

Sri Lanka Institute of Information Technology



B.Sc. (Hons) in Information Technology

Specialization in Software Engineering

**User Experience Engineering - SE3050**

Assignment 3

**Group ID: 2021S1\_JUNE\_WD\_01**

### **Group Details**

Group ID : 2021S1\_JUNE\_WD\_01

Project Application : E channeling App

<b>Student ID</b>	<b>Student Name</b>
IT19187938	Ariyaratna D.D.C.M
IT19986654	Mendis G.L.M.M
IT19251110	Deshan W.M.Y
IT19184722	Nirmal H.I.D

## Persona - Ariyarathna D.D.C.M

PROJECT: untitled PERSONA: Farthima Farhath

NAME

Farthima Farhath

MARKET SIZE



### Goals

Being able to booking a time slot for get Covid-19 vaccine from the nearest hospital.

### Quote

“I want an user friendly interface which is easy to understand how to use in the process of booking a time slot for vaccination”

### Background

I am an employed woman in a self business and a mother of two children. She is having a busy life style.

### Demographic

Female 23 years

Colombo

Married

Business person

60,000

### Motivations

Due to current pandemic I need to reserve a time in a preferred hospital easily without corruptions.

### Frustrations

I would not able to use the app interfaces easily because their wordings and structures are complex to understand and handle.

### Channels



### Browsers



### Skills

Logical thinking



Creativity



Education level



English proficiency



### Technology

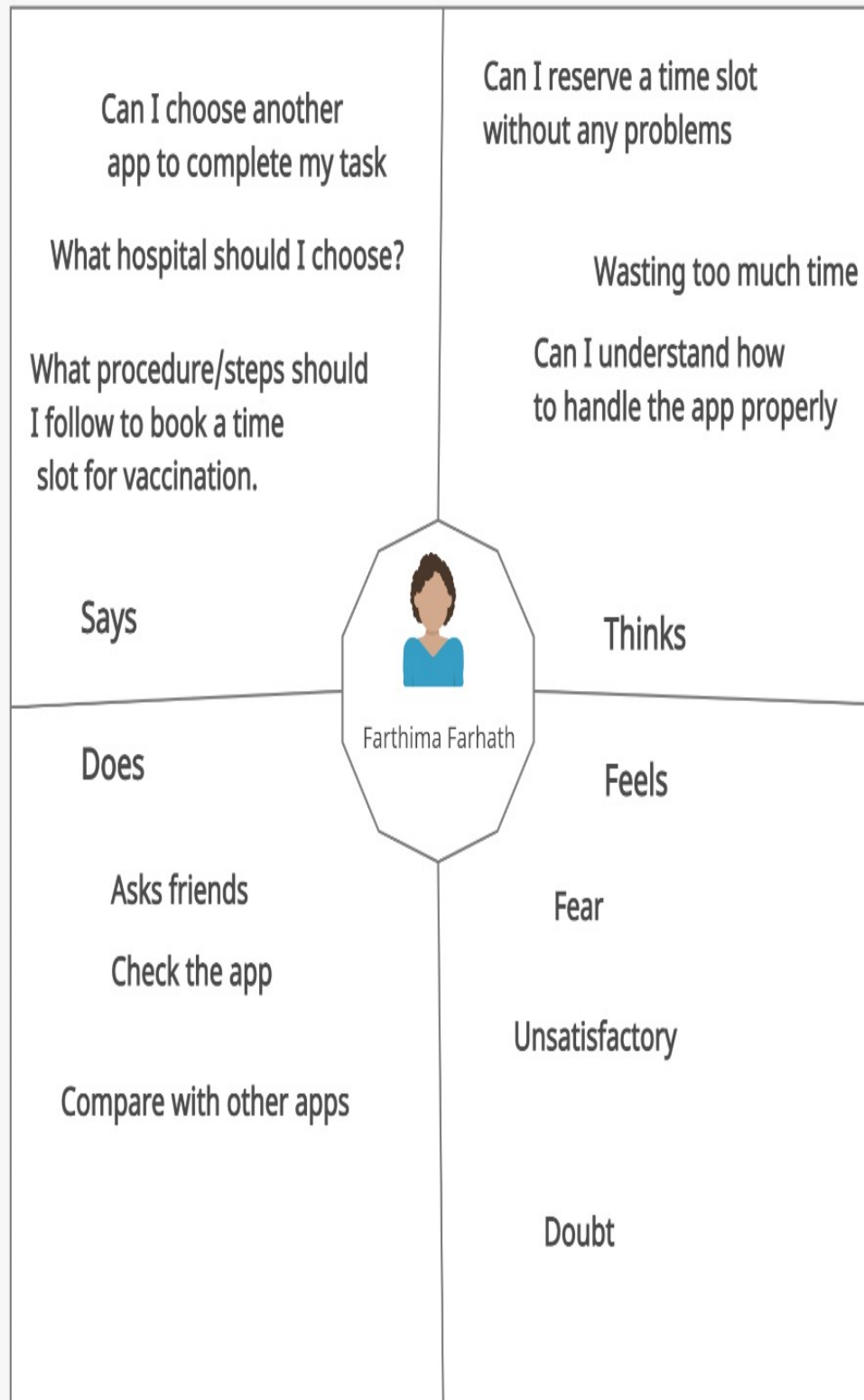


UXPRESSIA

This persona was built in uxpressia.com

▪ Empathy Map - Ariyarathna D.D.C.M

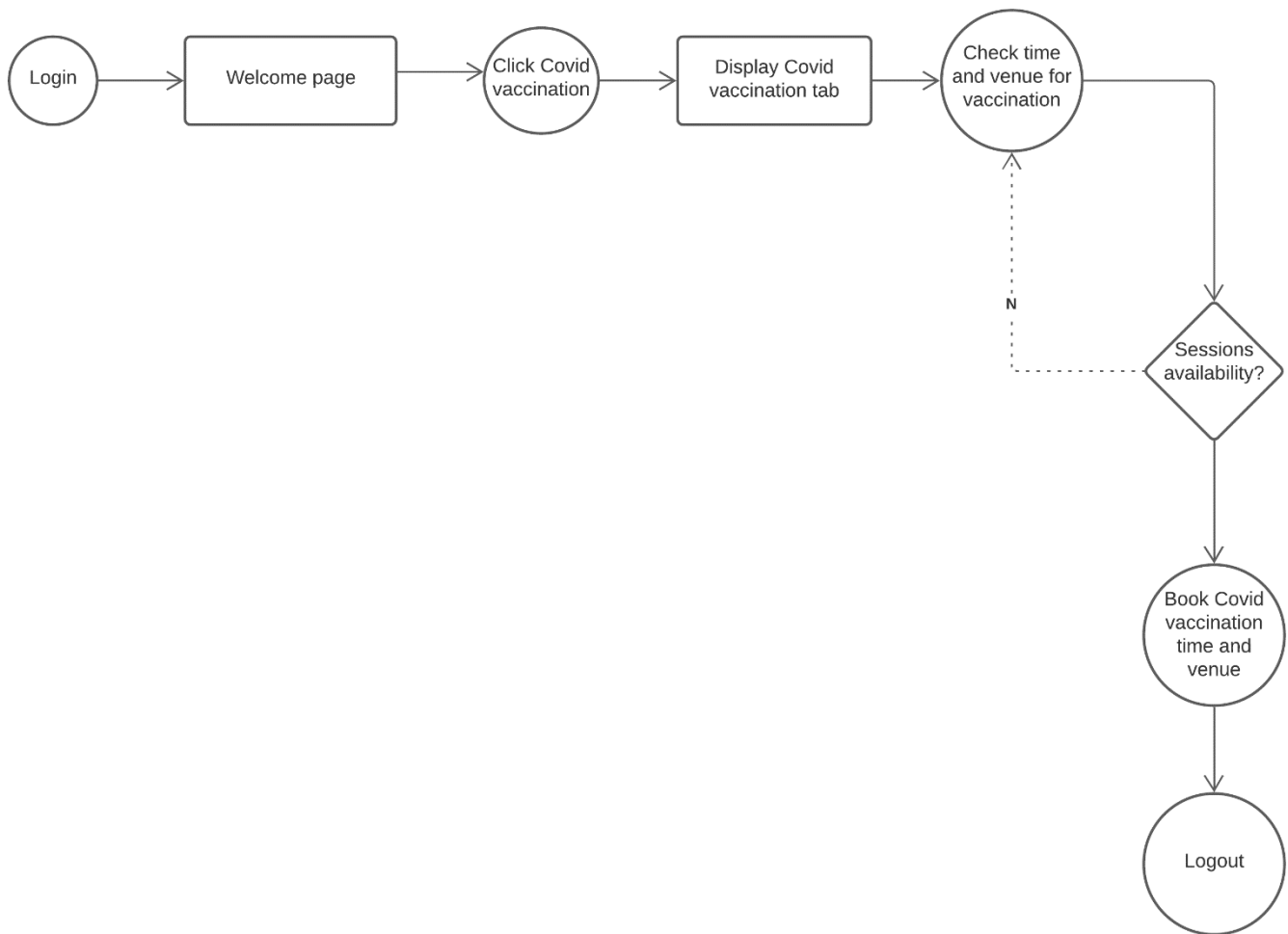
## Empathy Map (Reserving time, date, venue, number, for Covid -19 vaccination)



- User Stories - Ariyaratna D.D.C.M

**As a patient, I want to book time and venue through app so that I can take my Covid vaccine in a nearest hospital.**

## ▪ User Flow - Ariyaratna D.D.C.M



## Persona - Mendis G.L.M.M

PROJECT: Persona01 PERSONA: John

### Persona description

#### PERSONA-02

Personas are fictional characters, which I create based on research to represent the different user types that might use your service. Creating personas will help to understand your users' needs, experiences, behavior, and goals.



NAME

John

MARKET SIZE



TYPE

Rational

### Background

John is a 40-year-old man who works as a finance manager at a famous company. He likes baseball and plays for the competition. John trains a lot. Recently he feels like he is getting more tired after practices and he is having leg muscle pain. Therefore he is looking forward to having a checkup. Currently, he is using an E-channeling app

### Demographic

♂ Male 40 years

📍 Sri Lanka

Married

Finance Manager

Colombo

### Goals

Balance work and sports life

### Quote

“There may be people that have more talent than you, but there is no excuse for anyone to work harder than you do”

### Skills

Skill 1



Skill 2



Skill 3



Skill 4



### Motivations

- The motivation of having a happy and healthy life
- Work responsibility
- Reduce stress
- Easy to use online channeling app
- save time when using the app

### Frustrations

- Stress on job
- Takes time to make an appointment
- Facing COVID-19 pandemic situation
- Difficulties when doing both sports and work at the same time

### Technology



### Browsers



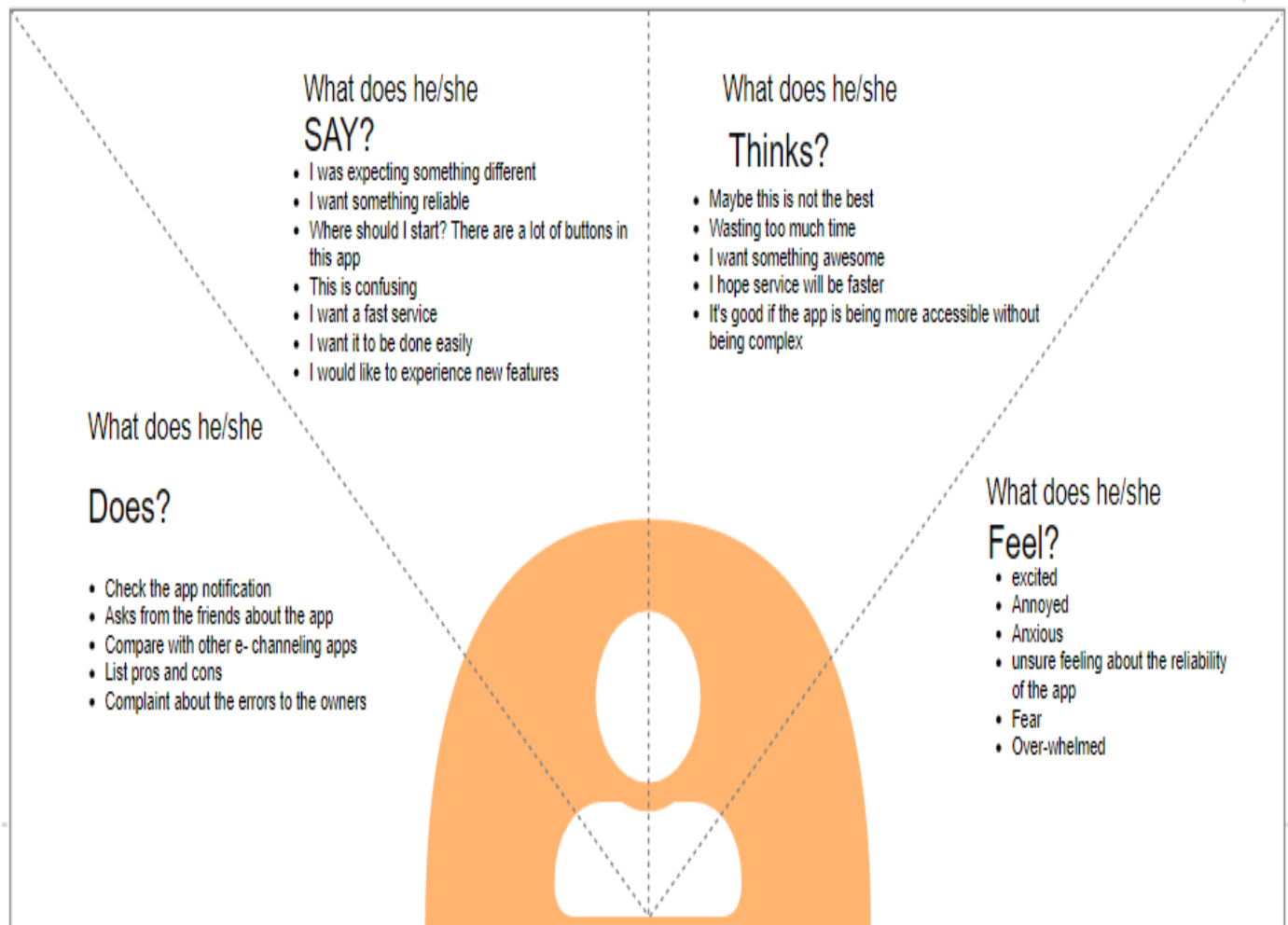
### Channels



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## ▪ Empathy Map - Mendis G.L.M.M



PAIN	GAIN
<ul style="list-style-type: none"> <li>• Does not receive support when buying the membership</li> <li>• Expensive subscription plans or membership fees</li> <li>• Processing time is longer when using the app</li> </ul>	<ul style="list-style-type: none"> <li>• Time saving</li> <li>• Save money</li> <li>• Improve health</li> <li>• A solution to a social need</li> <li>• Add value to the customers</li> <li>• Give reminders about an appointment</li> </ul>



- **User Stories - Mendis G.L.M.M**

- **As an athlete**

- I want** to show my lab test results to a doctor

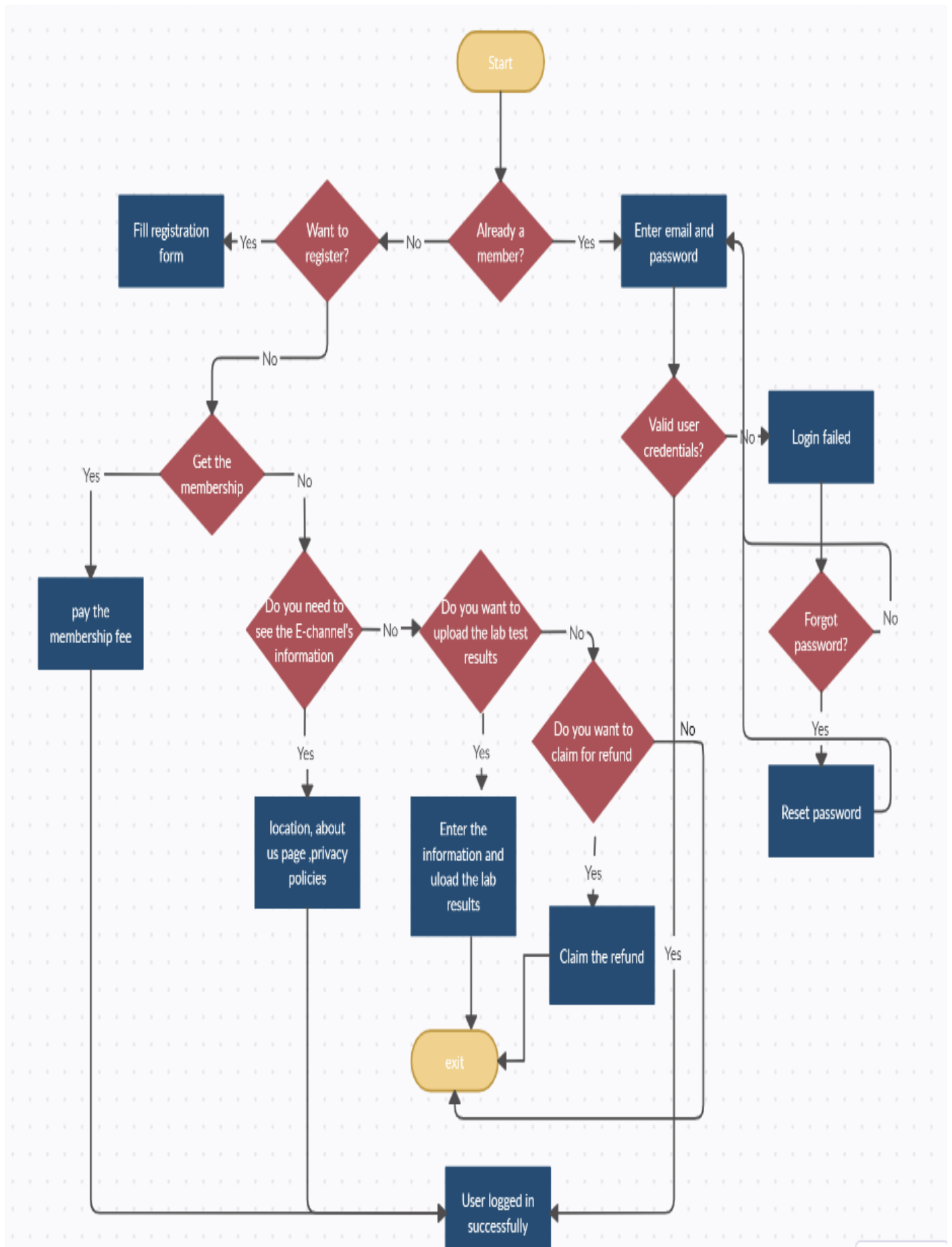
- So that** I can get treatment for the leg injury

- **As an athlete**

- I want** to get medicine by presenting my prescription

- So that** I can cure my injury soon.

## ▪ User Flow - Mendis G.L.M.M



## Persona - Deshan W.M.Y

PROJECT: untitled PERSONA: Angelo Perera

NAME

Angelo Perera

TYPE

Idealist



### Goals

- To cut down on unhealthy eating and drinking habits
- To stay connected with reliable doctors for stay with health tips and faster advices
- To make appointments with doctors without wasting any time

### Quote

“  
I feel like there's a smarter way for me to transform into a healthier lifestyle

”

### Demographic

♂ Male 32 years

📍 Manhattan

Married

Software Engineer

### Background

Angelo has been working in different business domains and industries. Currently, he is working as a Manager-Custom Development at Virtusa. He is good in establishing effective relationship with teams and the clients. He is a fast learner who believes in adaptive learning and very much enthusiastic doing research.

### Motivations

- Satisfaction increases
- Saving time
- Lower cost
- Maintain social distancing
- Fast personalized recommendations
- Always availability
- Better security

### Frustrations

- problems with making appointments
- Difficulty getting an appointment in a timely manner
- Getting reminders for appointments with the right information

### Skills

Communication skills



Time management skills



### Technology



### Brands and influencers



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## ▪ Empathy Map - Deshan W.M.Y

PROJECT: untitled PERSONA: Empathy map

### SAYS

which medicines should I have now?  
What are the side effects of this drug?  
What outcome should I expect?  
What are the different treatment options?  
Is there anything I can do on my own to improve my condition?  
How will I hear about my test results?  
How much will this cost me?

### DOES

Search in internet  
Ask from certified doctors  
Do things as doctor's recommendations  
Ask friends and family



### THINKS

Will this drugs work for me?  
What do I do now?  
What side effects will occur after getting this?

### FEELS

Excited  
Fear  
Impatience

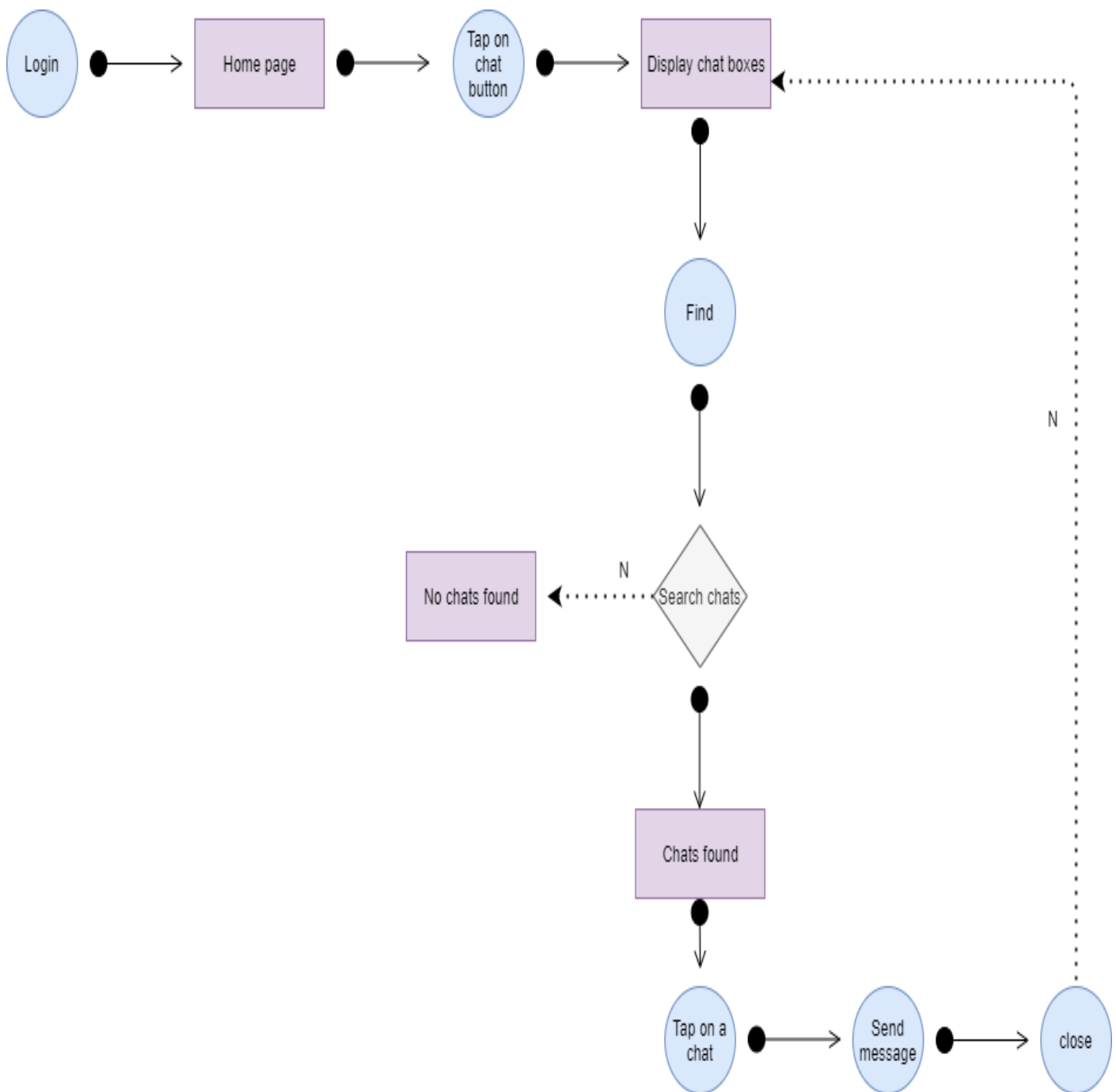
**UXPRESSIA**

This persona was built in [uxpressia.com](https://uxpressia.com)

- **User Stories - Deshan W.M.Y**

- **As** a patient,  
**I want** to ask doctors which medicines I should get when I'm having infections.  
**So that** I can follow doctor's instructions and get rid of infections.

▪ User Flow - Deshan W.M.Y



## Persona - Nirmal H.I.D

PROJECT: UEE Persona PERSONA: Kithmi Natasha - Media Presenter

NAME

Kithmi Natasha - Media Presenter

TYPE

Idealist



### Background

Kithmi is a media presenter and currently, she works at Pulse. Lk. She completed her bachelor of arts, majoring in communication at University of Peradeniya. She went on her internship at Capital Maharaja Group for 1 year gaining exposure, experience and knowledge regarding presenting. She always strives to present attractively to the audience.

She has now been appointed as the main presenter at Pulse. Lk.

### Goals

- Always tries to be stress-free and healthy by obtaining the advice of a doctor.
- Maintaining facial expressions and continuing a pretty good face with the advice of a specialist.
- Wants to get a driving license medical from a selected medical centre.

### Demographic

Female 28 years

No: 12/A, Edward Rd, Colombo 8

Single

Social Media Presenter

### Quote

*I want to present something with the attraction of the audience and I do whatever for that such as improving mental and physical fitness and also beauty health.*

### Skills

Presentation Skill



Communication Skill



Time management Skill



Motivated Skill



### Motivations

- Searching for advice on Skincare from a specialist.
- Consulting a doctor without interacting with people.
- Choosing a comfortable place for getting treatments.
- Convenience to place an appointment for treatments.

### Frustrations

- Have to wait next time if the channelling slots have been occupied.
- Price/Value ratio.
- Slow load time.
- Too many process steps.

### Social



### Channels



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▪ Empathy Map - Nirmal H.I.D

## EMPATHY MAP - [Place an appointment for Driving License Medical]

Have all the medical institutes been recommended by the government?

Will it consume my time ?

I like to work with technology.

Is the payment safety there?

Is the process faster than other processes?

Do the medical institutes collaborate with this application?

**SAYS**

Is this an easier way?

What is the best way for me?

Is this a trusted application?

Should I pay additional charges for using this service?

I can't waste my time.

**THINKS**

**DOES**

Find on Internet.

Find what are the other applications for doing this job.

Ask parents & friends.

Check the echanneling website.

Contact the particular medical institute.



**KITHMI NATASHA**

**FEELS**

Excited.

Fear.

Lazy.

Hesitation.

Impatience.

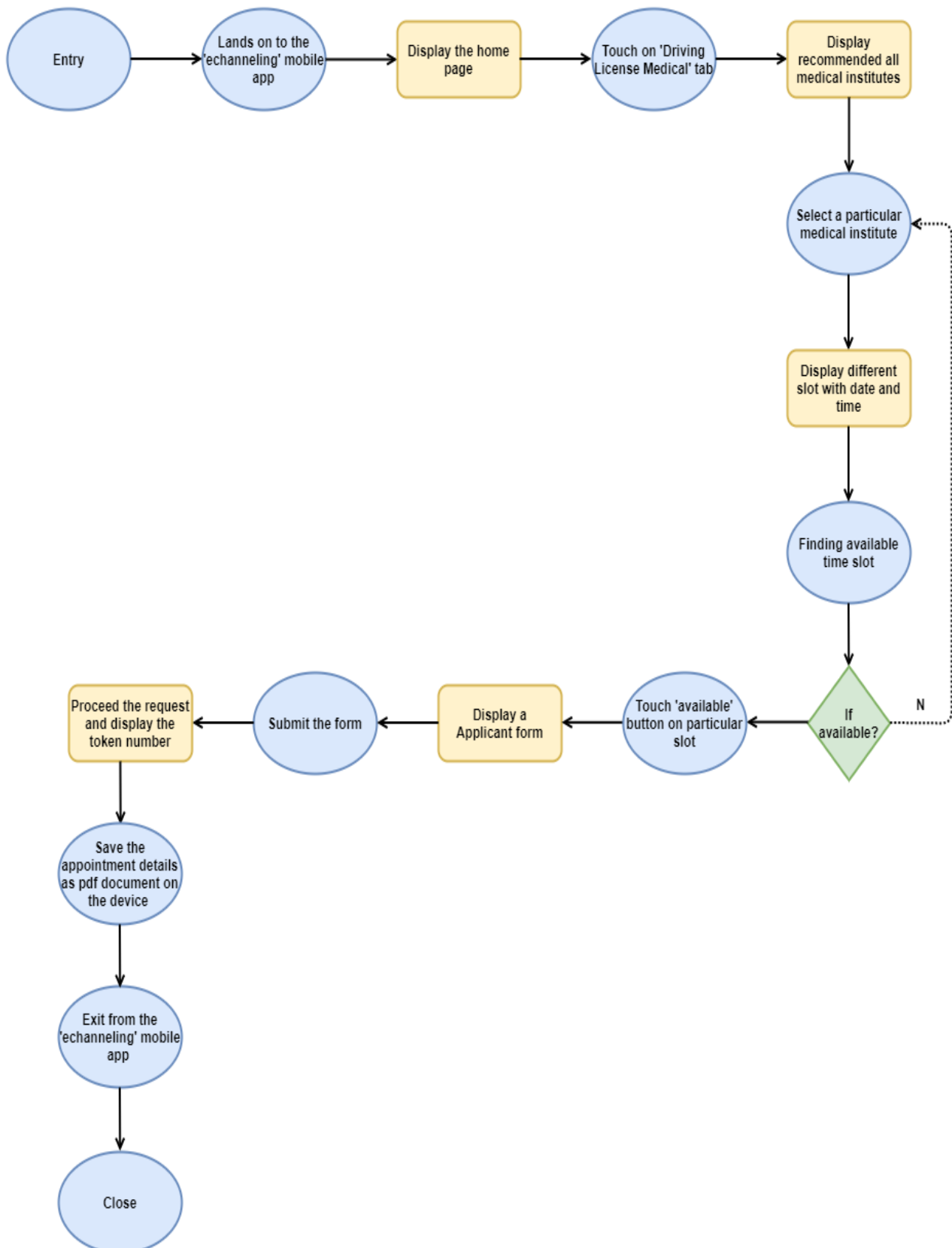


- **User Stories - Nirmal H.I.D**

- **As** a media presenter,  
**I want** to channel a Dermatologist doctor.  
**So that** I can get treatment for protecting my skincare.
- **As** a media presenter,  
**I want** to reserve an appointment for getting driving license medical.

## ▪ User Flow - Nirmal H.I.D

### Place an appointment for driving license medical



## ▪ Service Blueprint

SERVICE BLUEPRINT [ E Channeling App ]

