## Lab Practical 03 -

Mobile App: Machan Eats (Group No.: 2021S2_REG_WE_27)

A.   *Create Persona(s)*

**IT19059150 Ranaweera I.G.S.V.**

| NAME | TYPE |
| --- | --- |
| **Emma Jane** | **Artisan** |

### Goals

Emma wants to be able to **access the food delivery services** and **save details about her favorite food orders** so that she can manage her diet during times when she is stuck with deadlines.

### Background

- Emma is passionate about her job as a fantasy novelist. She **spends a lot of time researching** and investigating knowledge about various myths and legends which can bring her inspiration.
- Emma is a huge pet lover and is especially fond of Golden Retrievers.
- Emma **doesn't want to waste time shopping** for ingredients and cooking when she is close to deadlines and work gets hectic. But during her free time, she likes to **eat healthy** and experiment making different kinds of new food recipes.
- She knows that there are various food ordering and delivery services and she wants to try using one so that she can **get her food delivered conveniently** during her busy days.
- Emma is more of an **introvert** and likes to get her work done with minimum social interaction.

### Demographic

- Female      29      years
- Sri Lanka
- Single
- Novelist

### Channels

### Motivations

- Ability to narrow her options quickly.
- Decrease time spent selecting food to order.
- Interfaces which are easy to use.
- Making secure payments.
- Find a way to get food delivered as fast as possible.

### Frustrations

- Messy navigation.
- Ambiguous instructions.
- Too much social interaction.
- Not having the ability to keep track of favorite food items.
- Too many procedures to follow.

### Expectations

Emma expects that the food ordering and delivery service will **satisfy her appetite** during her busy days and help her **save her time and effort**. She also expects that she can **make her food orders easily** and have **less social interaction**.

**UXPRESSIA**
This persona was built in uxpressia.com

**IT19007502 Hiddalarachchi J.**

PROJECT: untitled    PERSONA: Tharindu Dissanayake

NAME

# Tharindu Dissanayake

TYPE

**Rational**

## Background

Tharindu is the Senior IT Administrator at Euro Cosmetics Pvt. Responsible for all database operations of the Company and its company. He oversees and manages all the databases relevant to his company's other employees and generates reports when his company management needs them. As a result, he does not go home after work every day and rests in the house owned by the company.

Therefore, according to Tharindu's duties, he has **limited time to spend with his family**. When he is unable to spend time with his family, he devotes time to his personal free projects or tries to innovate new ways to solve company duty problems and increase the productivity of the database management systems in his company. To **save some time, he always uses mobile applications** to make his personal activities easily. Therefore, as a result, he always uses the restaurant applications and food delivering applications to **order nutritious foods and beverages to his doorstep**.

During the holidays he used to **go out with his family for lunch or dinner and have fun** as his hobby.

## Demographic

♂ Male     25    years

📍 Colombo 03

Single

Senior IT Administrator

75,000

078 458851

## Goals

- **Book table/s in a preferred restaurant** to save some time without waiting for a call with the restaurant caller center.
- **Ability to select table sizes** as Tharindu wish, he can select a suitable table according to the number of his family members.
- **Want to decorate the selected table**, Tharindu **can choose the desired style** and make the occasion more colorful.
- Ability to **rent a restaurant catering service** for any kind of occasion without pre-booking payment.
- **Can change the catering rent out date** before confirming the payment.
- Ability to **select food plate counts according to the occasional visiting member count.**
- If desired, can **select a menu from the list of set menus** or **customize the menu** as Tharindu wish.

## Channels

## Motivations

- Time-saving.
- Flexible for user selection.
- More considerable for user experience.
- All requirements can be fulfilled in one place.
- Can exchange very accurate and clear information among clients and consumers.

## Frustrations

- More procedures to follow to do an action.
- Inability to get recommendations because it's a fully automated system.
- Inability to check the quality of the foods before place a catering order.
- Quality/Value ratio.
- No recommendations when selecting table size.

## Expectations

Tharindu expects that the table booking service will help him **book a table before he goes home** for the weekend and helps him to **save his time and effort**. Also, Tharindu hopes that the catering service will help him to **order any kind of food for any size event at any time**. Therefore **can organize any kind of event easily as he expected without any doubt**.

**IT19021058 De Seram E.M.A.P.**

---

PROJECT: E-commerce store email campaign persona    PERSONA: Sheril Fernando

**NAME**
## Sheril Fernando

**TYPE**
**Idealist**

### Goals

Sheril wants to plan a memorable party or event for her family and friends.

creating a great event for guests, where they love the food, venue, and entertainment.

Looking for a speedy and effortless way to plan a party.

### Demographic

♀ Female          23        years

📍 Sri Lanka

Single

Event Planner

### Background

- Sheril is an event planner and she has a keen interest and passion to plan birthday parties, gatherings, and upcoming events for her friends and family.
- Sheril is a bit of a perfectionist when it comes to planning events. She likes to organize everything to tee.
- She spends a lot of her free time planning events and she is tired of always having events at the same places and using the same catering.
- She wants to do something special and different and wants to find a new and exciting place to plan her event.
- So she has needs for events to be more exciting and fun with a reasonable budget
- When it comes to planning an event Sheril spends more time searching themes, locations, and fun activities.

### Channels

### Motivations

- Spend less time on planning an event.
- Make guests happy.
- Pro-environmental activities.
- Easy event planning.
- Reasonable budget.
- Stress-free event planning.
- Healthy foods at a reasonable price.

### Frustrations

- Not being able to stick to the budgeted price.
- not being able to book the place at the selected date.
- unnecessary place viewings if the viewed place is out of the budget.
- Hard to find a place for a large number of guests.

### Expectations

Sheril expects that the event planning service will **simplify her event planning** and help her to **plan a memorable event** with **better food and a pleasant environment.**

**UXPRESSIA**
This persona was built in uxpressia.com

**IT19051826 Herath D.D.M.**

PROJECT: untitled    PERSONA: Deshani Herath

### NAME
# Deshani Herath

### TYPE
**Idealist**

## Goals

Deshani wants to get food and beverages at her hostel door. and wants to save more time by getting them delivered.

Manage the quantity of food items and the expenses as it shows clearly the prices and the total amount to be paid and select the preferred payment method.

## Demographic

⚥ Female          24      years

◎ Sri Lanka

Single

Undergraduate Trainee Software Engineer

Rs.15 000 per Month

## Background

- Deshani Herath is currently studying BSc in Sri Lanka Institute of Information Technology University and also she is doing her Internship as an Undergraduate trainee Software Engineer at Sri Lanka Telecom PLC. Her time is spend entirely in the office premises and her hostel.
- Deshani is not capable of cooking as hostel doesn't allow them to do so.
- So Deshani had to take her foods and beverages from outside. Also, Deshani doesn't know more about the city as well.
- Deshani really cares about her meals. She needs to have balanced diet for all the three meals per day.
- Sometimes goes vegan for couple of weeks.
- Deshani cares about the food hygiene. She usually use the public mode of transport.
- Deshani doesn't want to waste her time by going outside often to buy food and beverages that needs daily basis.
- As a person with busy time schedule, she recognizes the importance of food ordering and delivery services. So she wants to try one.

## Channels

## Motivations

- Special offers (sometimes with free delivery) and discounts.
- Saves time.
- Provide food with better hygiene.
- Categorized food make it easy to clearly recognize the related items.
- Convenience of mobile ordering.
- Efficient way to manage customer and order management.

## Frustrations

- Late Delivery.
- Time consuming app processes.
- Difficulties in placing vegan food orders and some issues in payments.
- Issues in tracking the delivery process.
- Wrong package of ordered food items are delivered.
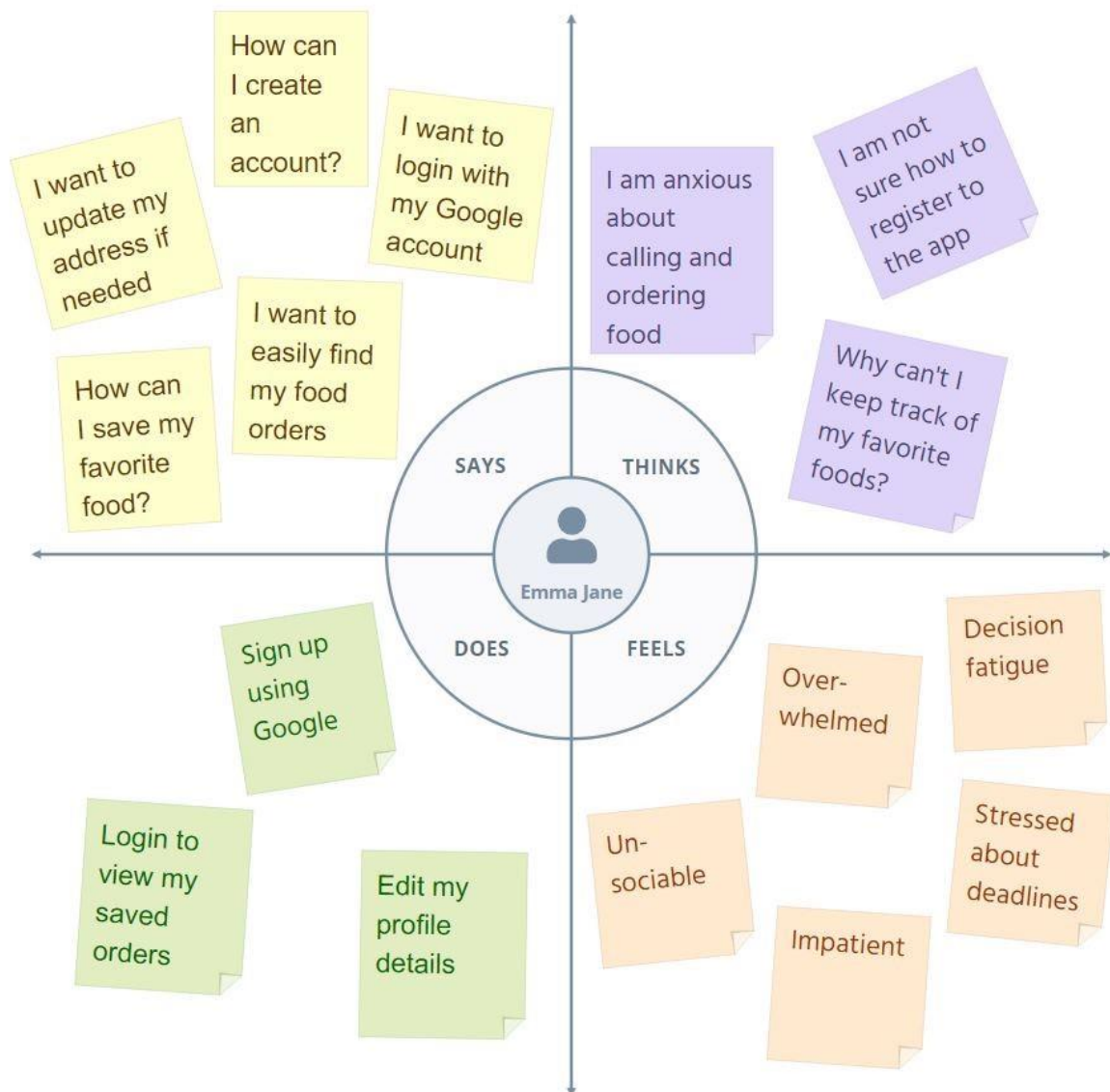
## Expectations

Deshani expects that the food ordering and delivery service will ease her everyday busy working schedule and provide more hygienic foods and beverages while providing convenient services.

**UXPRESSIA**

This persona was built in uxpressia.com
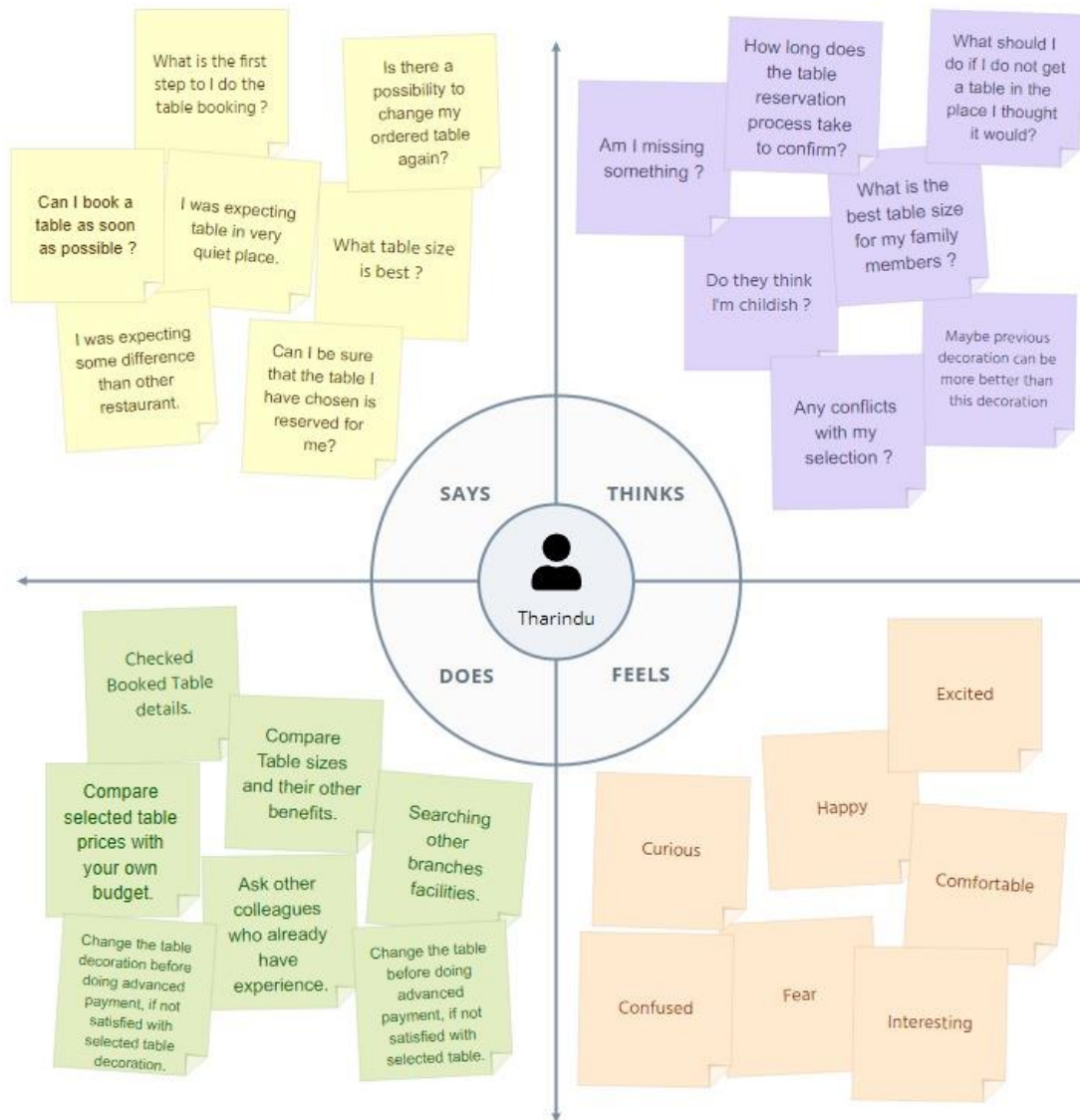
B. *Empathy map(s)*
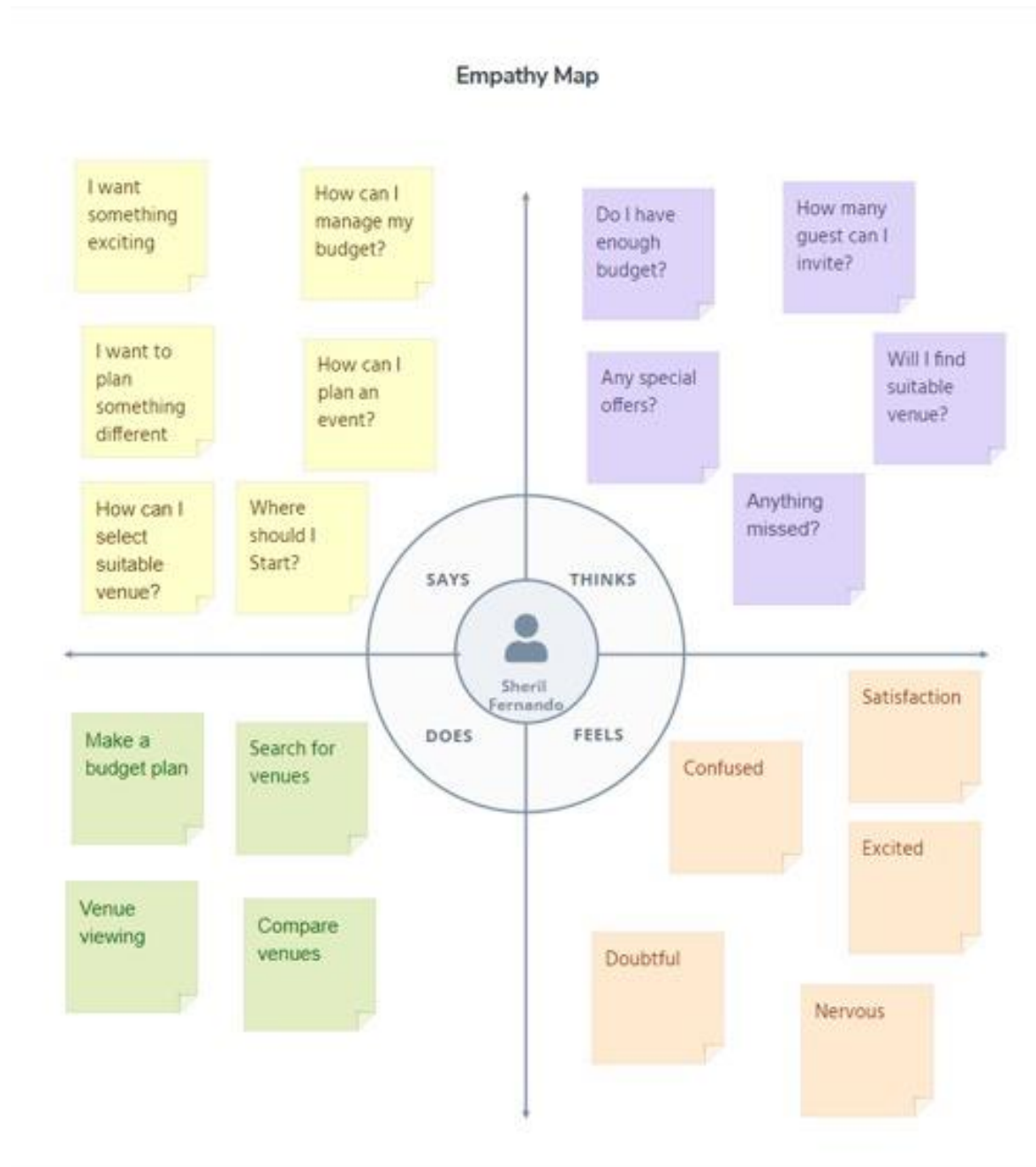
**IT19059150 Ranaweera I.G.S.V.**
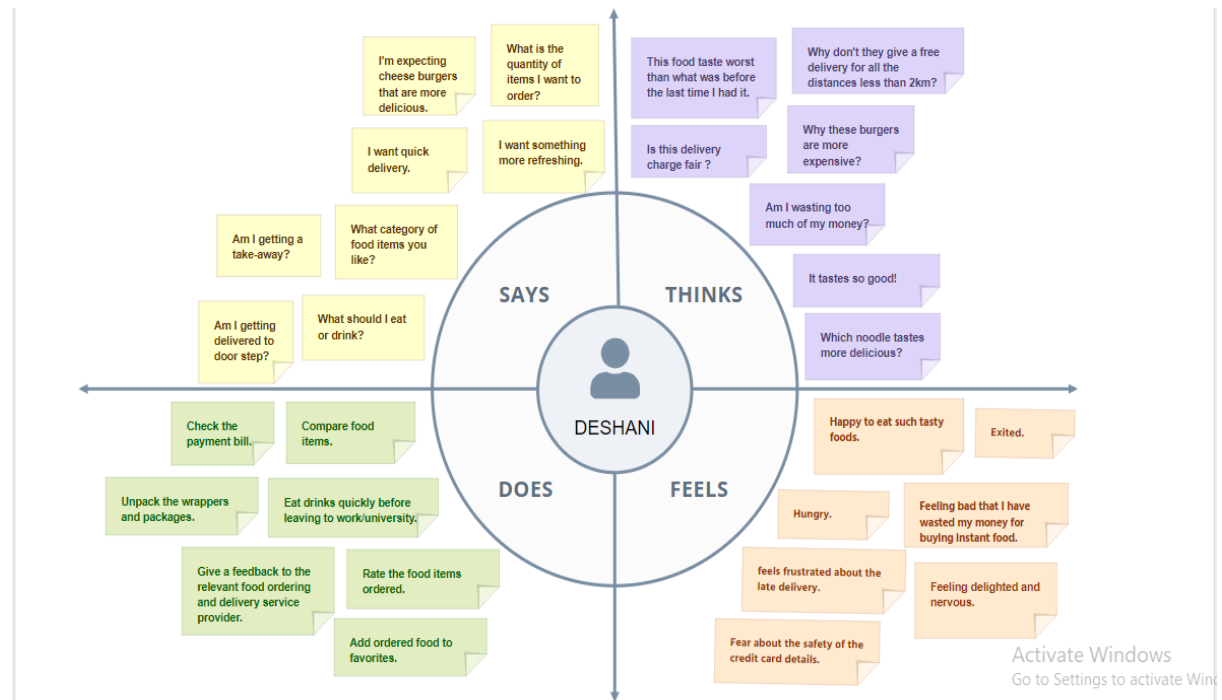
**IT19007502 Hiddalarachchi J.**

## Empathy Map (Booking a Table)

**SAYS**
- What is the first step to I do the table booking ?
- Is there a possibility to change my ordered table again?
- Can I book a table as soon as possible ?
- I was expecting table in very quiet place.
- What table size is best ?
- I was expecting some difference than other restaurant.
- Can I be sure that the table I have chosen is reserved for me?

**THINKS**
- How long does the table reservation process take to confirm?
- What should I do if I do not get a table in the place I thought it would?
- Am I missing something ?
- What is the best table size for my family members ?
- Do they think I'm childish ?
- Maybe previous decoration can be more better than this decoration
- Any conflicts with my selection ?

**DOES**
- Checked Booked Table details.
- Compare Table sizes and their other benefits.
- Compare selected table prices with your own budget.
- Searching other branches facilities.
- Ask other colleagues who already have experience.
- Change the table decoration before doing advanced payment, if not satisfied with selected table decoration.
- Change the table before doing advanced payment, if not satisfied with selected table.

**FEELS**
- Excited
- Happy
- Curious
- Comfortable
- Confused
- Fear
- Interesting

Tharindu

IT19021058 De Seram E.M.A.P.

**IT19051826 Herath D.D.M.**

*C.  User stories*

**IT19059150 Ranaweera I.G.S.V.**

As a customer,

I want to register to the Machan Eats app by creating a username and a password

So that I can access all the features in the machan eats app and keep the details about my previous food orders and preferences saved.

**IT19007502 Hiddalarachchi J.**

As a customer,

I want to book a table/s in my selected machan restaurant by using Machan Eats Application

So that I can book table/s without contacting any responsible employee in the restaurant and without going restaurant premises.

**IT19021058 De Seram E.M.A.P.**

As a customer,

I want to book a place in selected machan restaurant by using Machan Eats app

So that I can have a gathering with my family and friends.
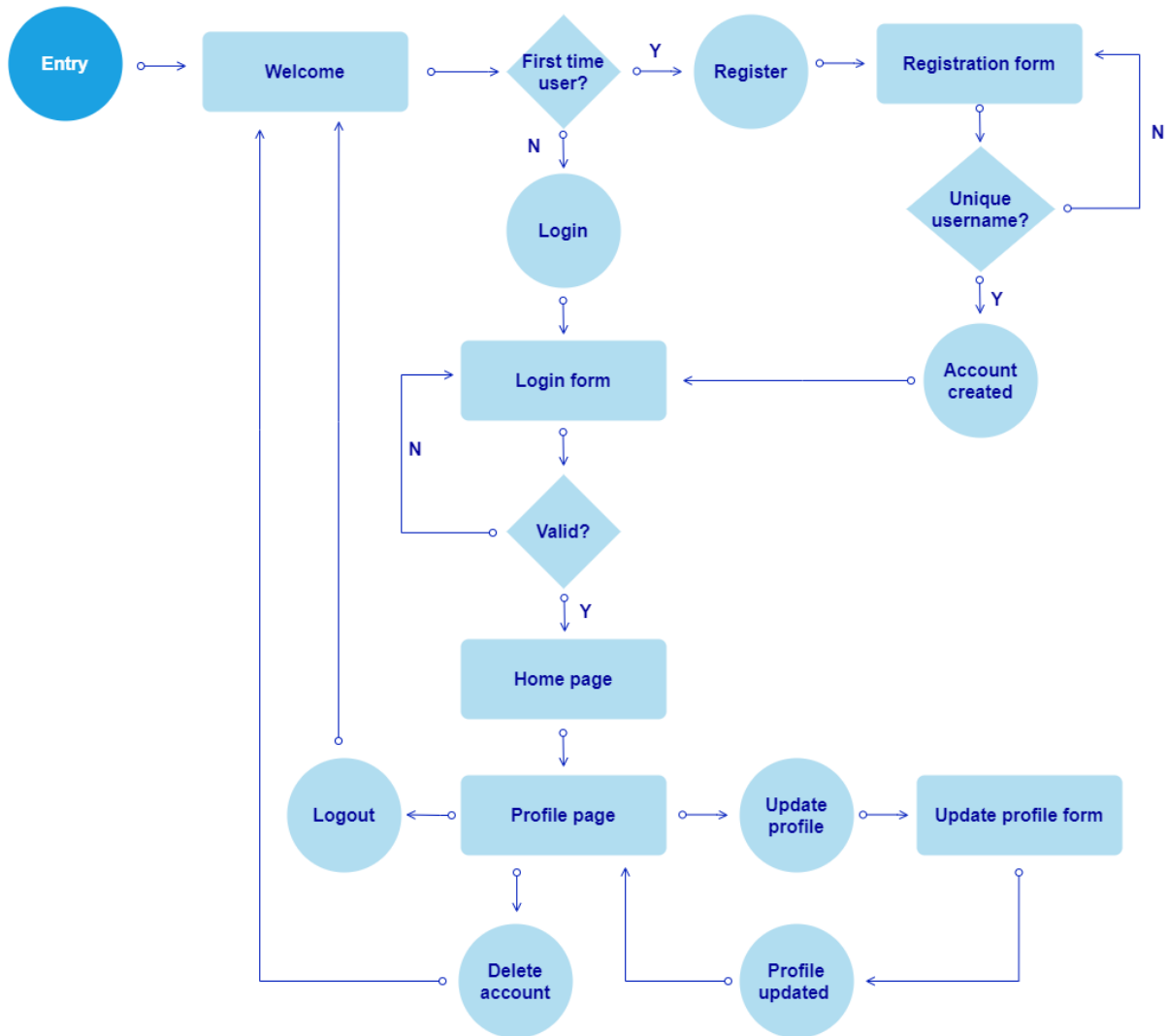
**IT19051826 Herath D.D.M.**

As a customer,

I want to order my preferred food and beverages from Machan Eats app and have them delivered to my address
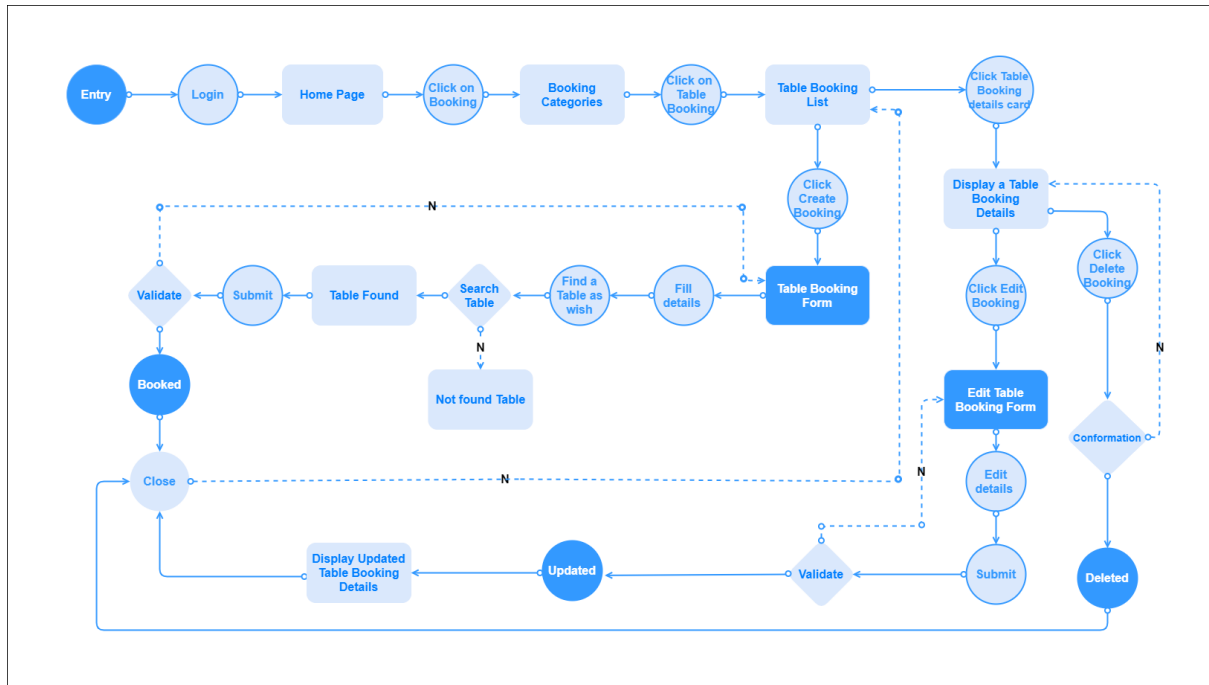
So that I can get them delivered to my doorstep from the closest restaurant.
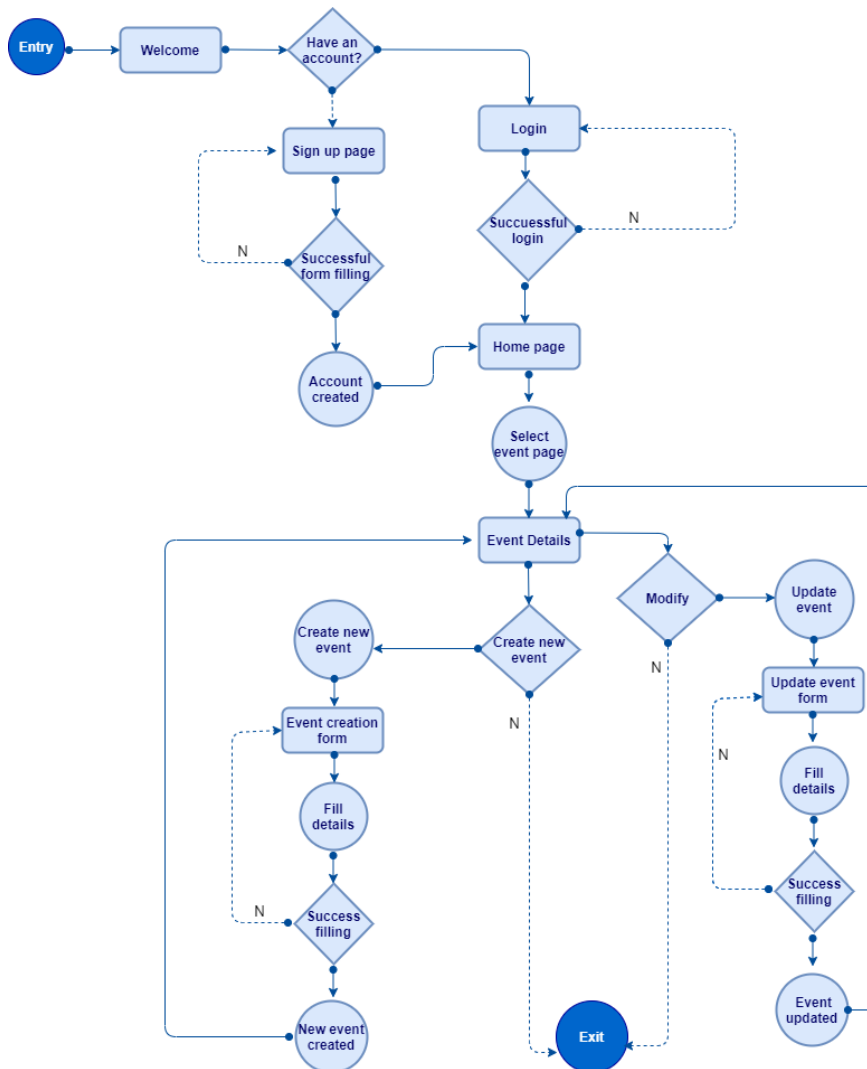
D. *Identify user flow(s)*

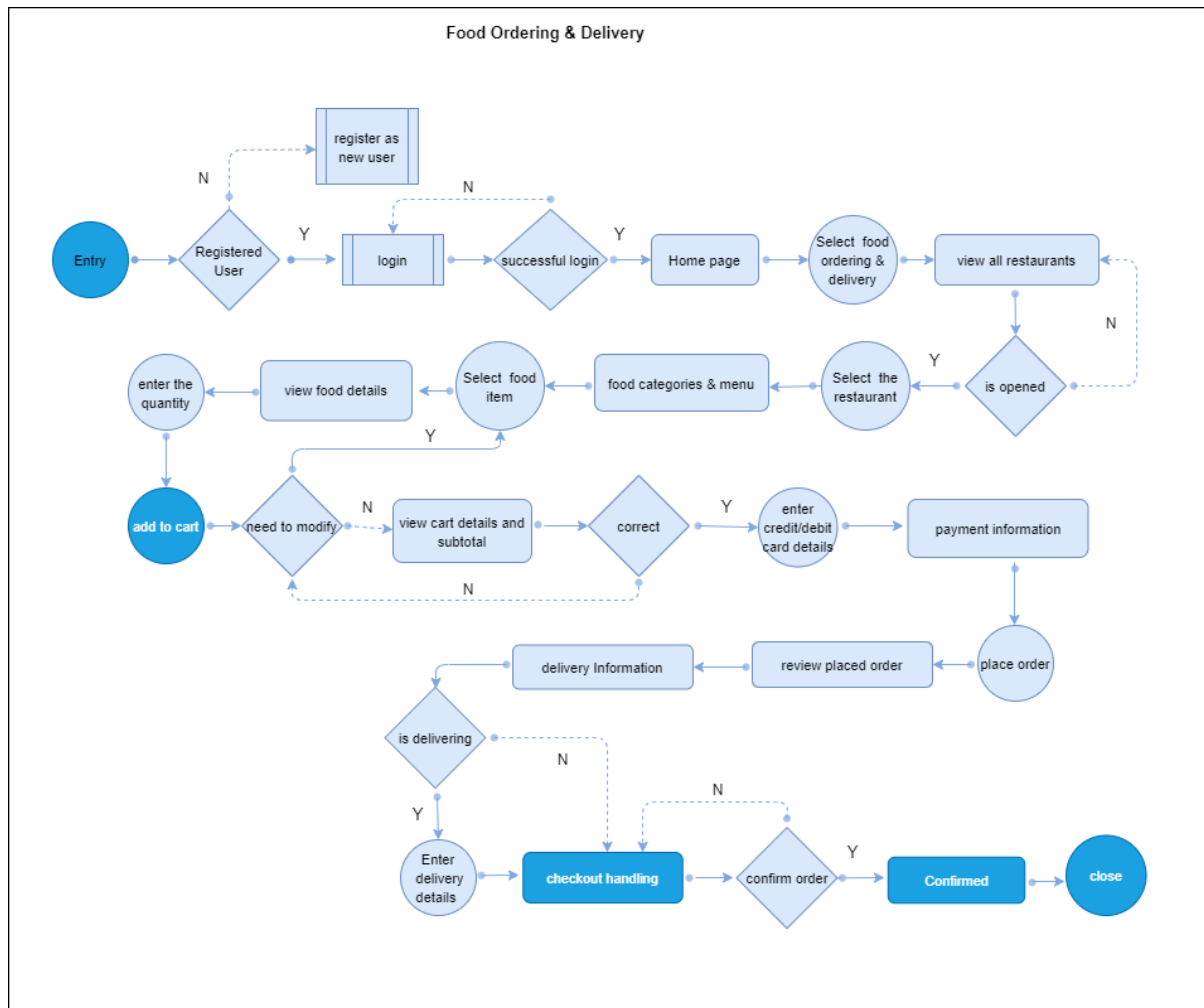**IT19059150 Ranaweera I.G.S.V. - Customer Profile**

**SLIIT**
*Discover Your Future*

**BSc (Hons) in Information Technology
Software Engineering – Year 3**
Lab sheet 03

**IT3050 – User Experience Engineering**                    **Semester 2, 2021**

**IT19007502 Hiddalarachchi J. - Table booking**

**IT19021058 De Seram E.M.A.P. - Event handling**

**IT19051826 Herath D.D.M.** - **Food ordering & delivery**



Food Ordering & Delivery

E.   *Service Blueprint(s)*

Link to image in Google drive: https://drive.google.com/file/d/1nMkIZrmMWaD-ZAv3xkPzT8cEufThjIuR/view?usp=sharing