

Mobile App

A. **Create Persona(s)**

IT19953052



## Jacqueline Ronan

“As a female army soldier, I don’t have chances to go home frequently. But I try my best to make my family members feel like I am always with them”

### Background:

Ronan has been working as a female soldier since 2005. According to her profession, the day she goes home is uncertain. She has a daughter who wants to be close to her mom at all times. As a wife and as a mom she does not want their family to feel that she is not with them, specially when on their special occasions. She wants to give her family the love and kindness they need from afar.

### Goals:

I want to customize a cake for my daughter and send it on her birthday as a surprise gift.

### Motivation:

- A strong love for family
- Fulfilling the needs of the family
- Fulfils her responsibility as a mother even from distance
- Strong endurance

### Frustrations:

- Not being able to spend time with family at home
- Inability to be with them on their special occasions

### Demographic



Female



36 years



Australia

Married

Female soldier

Adelaide

### Skills:

Communication

I [redacted] ons

Online purchasing

[redacted]

[redacted]

### Technologies:



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**ARYAN SAMARTH**  
SOFTWARE ENGINEER

**DEMOGRAPHICS**  
Age: 30 yrs  
Gender: Male  
Occupation: Software Engineer  
Status: Married

**PERSONAL SKILLS**  
Creativity  
Communication  
Time Management  
Self Learning

**TECHNOLOGIES**  


**CHANNELS**  


"As a software engineer and as a father, I want to influence my family with quality food products on their special occasions"

**BACKGROUND**  
Aryan Samarth is a software engineer who has 8 years of experience in the industry. According to his profession, more than 15 hours of the day is spending in front a computer device. As a husband and as a father of two kids he wants to influence the family members on their special occasions because most of the times he does not have enough time to spend the time with them. So, always he is looking for quality food products for his loving family.

**GOALS**

- Wants to surprise his family on their special occasions with delicious cakes
- Purchase quality cakes products for the family
- Enhance the family bonds

**MOTIVATIONS**

- Fulfil the responsibilities as a father
- Make the family member's special occasions memorable
- Provide the best food products for the family

**FRUSTRATIONS**

- Does not have enough time to spend with the family
- Tough to find quality cake products

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## TEJAL NAISHA

OWNER OF A BUSINESS

### DEMOGRAPHICS

Name: Tejal Naisha  
 Age: 29  
 Gender: Female  
 Work: Owner of a cake shop  
 Status: Married  
 Location: India

### TECHNOLOGIES



### CHANNELS



### QUOTES

“

As an owner of a cake shop, I want to provide a good service to my customers, That is the greatest satisfaction I get from this occupation. ”

### BACKGROUND

Tejal Naisha is an owner of a cake shop. She has been running this shop for four years. She is very popular among other cake shop owners and buyers. Because she provides quality and great service to the customers who come to her shop and in her shop, there are many categories of sweet cakes to buy. Before starting this company Tejal has followed a Marketing Degree in Eastern ACT University in India. And also she has followed an Advanced Diploma in Cake Decorating

### GOALS

- Expanding the shop
- Providing quality service to customers
- Enhancing the shop by facilitating online ordering for customer
- Becoming a leading cake shop in the country

### MOTIVATIONS

- Prepare delicious cakes
- Provide better service for customers
- Make customer's special occasions beautiful

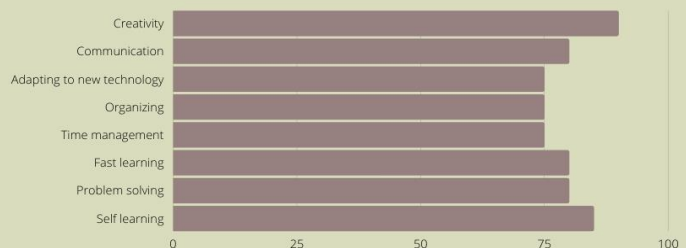
### FRUSTRATIONS

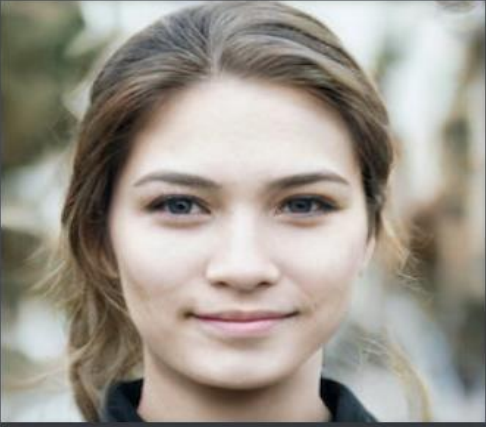











- Inability to find suitable employees to work in the shop
- High competition in the field

### PROFESSIONAL SKILLS

- Marketing
- Project Management
- Analytical Skills
- Cake designing

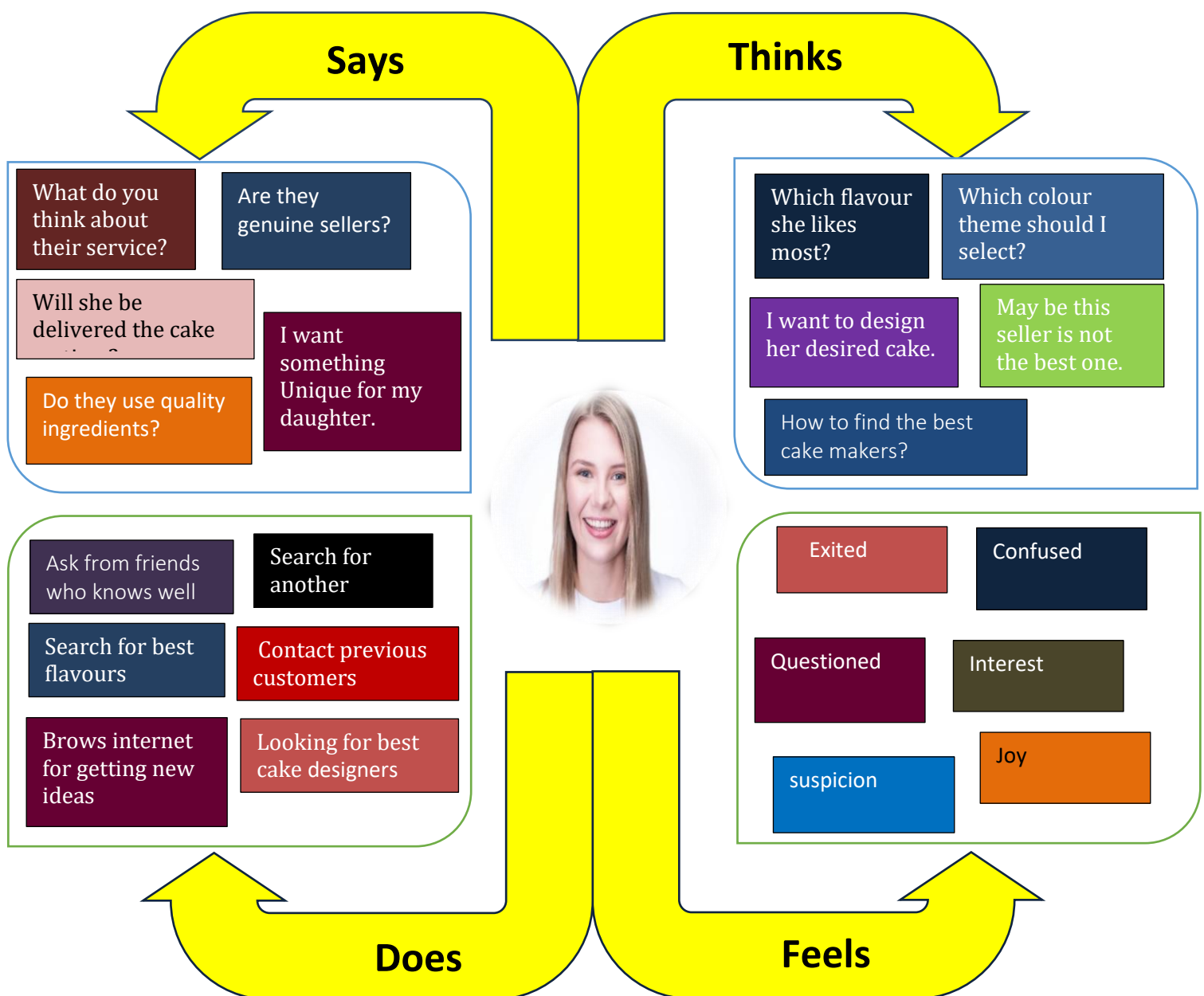
### PERSONAL SKILLS



NAME <b>Sarah Garza</b>		TYPE <b>Idealist</b>
	<b>Goals</b> To buy cakes for parties	
	<b>Background</b> Sarah Garza is a housewife and a community party organizer. She has organized many parties for nearby children. She started her service 4 years ago. She has a good reputation among the community members. She is trying to provide good service for her customers and earn extra income for her household.	
	<b>Motivations</b> <ul style="list-style-type: none"> <li>• Social responsibility</li> <li>• Help children</li> <li>• Give good service</li> <li>• Make a good time for the gathering</li> </ul>	<b>Frustrations</b> <ul style="list-style-type: none"> <li>• Lack of team support</li> <li>• need of quality products</li> </ul>
	<b>Channels</b> <div>     </div>	
<b>Demographic</b> Female 30 years Married Party organizer	<b>Technology</b> <div>    </div>	
<b>Skills</b> <div> <div>Organizing</div> <div>  </div> <div>0 25 50 75 100</div> </div> <div> <div>Communication</div> <div>  </div> <div>0 25 50 75 100</div> </div> <div> <div>Decoration</div> <div>  </div> <div>0 25 50 75 100</div> </div> <div> <div>Creativity</div> <div>  </div> <div>0 25 50 75 100</div> </div>		

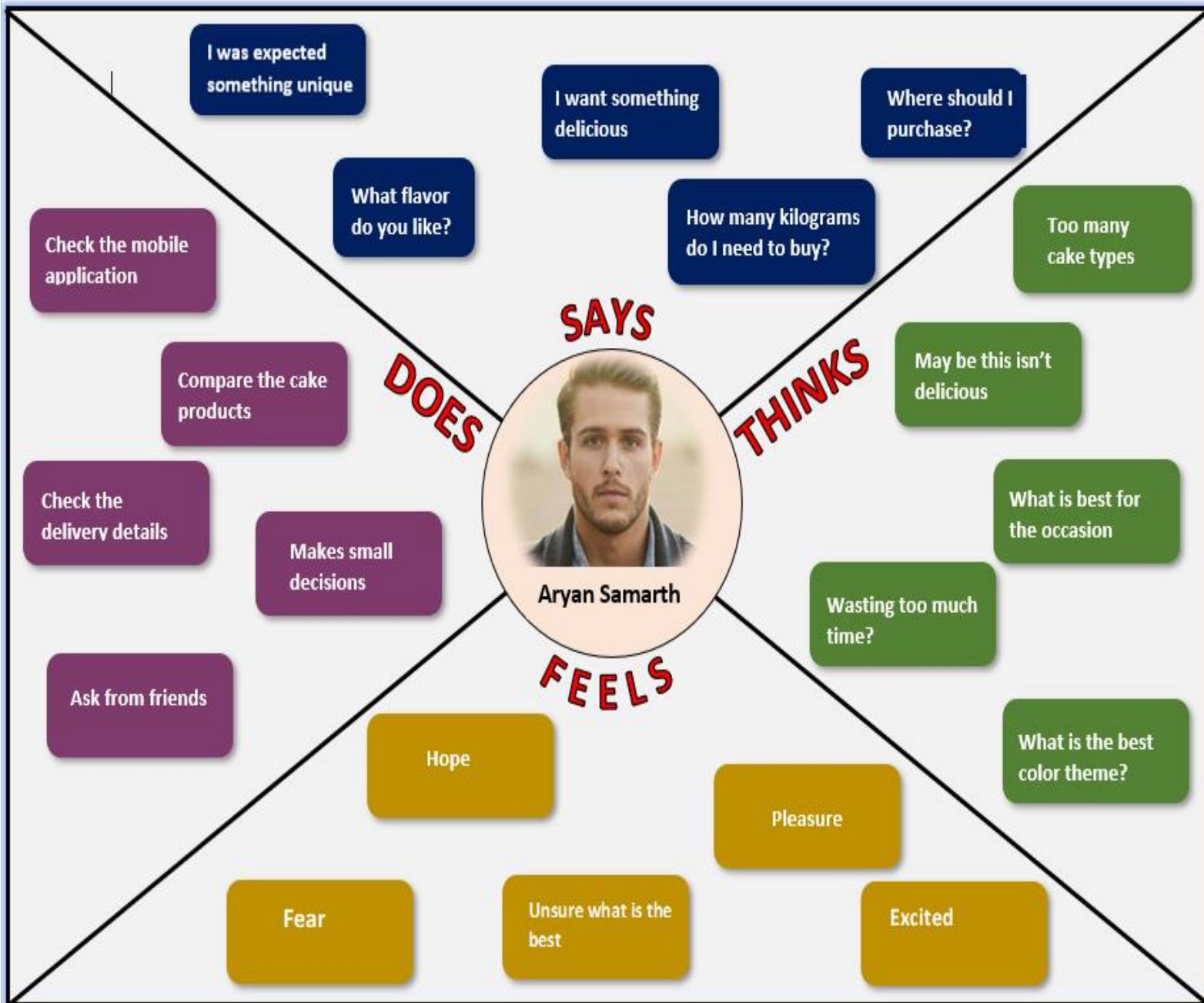
*Empathy map(s)*

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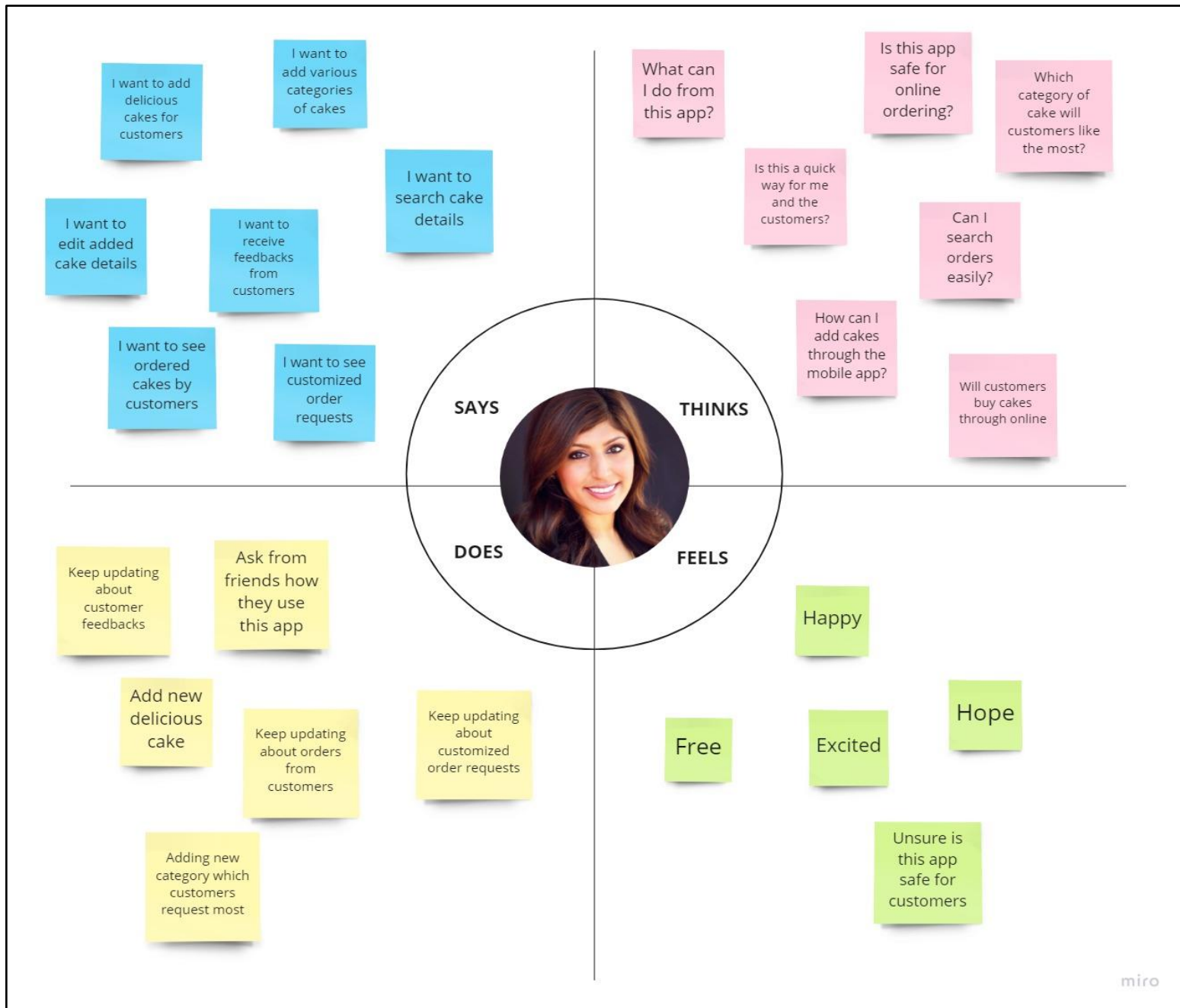




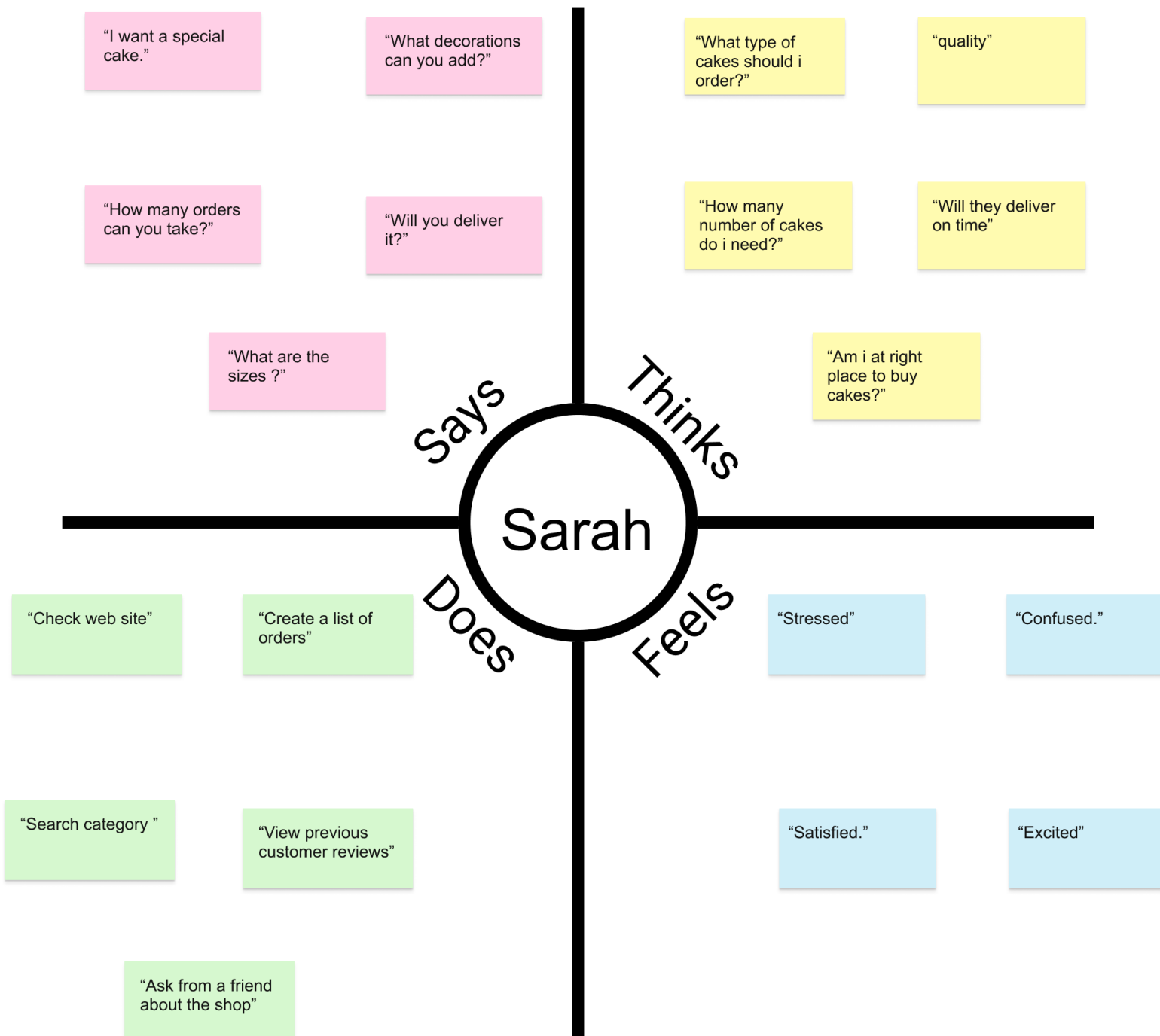
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***User story***

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AS customer I want to buy customize cakes So that I can design my desired cake instead of purchase for readymade cakes

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As a customer, I want to buy high quality, delicious birthday cake for my son's birthday. So, that I can make my son surprised and happy on his special day.

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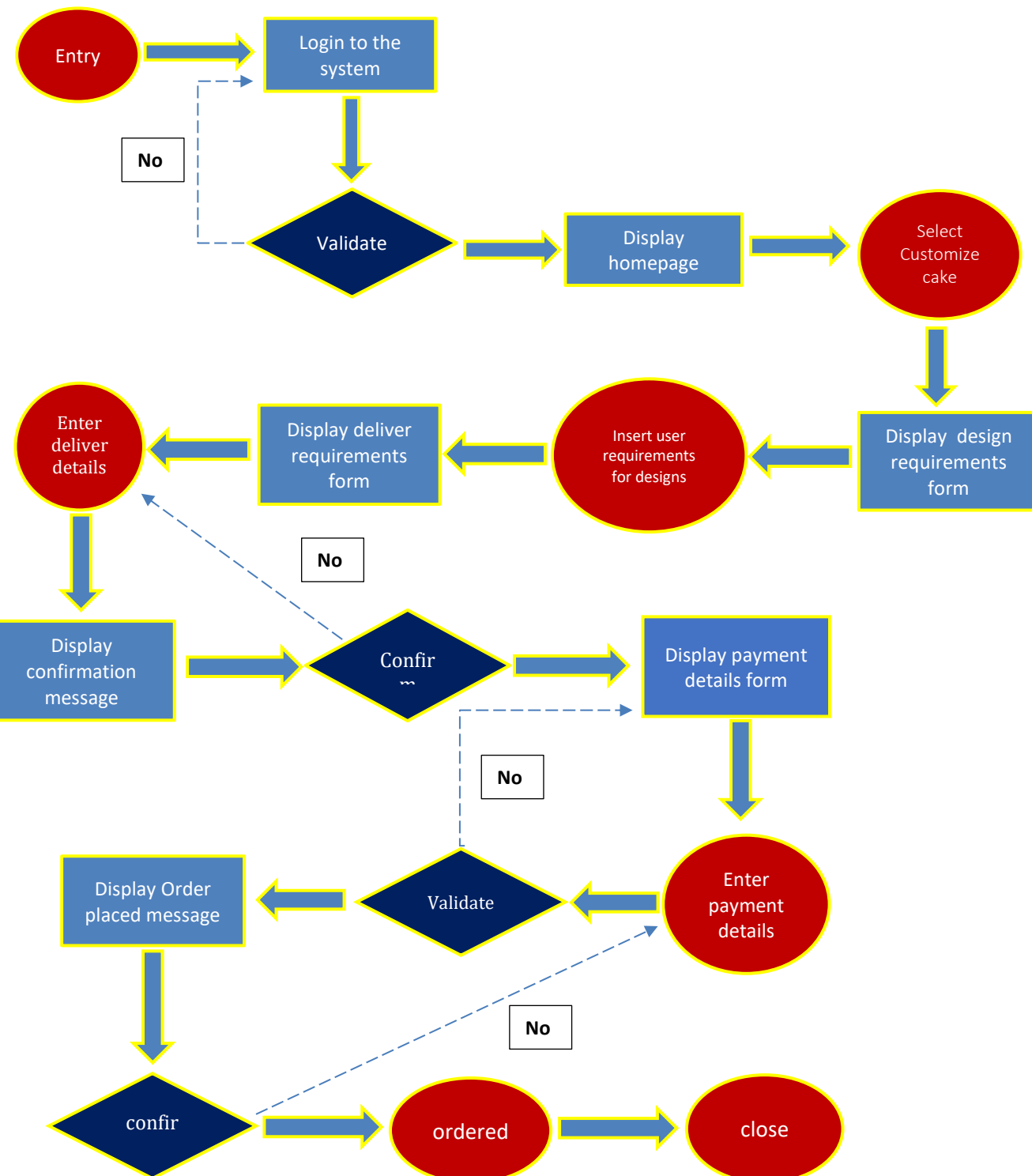
**As a shop owner,  
I want to sell delicious cakes with a good quality.  
So I can earn profit, as well as the trust of the customers.**

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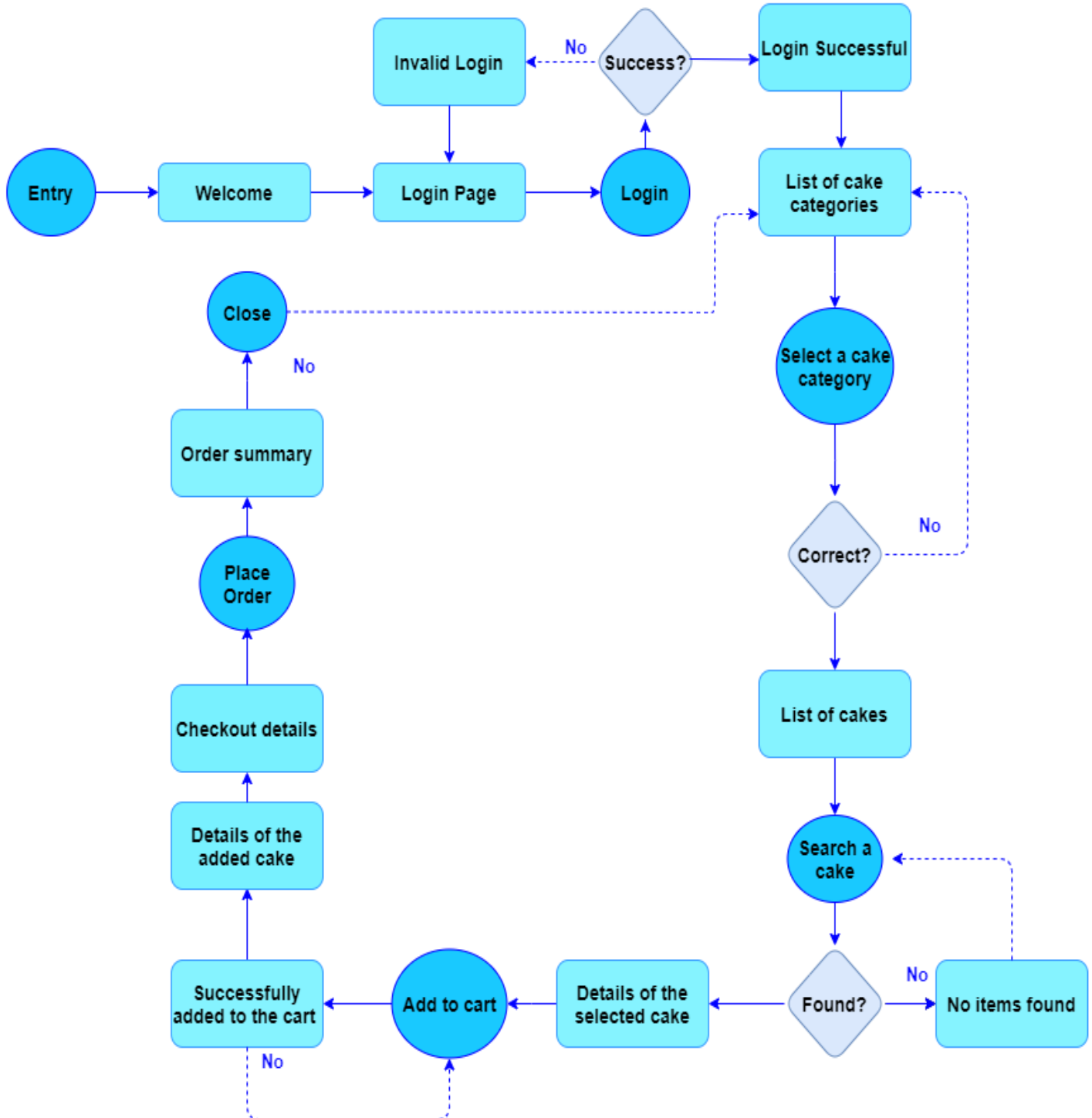
As a Party Organizer  
I want to buy quality products  
So that I can give a good service to my customers

### User flow

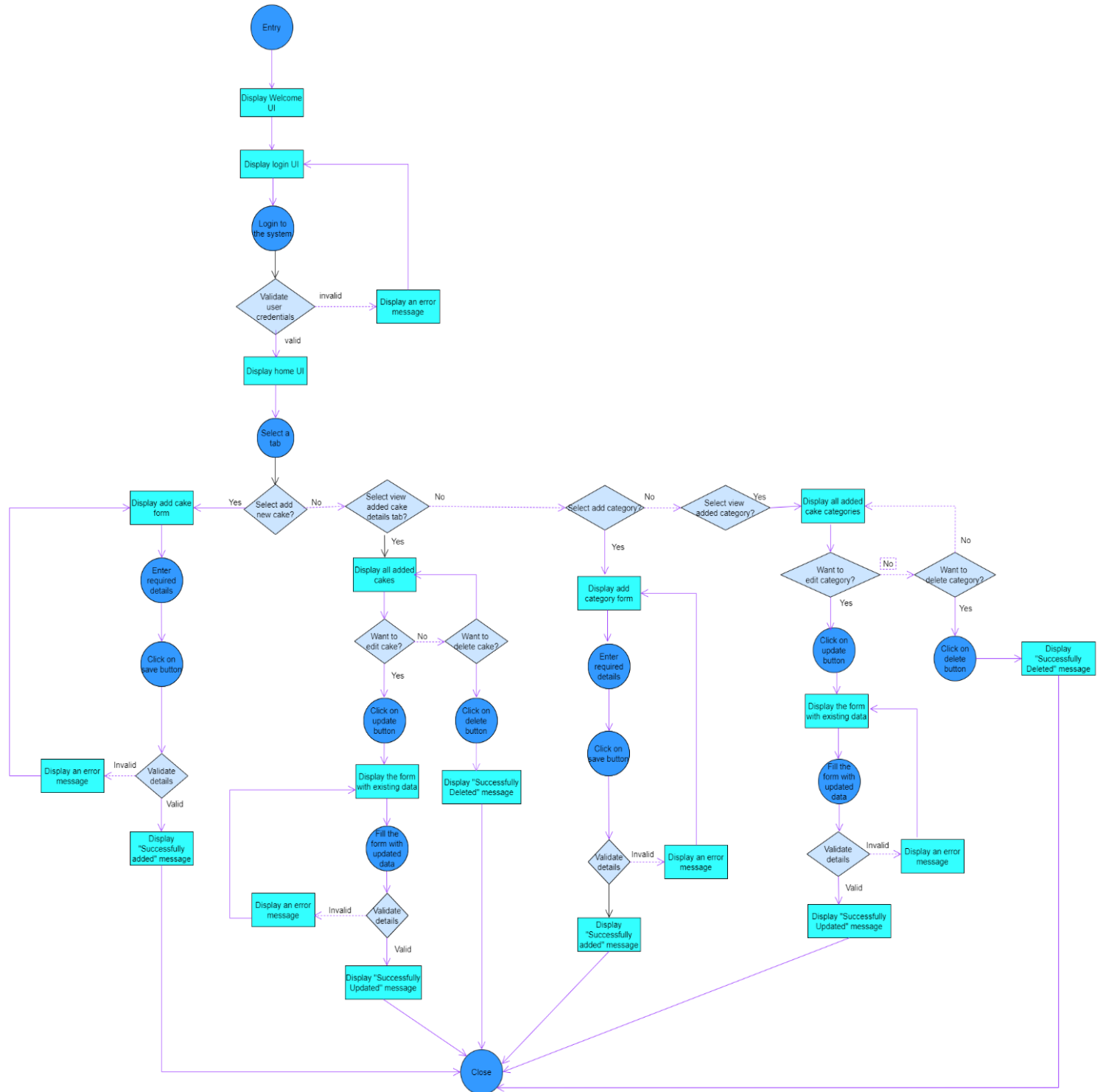
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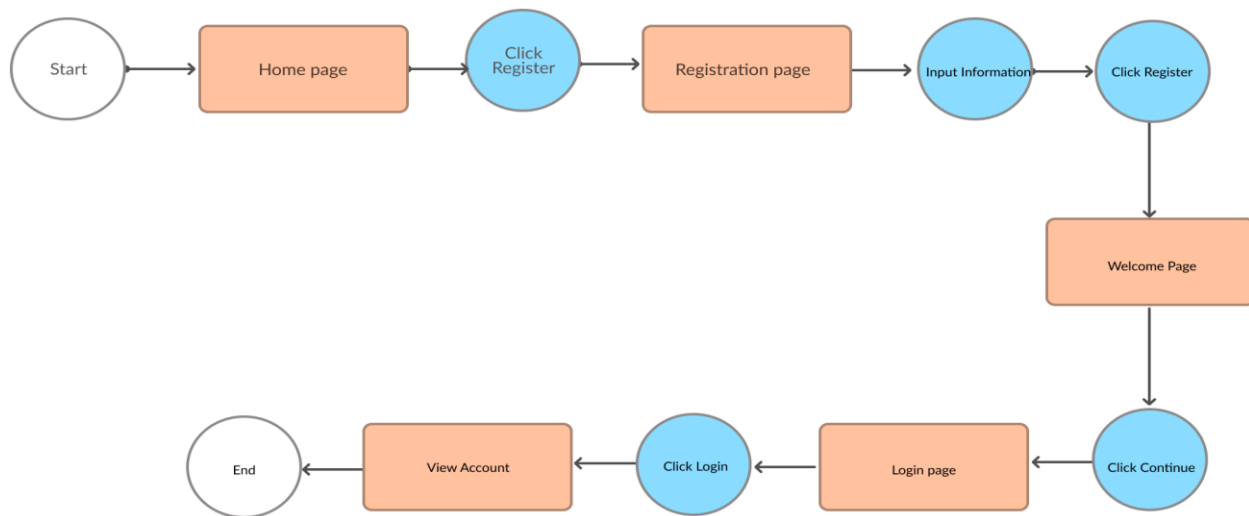
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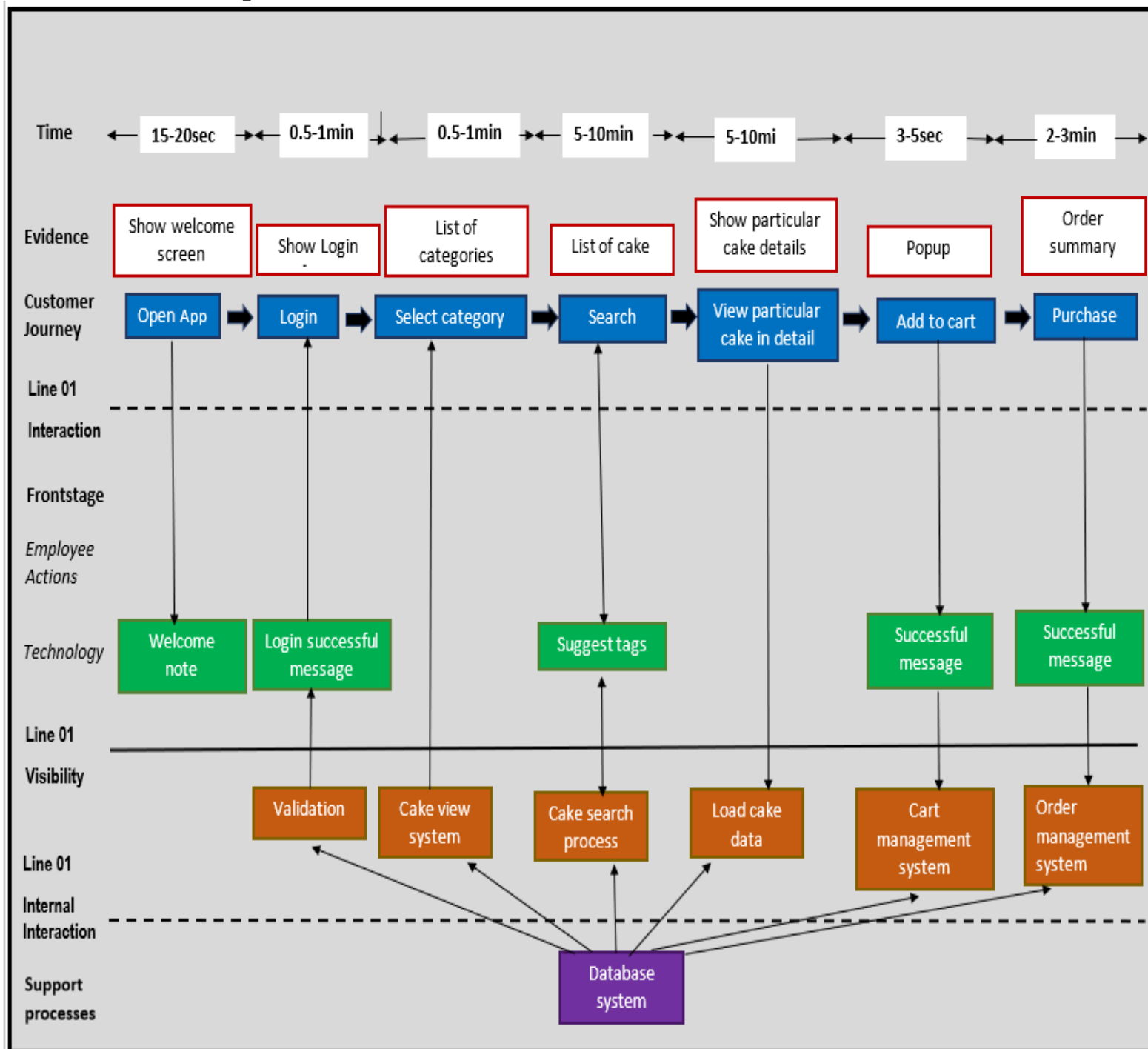


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### Service Blueprint



<b>Student Reg. No</b>	<b>Student Name</b>
IT19953052	Rupasinhe K.A.S.S
IT19953984	Sajani Y.N
IT19047720	Mendis B.N.V
IT19974774	Dasanayake N.A.C.H