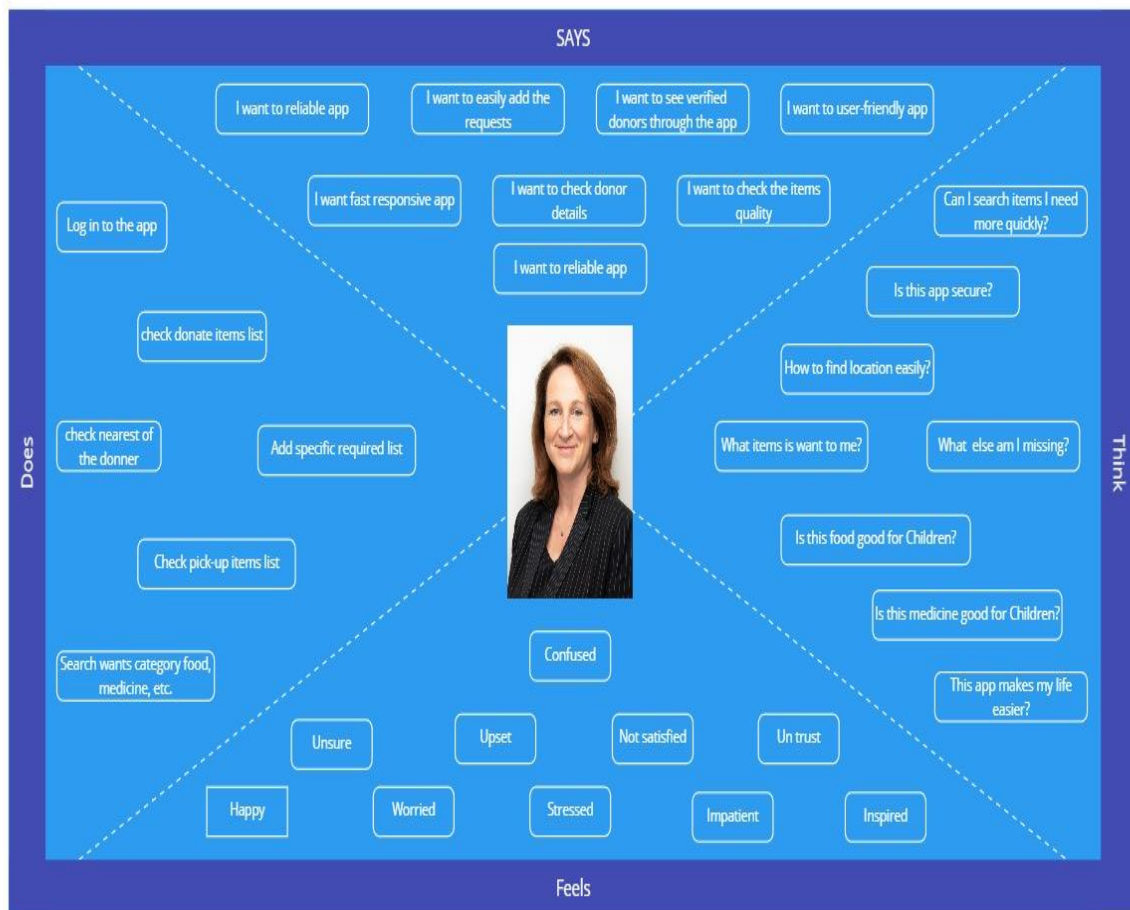


2. Empathy maps

Empathy Map One

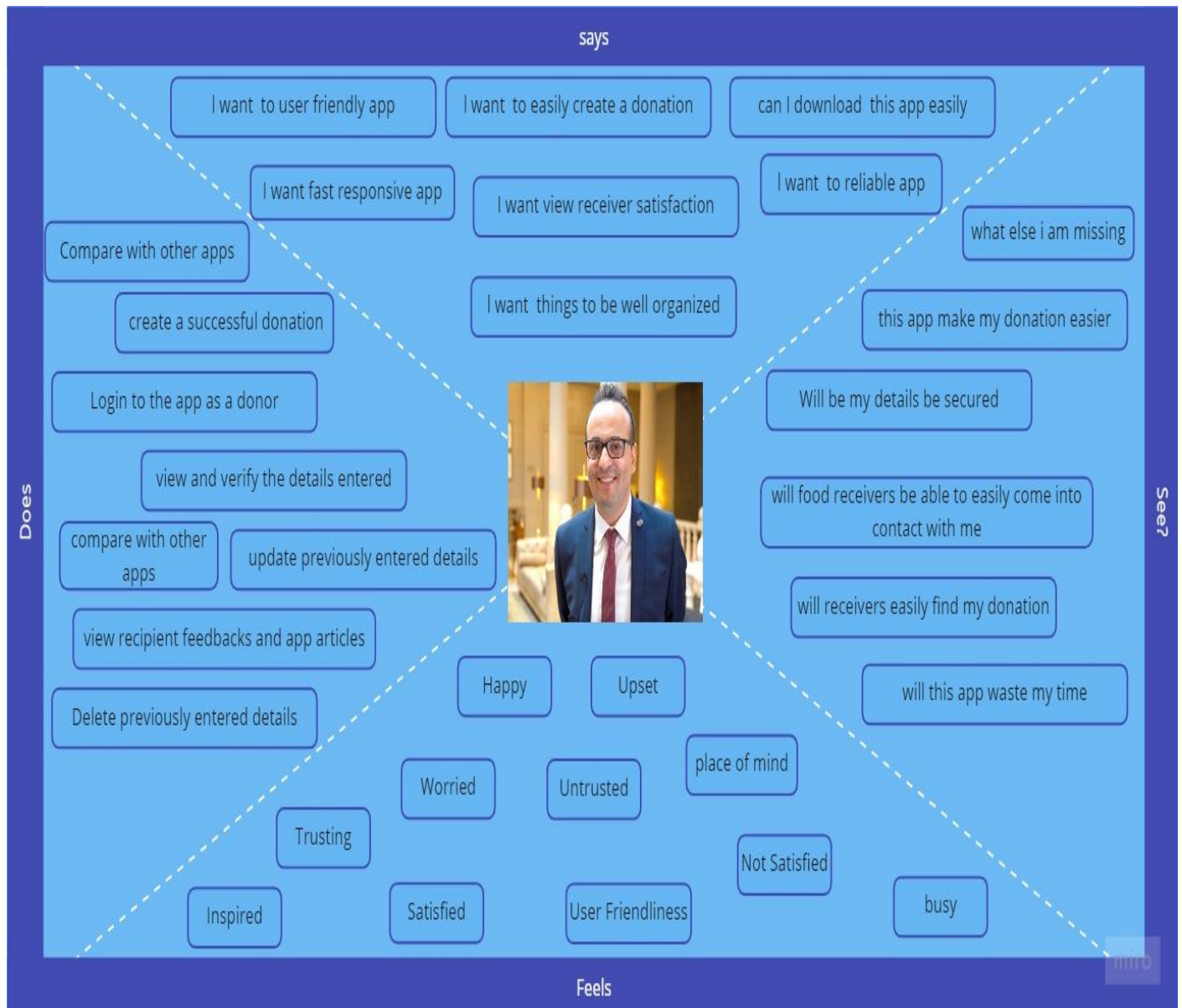


Empathy Map Two

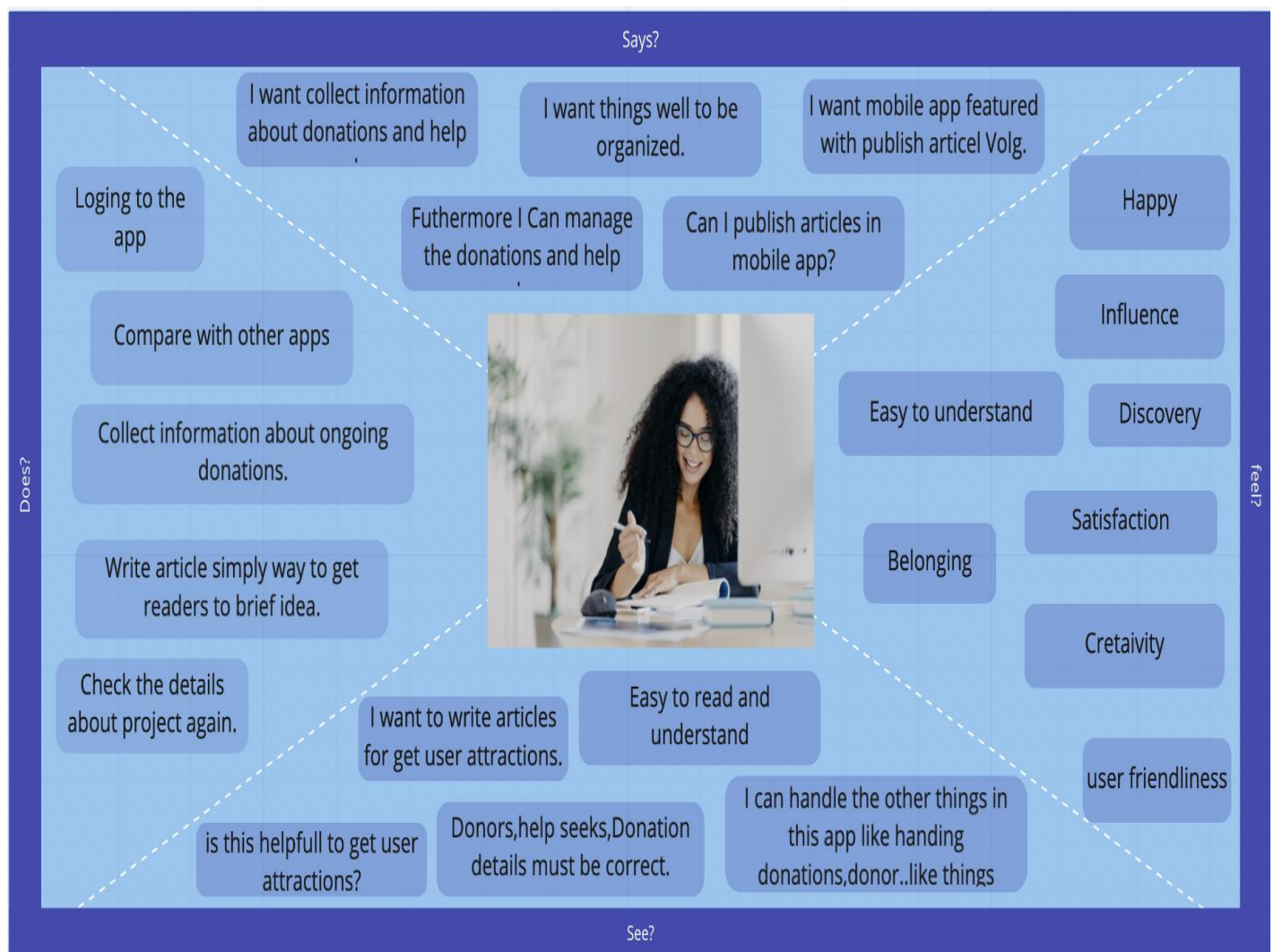


miro

Empathy Map Three



Empathy Map Four



3. User stories**a. User Story One**

As an animal rights activist

I want to fulfill the nutritious animal-friendly food to every
helpless animal

So that I can solve their hunger and keep them healthy.

b. User Story Two

As a Warden of the children's home

I want to fulfill the basic needs of children

so that I can provide healthy and educated persons to the world.

c. User Story Three

As a food donor

I want to donate daily surplus food in my hotels and restaurants

So that people who need food in a clean and regular manner.

d. User Story Four

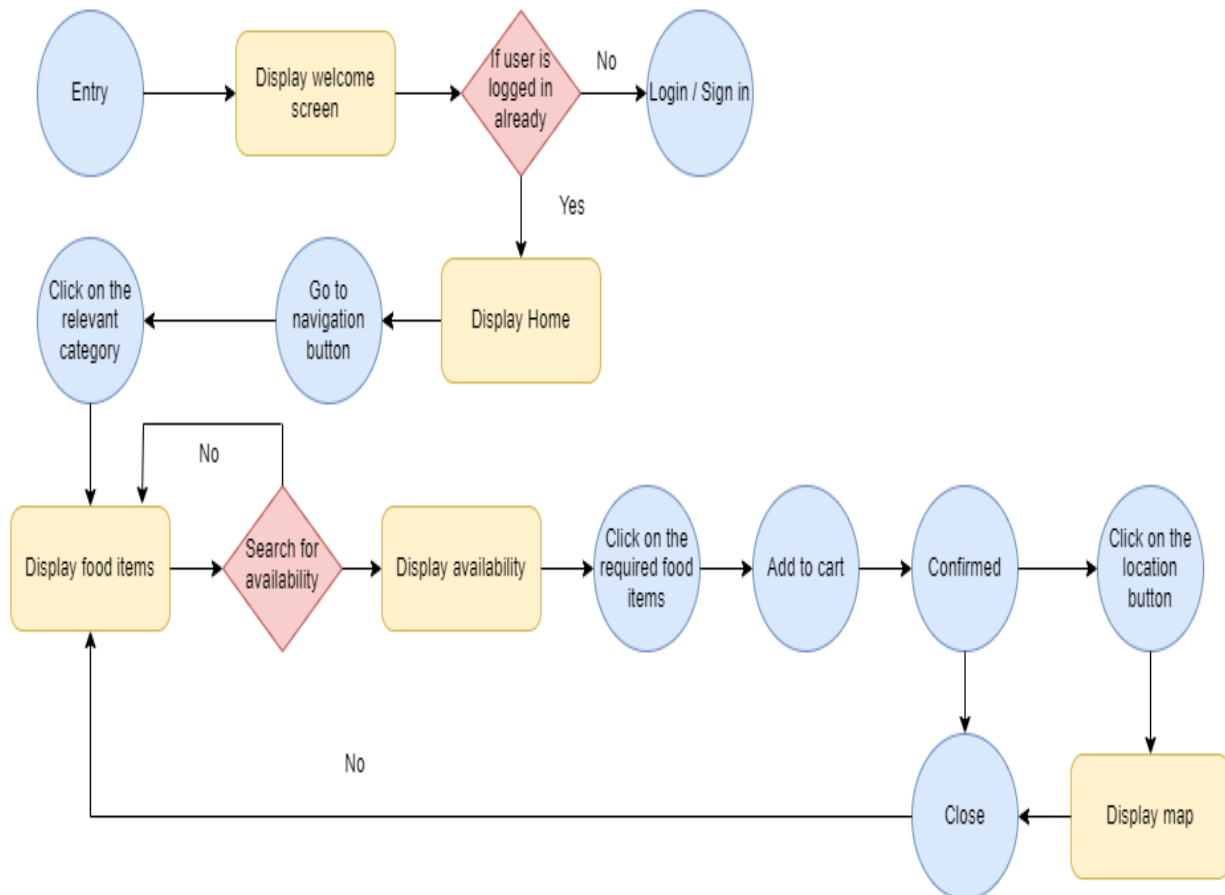
As an article author

I want to write about donations, donors and help seekers in zero
hunger project

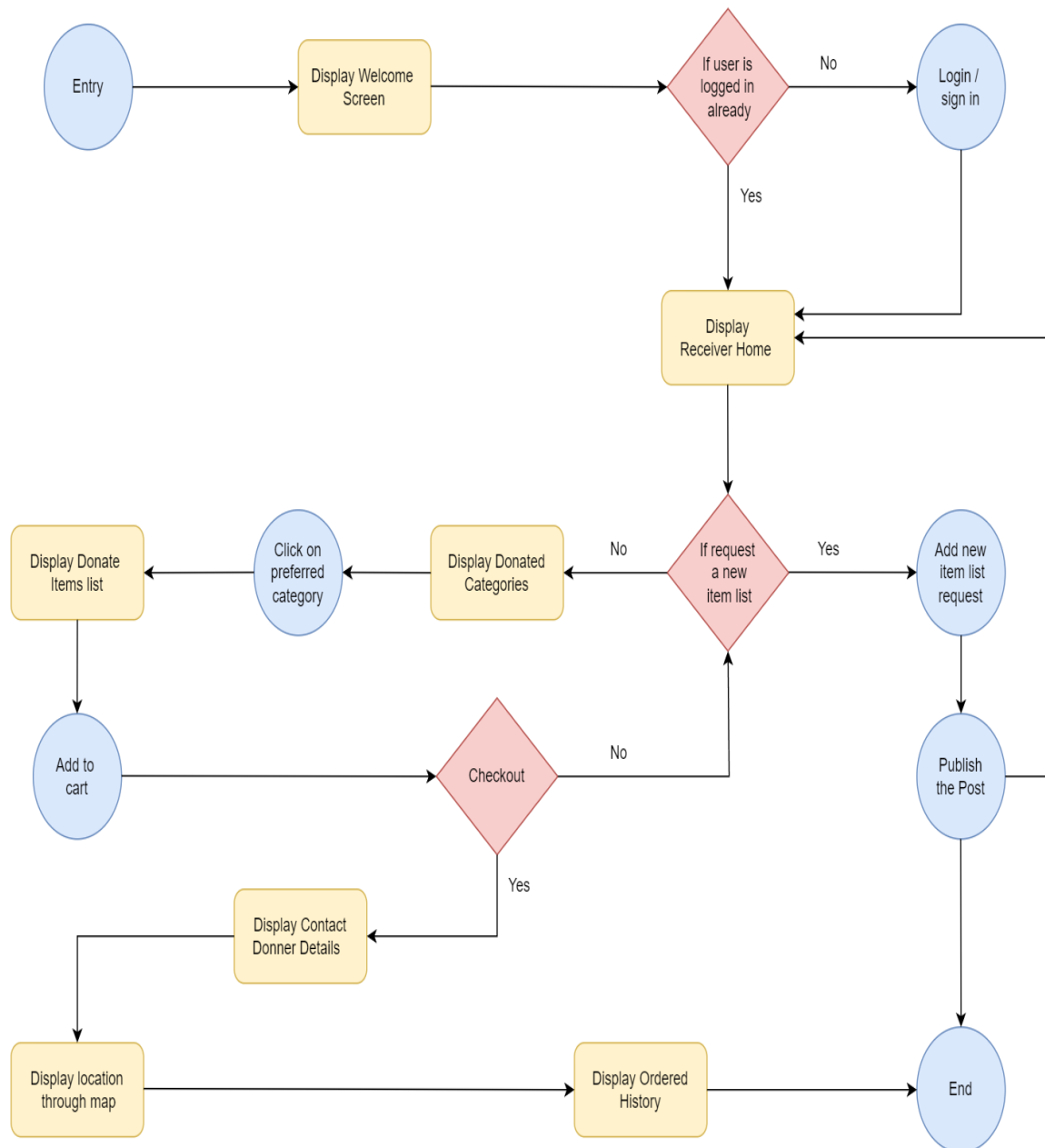
So That I can increase the knowledge about our system for article
readers.

4. User flows

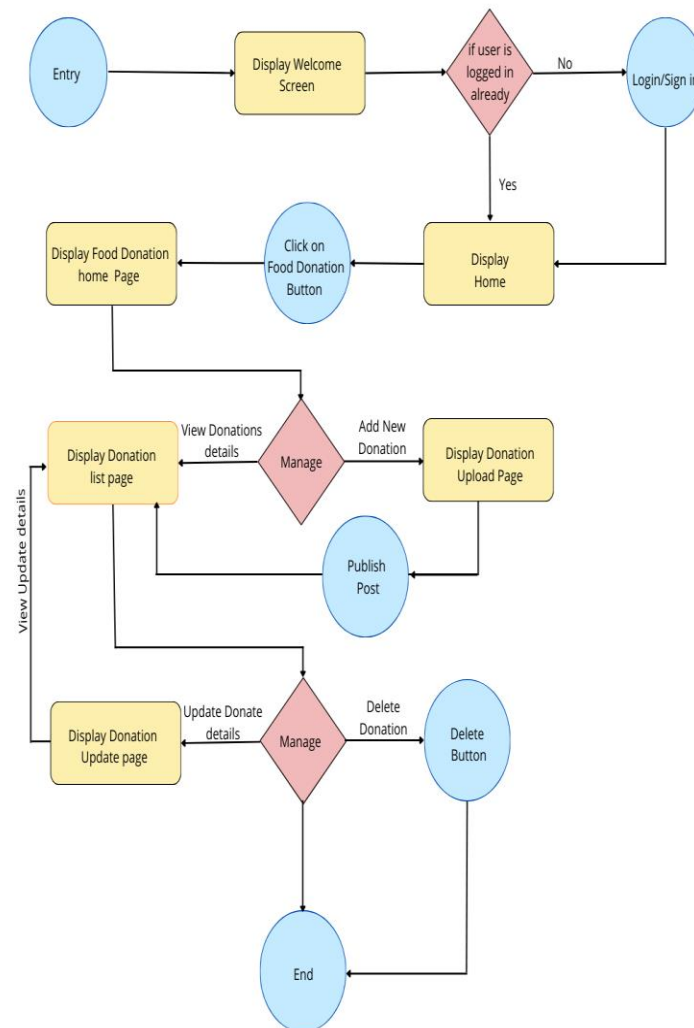
User Flow One



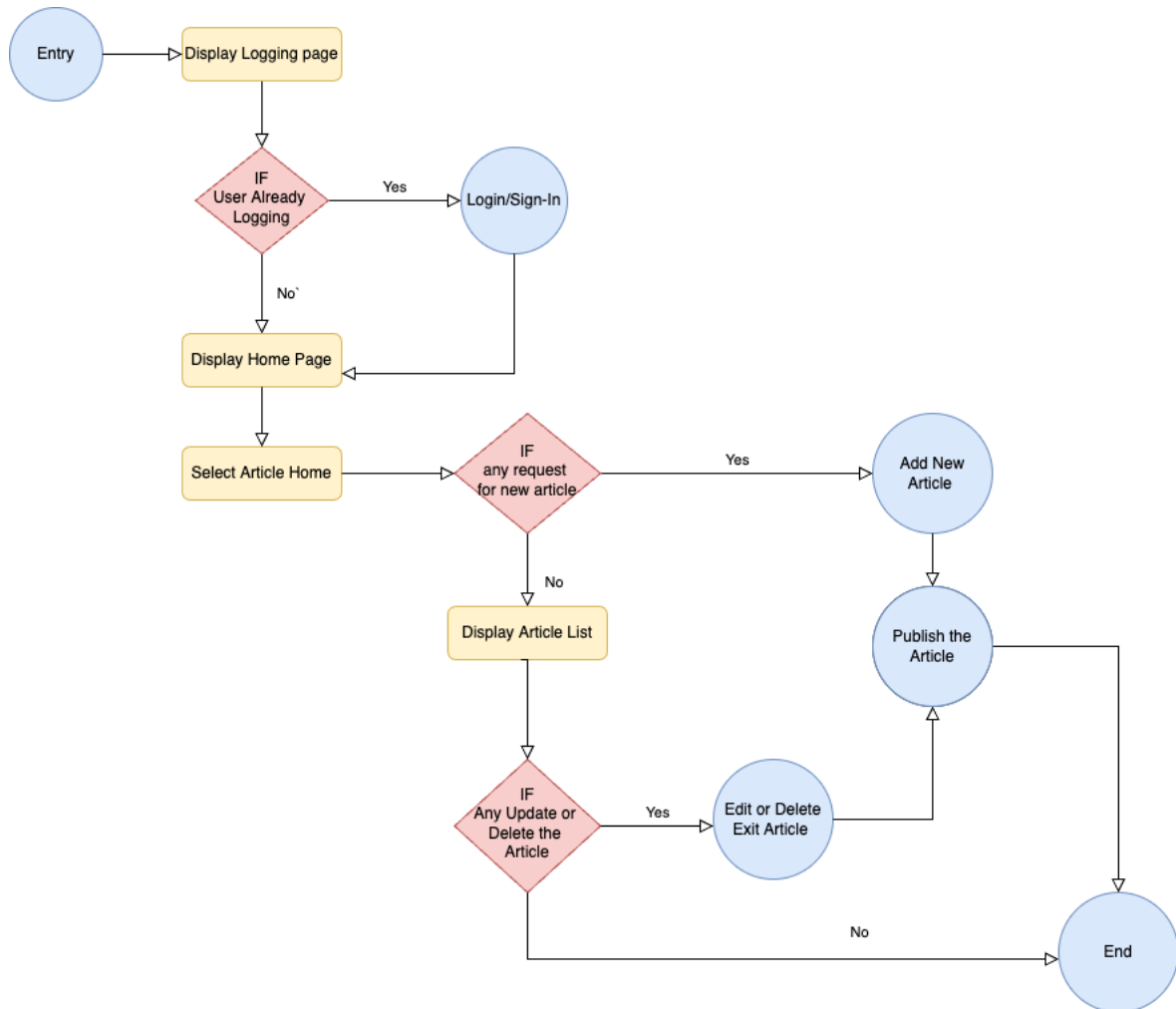
User Flow Two



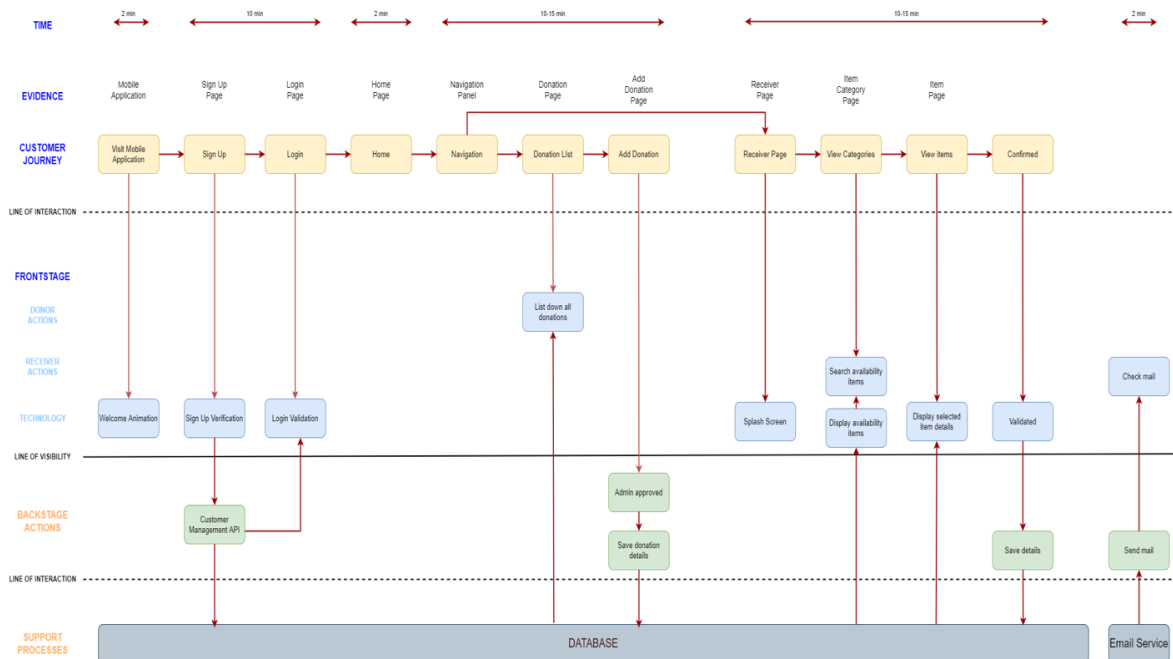
User Flow Three



User Flow Four



5. Service Blueprint



6. Contributions

Student ID	Student Name	Contribution
IT20137250	Rajapaksha R.C.P	<ul style="list-style-type: none"> • Persona One • Empathy Map One • User Story One • User Flow One • Service Blueprint
IT20230692	S.C.S.Arachchi	<ul style="list-style-type: none"> • Persona Two • Empathy Map Two • User Story Two • User Flow Two • Service Blueprint
IT20660352	P.L.P.G.D.S.Wijesooriya	<ul style="list-style-type: none"> • Persona Three • Empathy Map Three • User Story Three • User Flow Three • Service Blueprint
IT20666538	M.G.W. Bhagya	<ul style="list-style-type: none"> • Persona Four • Empathy Map Four • User Story Four • User Flow Four • Service Blueprint