

# USER RESEARCH

UEE Module

2020-JUN-WD-03



Group Details

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# Personas



# S.E FERNANDO

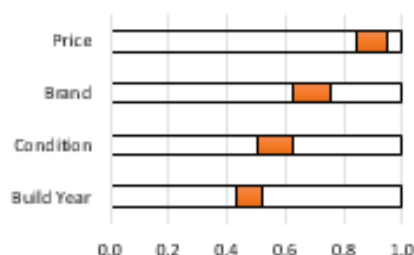
## BACKGROUND

Age: 35  
Location: Matara

Marital status: Married  
Kids: One

Occupation:  
Clerk of private sector

## Motivation



## ABOUT FERNANDO

Mr. Fernando working as a clerk in private sector. He loves to travel with his family members. He and his son use public transport in every day. But according to the current health problems in the world public transport has a risk. And also public transport waste much time by waiting bus stops. Therefore want to leave early morning. Because of the problems and requirements he finds best reliable sources to buy vehicles without waste money to brokers.

## GOALS

- Find out vehicles which are suitable for budget.
- Want to see enough details about vehicles.
- Easy to compare vehicle types and prices.
- Easy to contact vehicles owners.
- When required want to apply leasing facilities.

## FRUSTRATIONS

- Fear to trust unknown persons.
- Unsure about vehicles price ranges.



## ISHAN MADHUSANKA

"I feel like there's  
smarter way for me to  
transition into a  
healthier lifestyle"

Age : 28

Location : Colombo

Family : Single

Occupation: Software Developer

### Motivation



### Bio

Ishan is a UI/UX enthusiast with a good eye on the level of detail and is also the creator of mystay.lk. Having graduated as a computer engineer, he is well skilled on real-time web technologies and is currently working as a software engineer. I bought a used car two years ago. So far I have used that vehicle. But now I want to sale my own vehicle and buy

### Goals

- Want to sale my own vehicle very quickly.
- Easy to post ad quickly.
- Easy to find vehicle in nearby.
- Want to know all the details about of vehicle.
- Easily want to apply leasing facilities

### Frustrations

- Unsure about vehicle condition.
- Unsure about unknown persons.



# W.H GATES

## BACKGROUND

**Age:** 30 Years

**Location:** Colombo

**Marital status:** Married

**Kids:** None

**Occupation:** Seller

## ABOUT GATES

Mr. Gates working as a seller in private sector. He is majorly involved in the vehicle selling sector. He is a trustworthy seller who wants to earn the trust of his buyers.

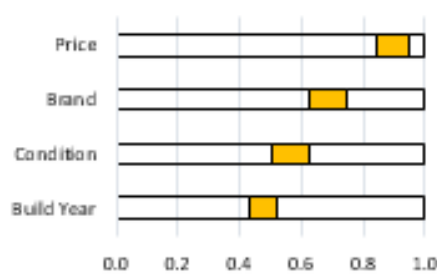
## GOALS

- Increasing Monthly or Annual Revenue.
- Reducing Customer Churn.
- Track Sales Time per Week.
- Set Activity Goals.

## FRUSTRATIONS

- Fear to trust unknown buyers.

## Motivation



# Menaka Vishwendra



"I'm looking for a speed and easy way that enables me to find my dream vehicle as soon as possible"

Age: 38

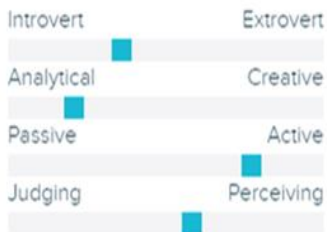
Work: Civil Engineer

Family: Married

Location: Kandy, Sri Lanka

Character: Productive

## Personality



Practical

Steady

Organized

Protective

## Goals

- To spend less time to search for a vehicle.
- To find many vehicle choices in one place.
- Be productive.
- Choose the best vehicle for expenditure.

## Frustrations

- Too much time and traveling cost spent on looking for vehicles - she is busy.
- Less amount of choices - she needs the best offer.
- Need to find the dream vehicle as soon as possible - she cannot fulfill day to day needs without the vehicle.

## Bio

Menaka is working as a civil engineer at Furni Dynamic Engineering (Pvt.) Ltd. She has had a Toyota Axio G Grade car for the last 4 years. Since she needed to upgrade the vehicle, she has recently sold it for the best offer. Now she wants to purchase a new vehicle as soon as possible. She is frustrated by the fact that with her busy life she cannot spend hours or days to visit the vehicle owners or car sales to find her dream vehicle. She expects to find some choices of available vehicles and finalize a deal on one particular day. So that she thinks she can save time and be more productive as she always is.

## Motivation

Price



Comfort



Convenience



Speed



Trust



## Brands & Influencers

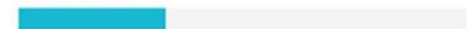


## Preferred Channels

Chrome



Social Media



Mobile

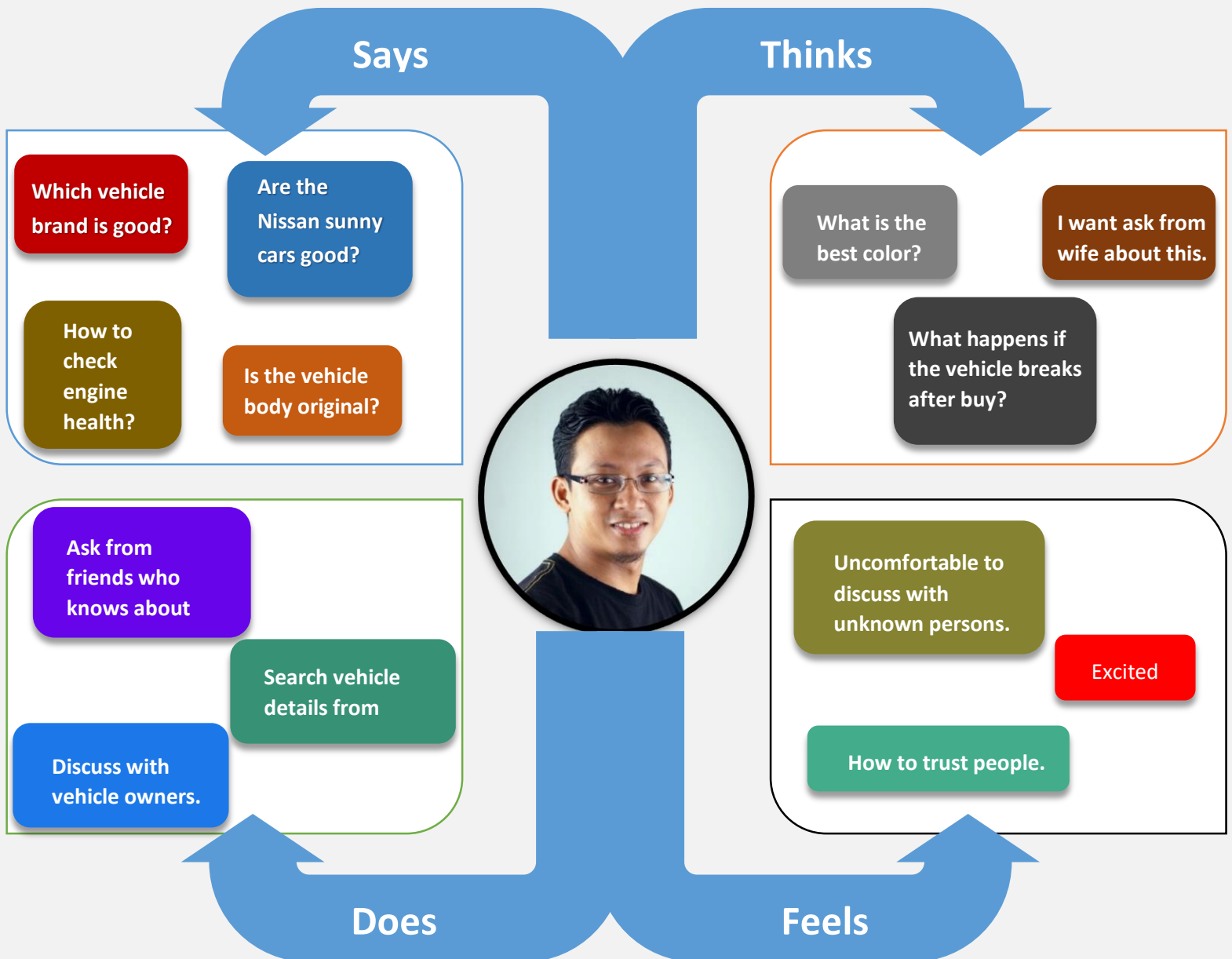


Email



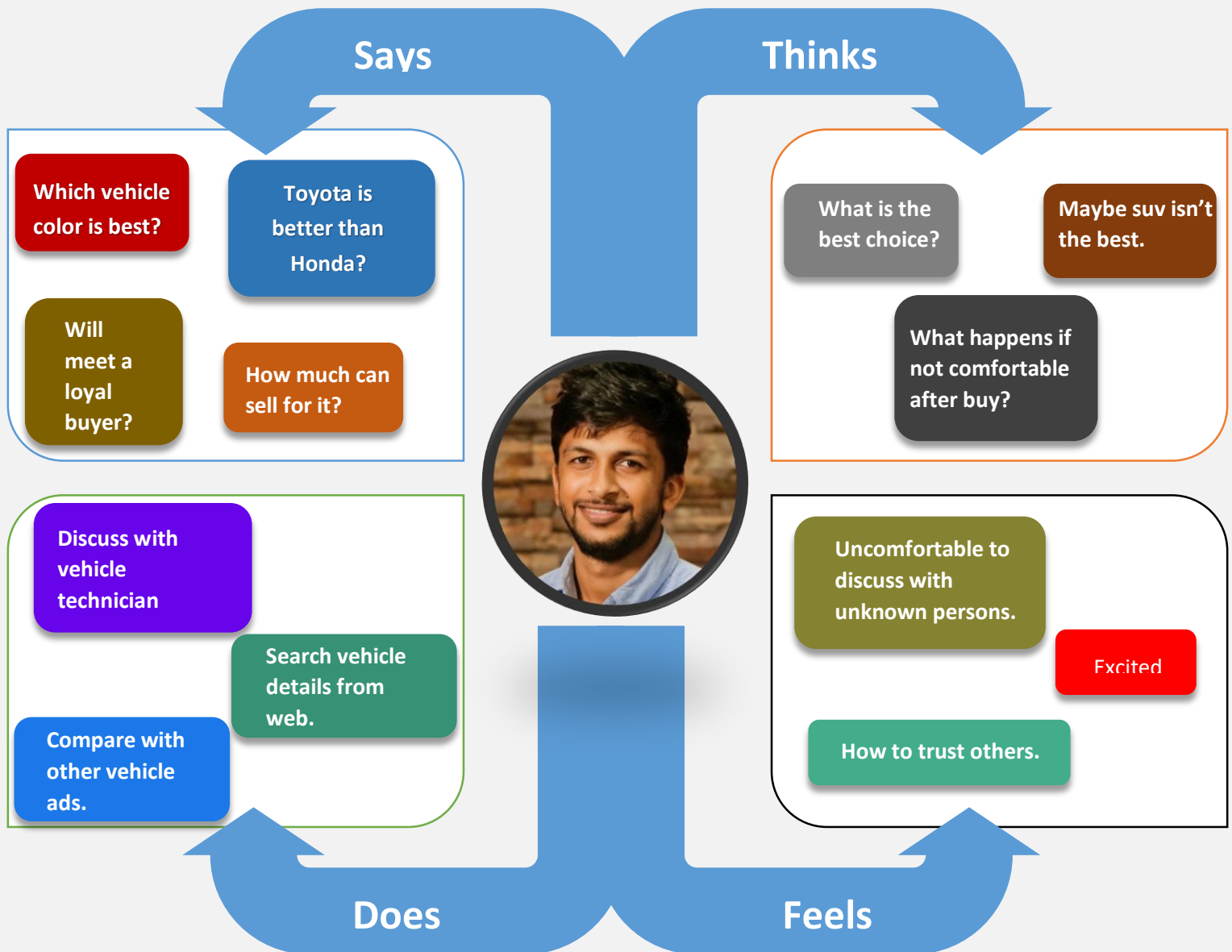
# Empathy Maps

## Empathy Map for Buy vehicle

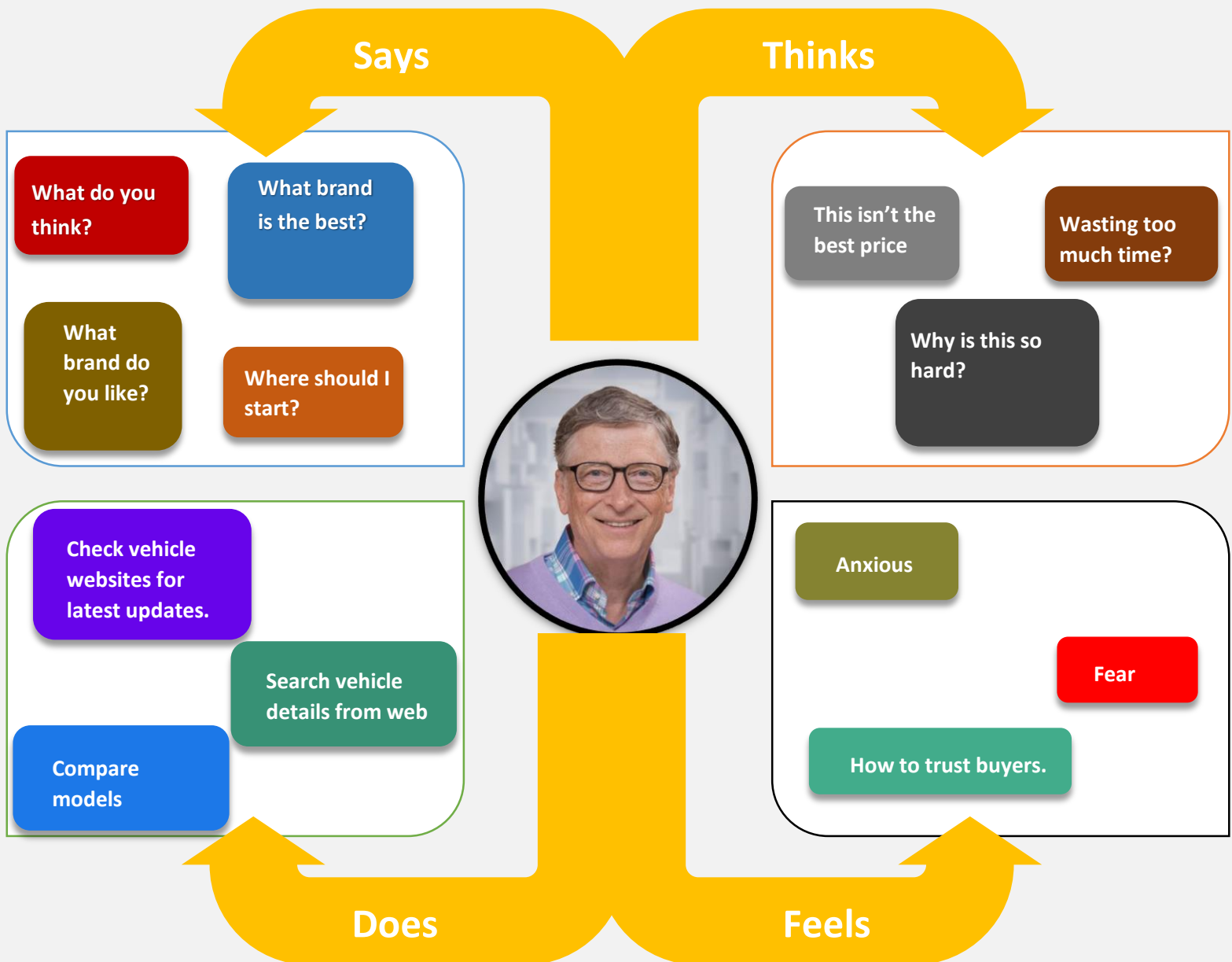




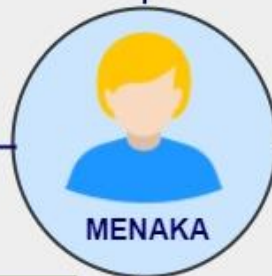
## Empathy Map for Sell vehicle



## Empathy Map for Sell vehicle



## EMPATHY MAP - BUY A VEHICLE ON CASH PAYMENT



**SAYS**

**DOES**

**THINKS**

**FEELS**

I get application error when try to contact seller.

Lots of choices available as I wanted.

What is the best for me

If I can negotiate I can buy this with cash.

Take time to load content.

Seller does not response.

May be this is not the best.

Are the conditions of the vehicle is really good as it looks in pictures.

Are those prices negotiable.

Some sellers contact numbers are not showing.

It if so far! How can I see it physically.

Price might be higher than in sales.

Seller does not response.

Easy to handle my account.

Wasting much time

I want to find same colour I preferred.

Checks new advertisement on mobile app

Lists pros / cons

Over Whelmed

Fear

Search more

Compares functionalities of the vehicles

Trust Issues

Anxious

Ask friends

Make small decisions

Postpone big decisions

Observe the vehicle physically by contacting the sales persons

Questioned

Exited

# User Stories

As a buyer

I want to apply leasing facilities

So that I can buy a vehicle suitable for my monthly salary.

As a Seller,

I want to sale my vehicle

So that I can buy a new vehicle with the money I sold the vehicle.



As a seller

I want to sell quality vehicles at a good rate.

So that I can earn both trust and profit.

### User Story 1

As a buyer

I want to search for the vehicle that matches my requirements, get an idea of its condition and contact the seller.

So that I can inquire about the vehicle, observe it and purchase it for a favorable price.

### User Story 2

**Scenario 1:** A buyer should be able to admire pictures of the vehicle, view main details and contact the seller without any disruption.

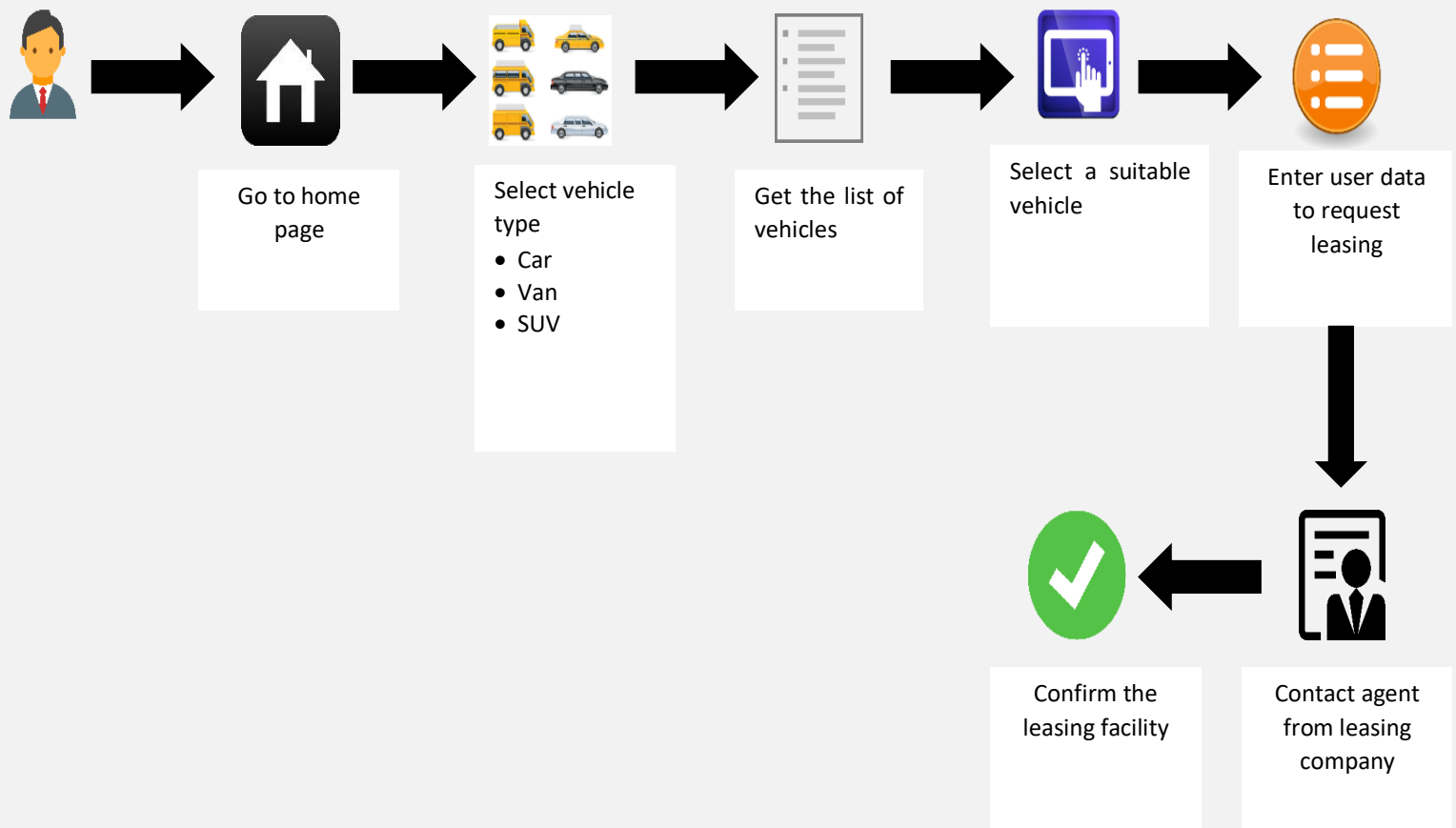
**Given** that a buyer inquired about a vehicle which that he wanted to buy but the seller's contact numbers were out of reach.

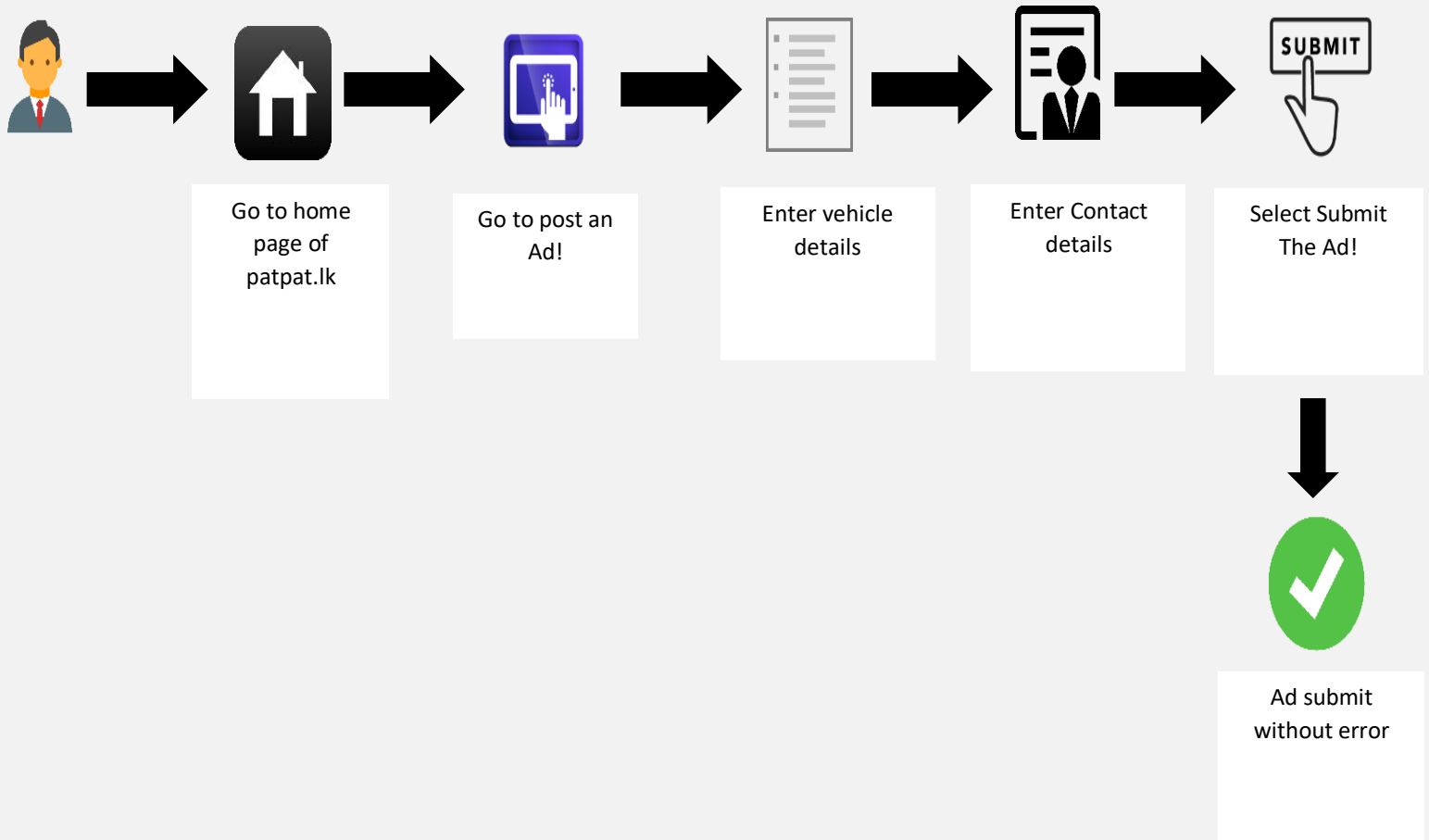
**When** that kind of invalid details appear in the system the trust of the customers will be broken

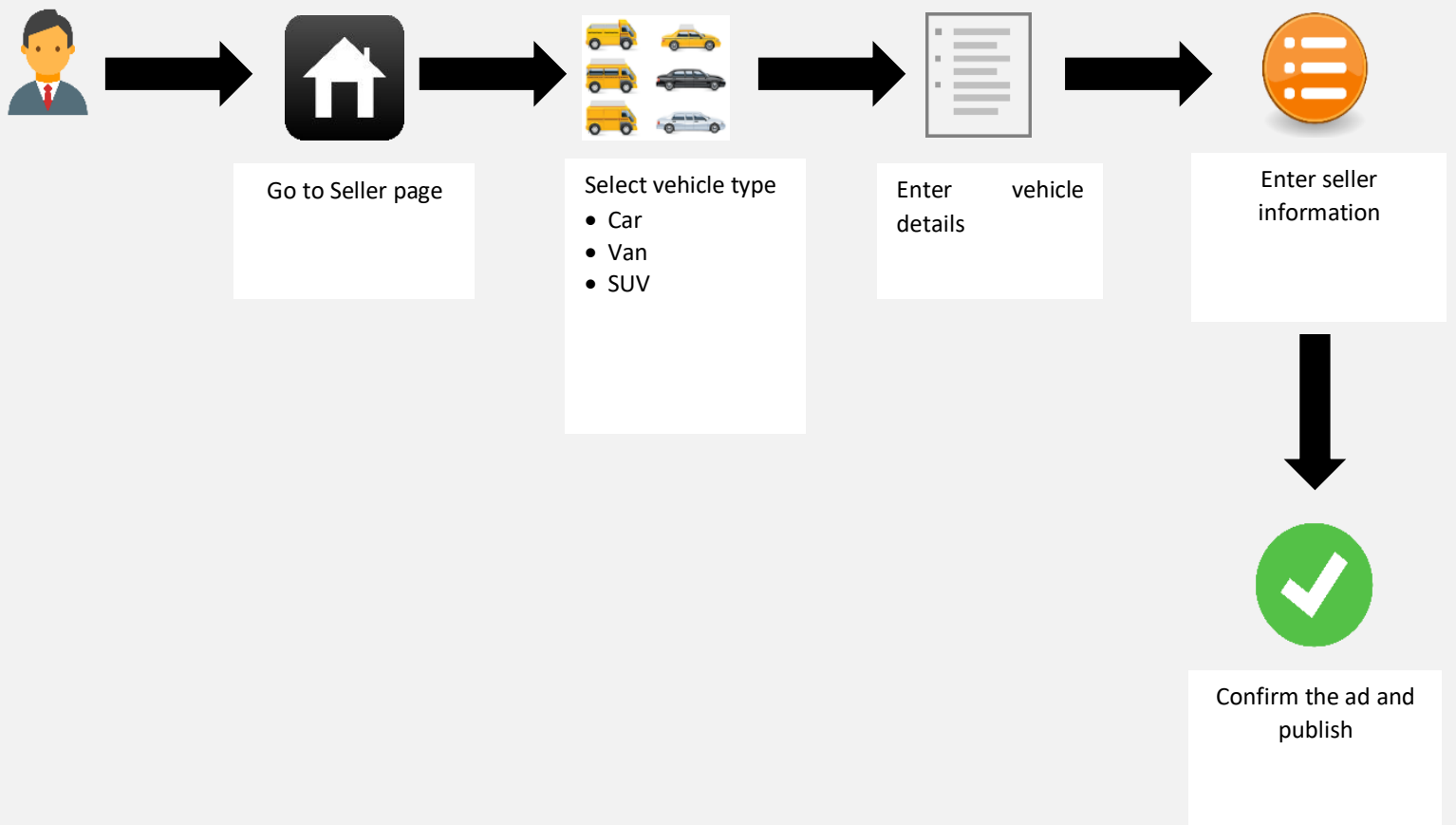
**Then** should be able to ensure only the contact details of a seller which is true and working.



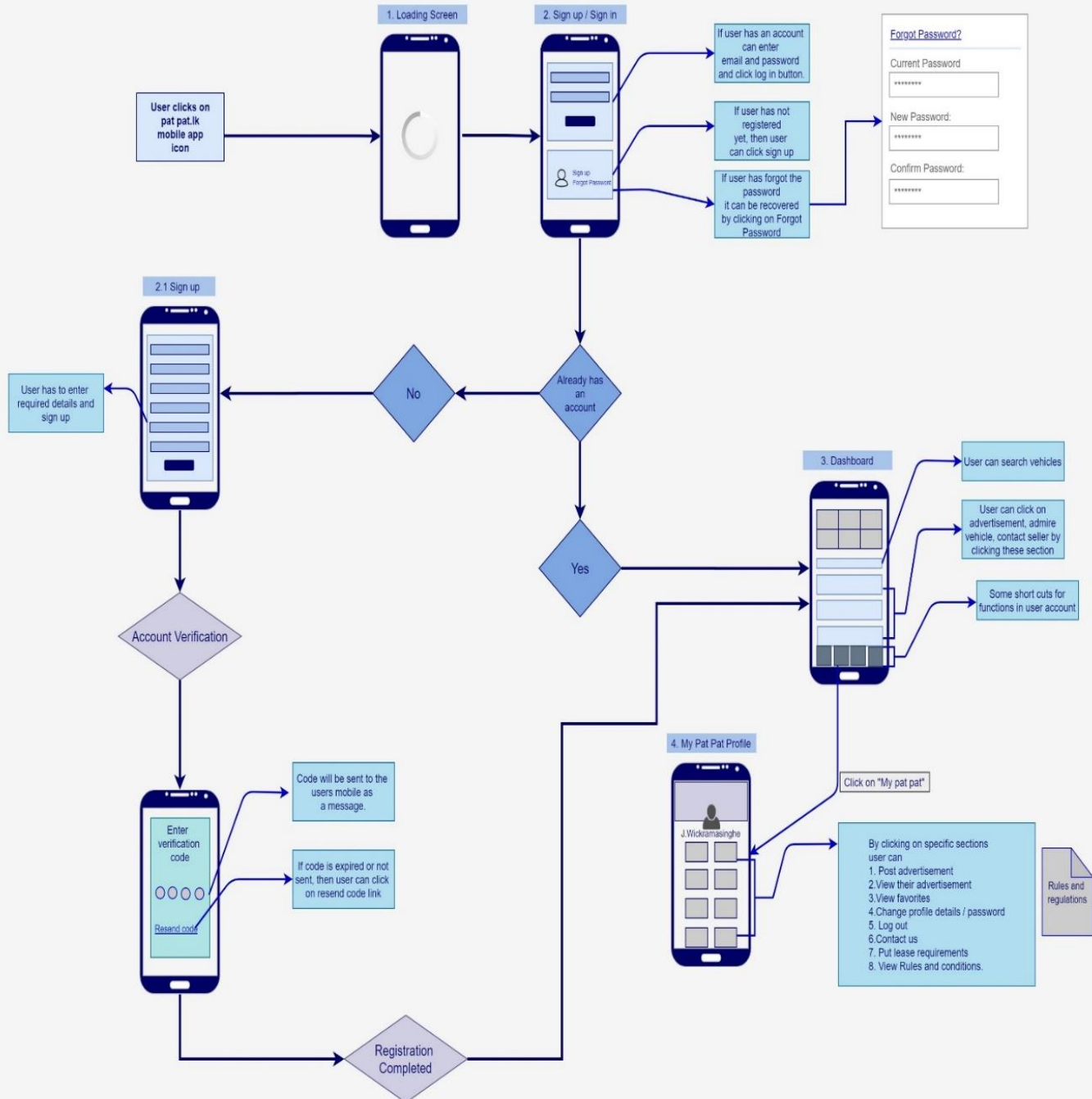
# User Flows



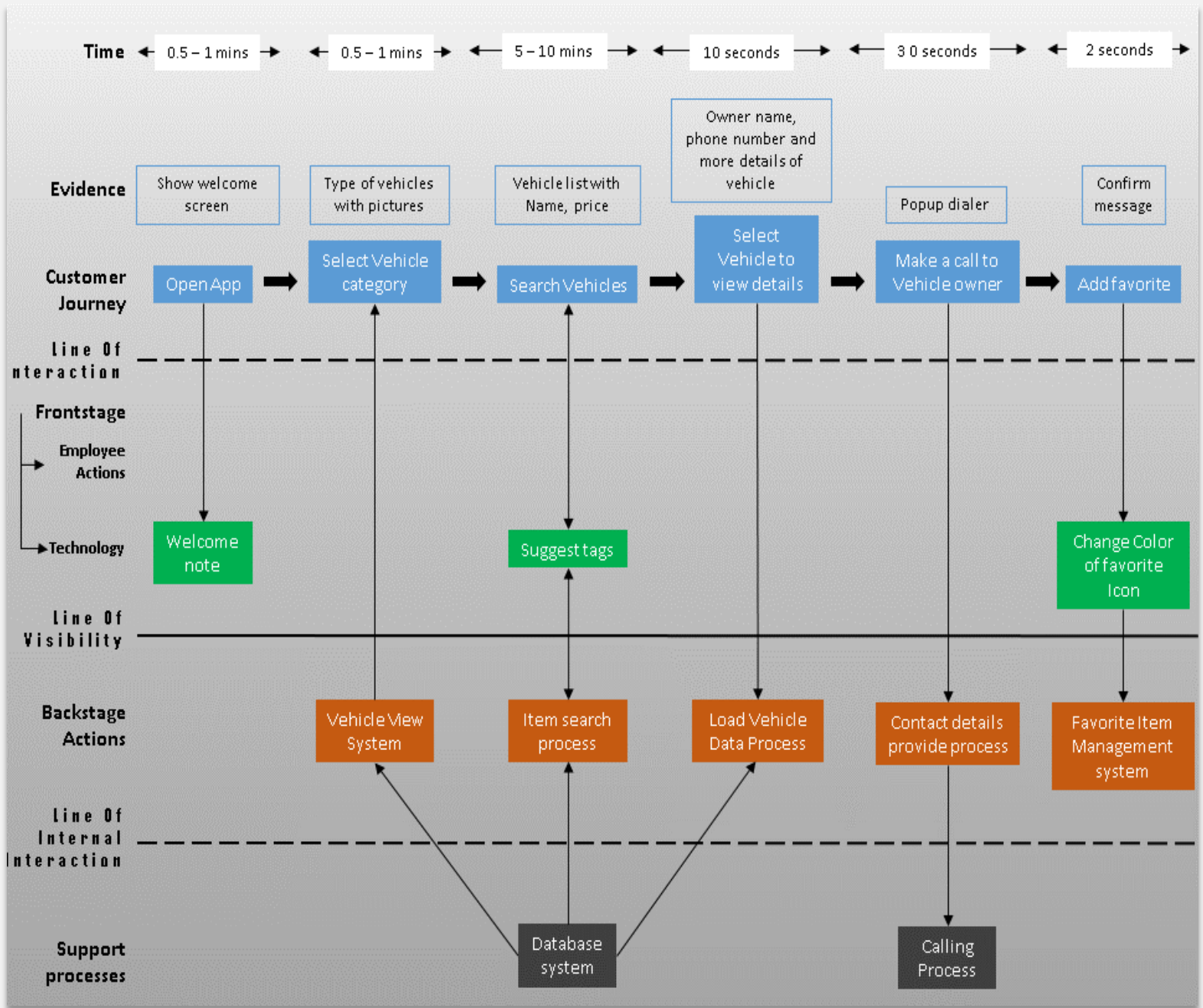




## User Flow Diagram : Creating User Profile



# Service Blue Print



*Done by all the members*