Lab Sheet 03

User Experience Engineering

2021S1_JUNE_WD_12

Group Members: -

	Registration Number	Name
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Personas

NAME
Gihan Niroshan

TYPE
Idealist

Goals

- Fair price range and quick delivery service.
- Buy a gas cylinder without damaging his car
- Time Saving
- Doing payments via online

Demographic

♂ Male   35   years

📍 Malabe, Sri Lanka

Married

Lecturer

Key Characteristics

Punctuality

0   25   50   75   100

Background

Married, two children. Works in an Institution. Doesn't like to bring the gas cylinder in his car because of the damages, prefers to buy a gas cylinder online. Has several credit cards to do the payments via online. His main info channel is Internet.

Motivations

- Several payment options.
- Promotions.
- Ability to select a dealer as their choice
- Delivery on time

Frustrations

- Less user-friendliness interfaces in the add address function
- Getting calls every time from dealers.
- Cannot choose the location on map

Channels

G 💬 ✈ 📞

PROJECT: untitled   PERSONA: OSHINI COORAY

NAME
OSHINI COORAY

TYPE
Artisan

Goals
- Buy a gas cylinder without visiting.
- Deliver to the exact location
- deliver on time
- Time saving

Background
Oshini Cooray is a student worked in a company while studies. She stays at a hostel because she cannot travel daily to worked place. She cannot buy a gas cylinder from a shop because she cannot lift up the cylinder by her own. Therefore she prefer to buy it online using a mobile app because she want a delivery service.

Demographic
- Female   25   years
- Beruwala
- Single
- Software Engineer

Frustrations
- Can't select the exact location.
- Entering the address is difficult.
- Did not mentioned delivery areas clearly.
- In sometime Delivery option is not available.

Characteristics
Mutual Understanding

| 0 | 25 | 50 | 75 | 100 |

Patience

| 0 | 25 | 50 | 75 | 100 |

Respect other opinions

| 0 | 25 | 50 | 75 | 100 |

Motivations
- Special offers and discounts
- Less expensive
- Clear pricing

Channels

UXPRESSIA
This persona was built in uxpressia.com

NAME

Mishel Cooray

TYPE

Rational

Goals

- Receive ordered items requested time.
- Pay bill buy online payment method.
- Contact with supplier
- Know the price of items.

Background

Single, Following a degree on weekends and working in an company on weekdays, Living Boarding house. Difficult to visit a shop on open time and delivery is difficult.

Demographic info

Female   22   years

Kalutara, Sri Lanka

Single

Graduate

Manager, Shipping Company

Drivers and motivators

- Online payment method
- Add promotions.
- Display supplier contact information.
- Deliver on time.

Frustration

- Getting unnecessary calls.
- Suppliers not available.
- Item prices not updated.
- Complexity of interfaces.

Skills

Language handling

0   25   50   75   100

Preferred channels

User Persona

Age: 28
Work: Software Engineer
Family: Married, 1 kids, etc.
Location: Gampaha
Character: Archetype
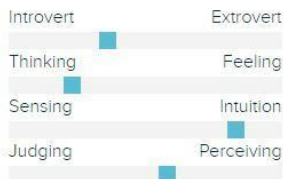
Goals

- In the pandemic situation order through the online
- Best price with quality service
- Cash on deliver
- To find related parts
- Get to know offers

Frustrations

- Customer service is very bad
- There are not giving balance
- Some time they have cylinder but saying lies

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

He is Software Engineer at WSO2. He has 1 kids and his wife is accountant. He has servant. He doesn't like to go to shop buy cylinder. because he is really busy person. and also he don't like online payment he docent be liveness about government application.

Motivation

Incentive

Fear

Growth

Power

Social
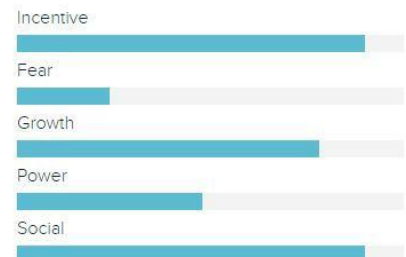
Brands & Influencers

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Empathy Maps

I want to buy a gas cylinder.

I cannot lift up a gas cylinder with my backpain.

I need to replace my gas pipe.

We have to buy 5 gas cylinders for make foods for tomorrow party.

I have only laugh gas cylinder, I should have other gas cylinder also in case of sudden.

SAYS

If I lift this up, my backpain will come again.

If I bring it in my car, my car can damage

How can I fine 5 gas cylinders at one time

Where can I find a gas pipe suddenly.

Having separate brands, It will be a benefit in anytime.

THINKS

Download the online app and order from there.

Make an order by giving the required quantity as 5.

Search from the app and make the order

Make an order for a empty gas cylinder

Deliver gas cylinder to home.

DOES

Helpful

Positive thinking.

Panic

Tired

Happy

FEELS

SAYS

I cannot find a gas cylinder within a nearest agent.

I don't have cash now and I want to buy a gas through online payment

I like to buy a gas using mobile app as my first online ordering experience

We will go a trip day after tomorrow.

I want to send a gas cylinder to my grand mother's home.

THINKS

How can I send a gas cylinder to a separate address.

How I find a gas cylinder in this situation.

We have to cook our dinner.

I have to use my credit card to buy a gas cylinder.

How to use a mobile app to deliver a gas cylinder.

DOES

Buy a 2.5kg gas cylinder from there.

Make the order by changing delivery address to deliver my grand mother's home.

Select a separate dealer from where I want and make a order with my delivery address.

Make the order and pay via online transferring.

Download and install the Litro gas mobile app and make the order

FEELS

Feel easy to handle the situation.

Feel comfortable.

Time saving

User friendliness.

Feel free to make orders

SAYS	THINK
I cannot go out to buy a gas cylinder because, I am in quarantine period	How can I buy a gas cylinder without going
I do not have a vehicle to bring the gas cylinder, I want a responsible	How can I bring the gas cylinder to home?
My neighbor will bring a gas pipe for me, I want to know the latest price of a gas pipe to hand over money to them.	How can I know the latest price of a gas pipe?
I want to contact gas supplier to change the time of deliver the gas.	How can I place order for my friend's house?
I want to place an order a gas cylinder for my friend's house.	I have to postpone delivery because, I am late when I go home. How can I get contact information of supplier?

DOES	FEELS
Using mobile app place an online order and pay using online pay method.	More efficient
Place an order with delivery option	Safe
Simply logging to the app and search the item in the home page to check price.	Good to continue
View the order take the supplier contact information	Easy to day-to-day life
Place an order with another delivery address.	Modern

SAYS

I want to buy gas cylinder through the online.

I need to buy hose

I need to know promotion

I need to discount

I need to check availability of stock

THINK

Who is the best dealer

How can I know their service

How can I trust their service

Are there user friendly

How can we check, How much fill volume

DOES

Ask form some one who is best dealer

Search in google and face book

Download mobile application

Refer the Llitro web page

FEELS

Heat, fear

Happy, angry

Happy, angry
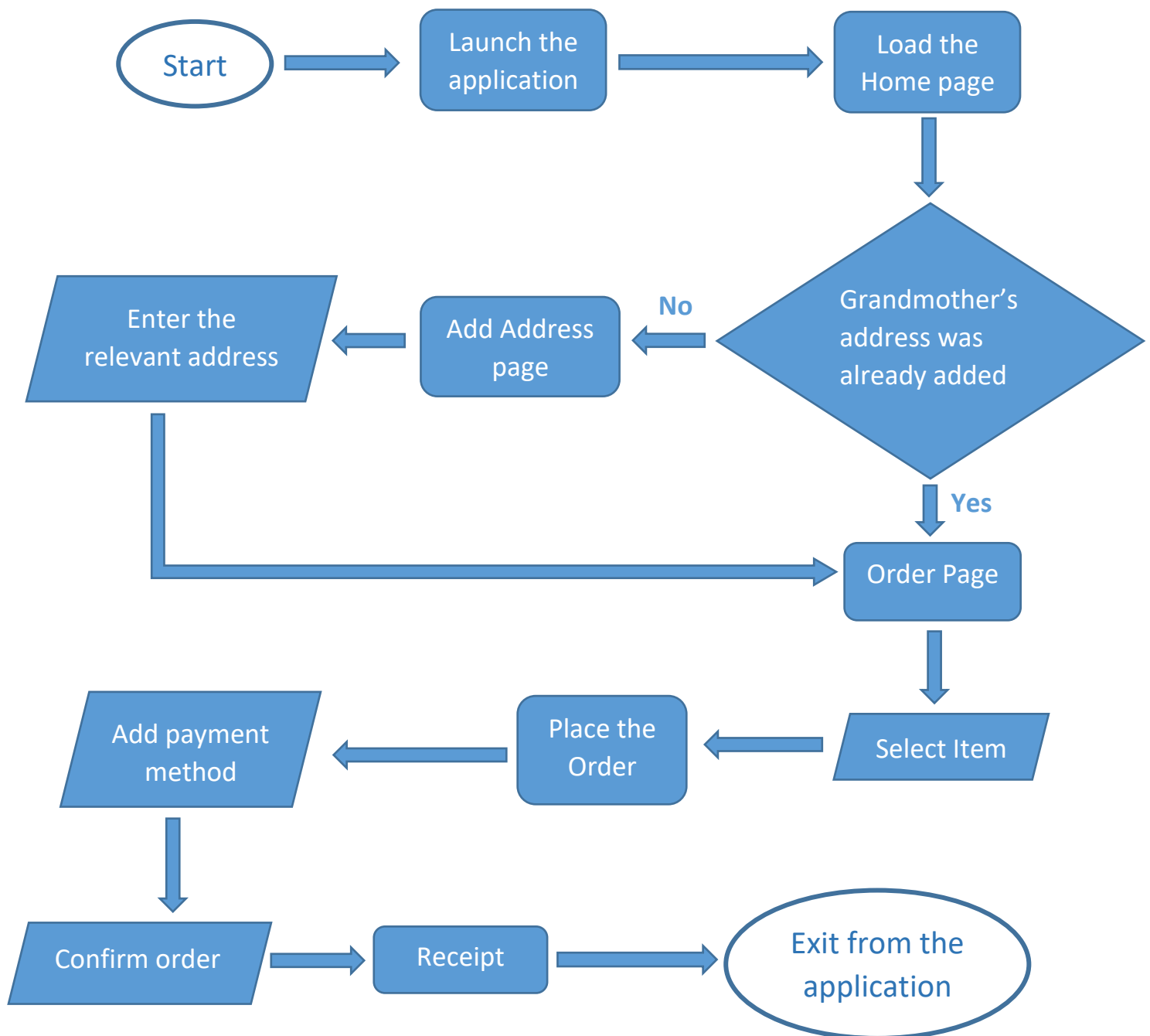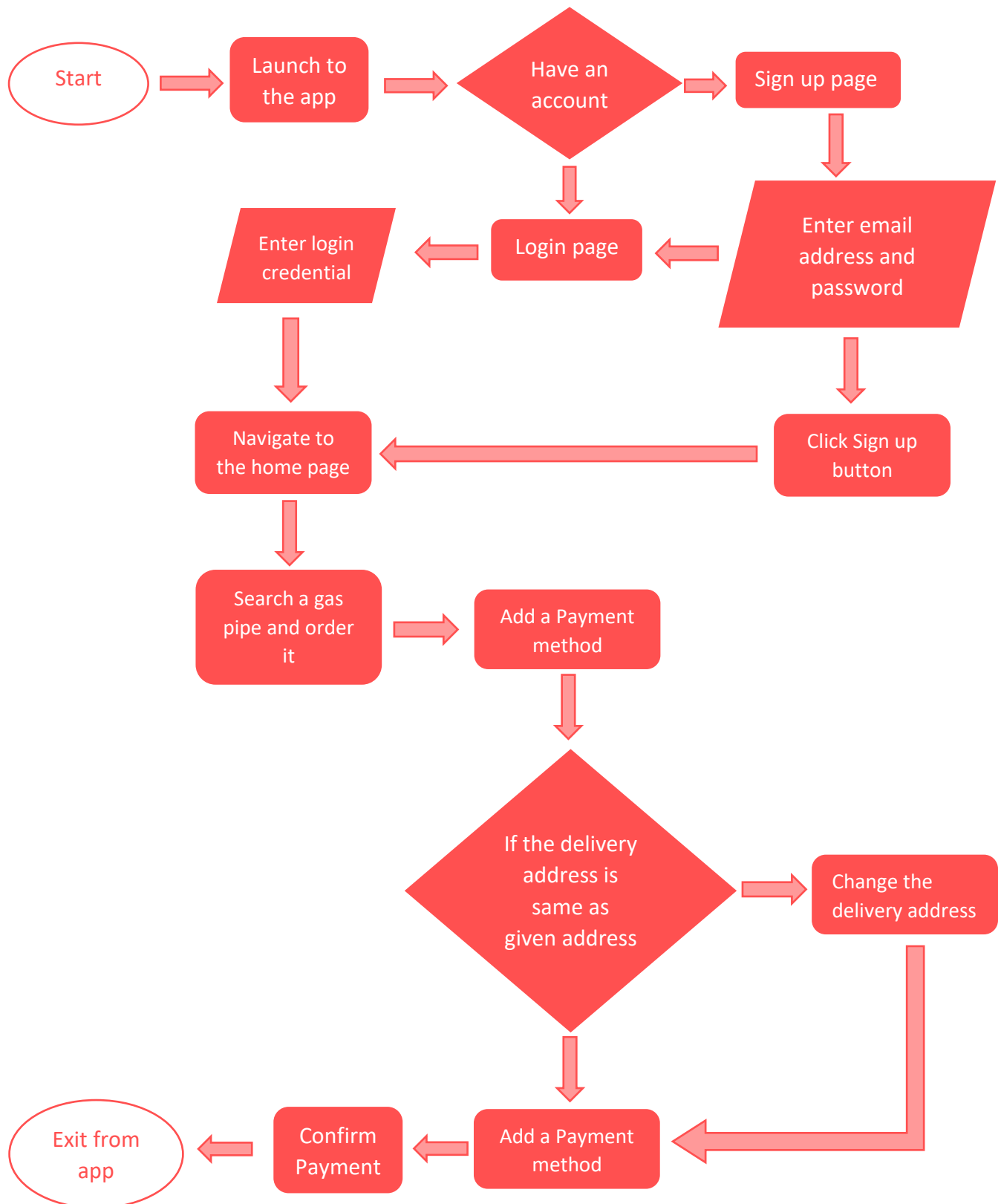
Satisfaction,

Tired, crazy, sadness

User Stories

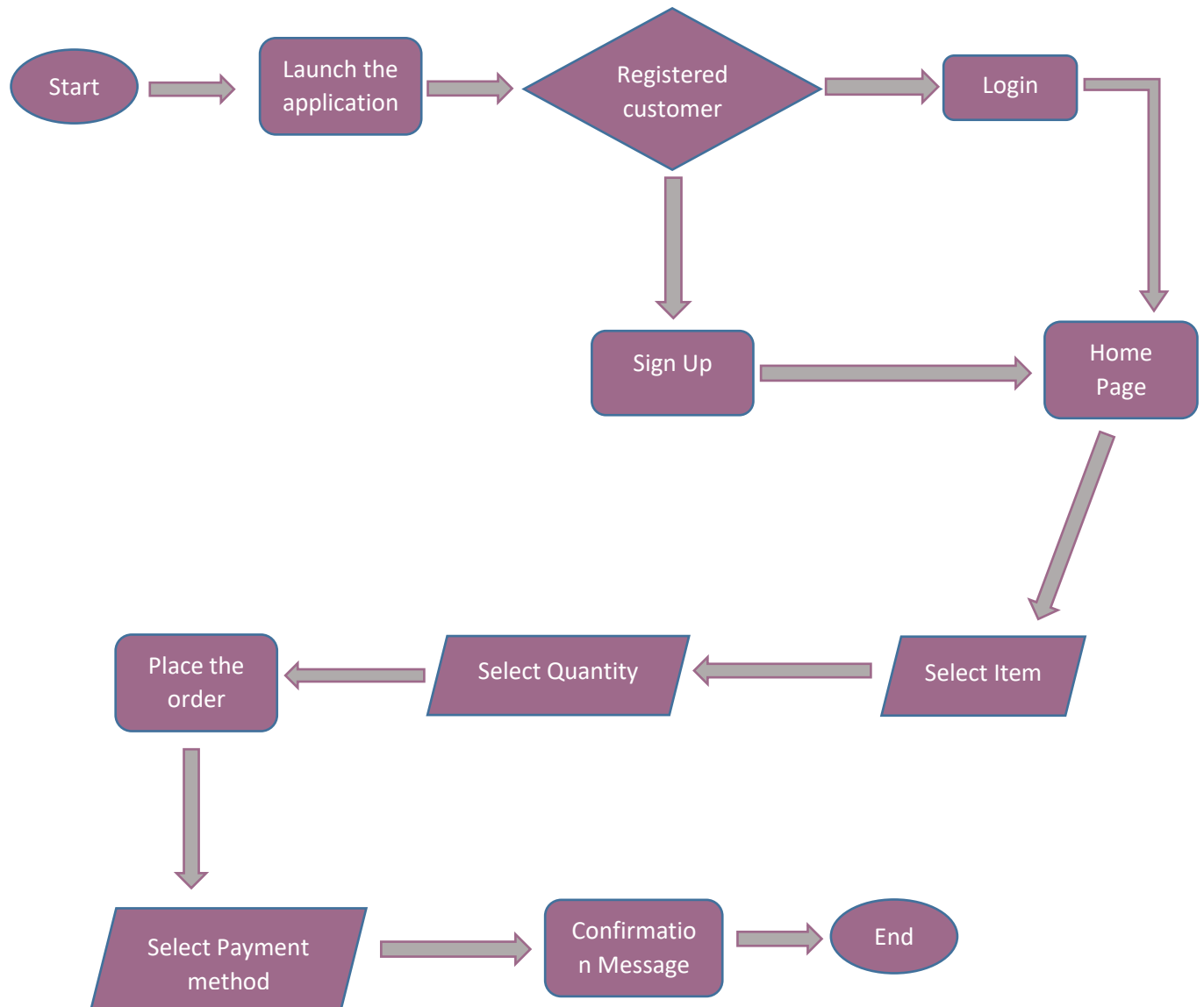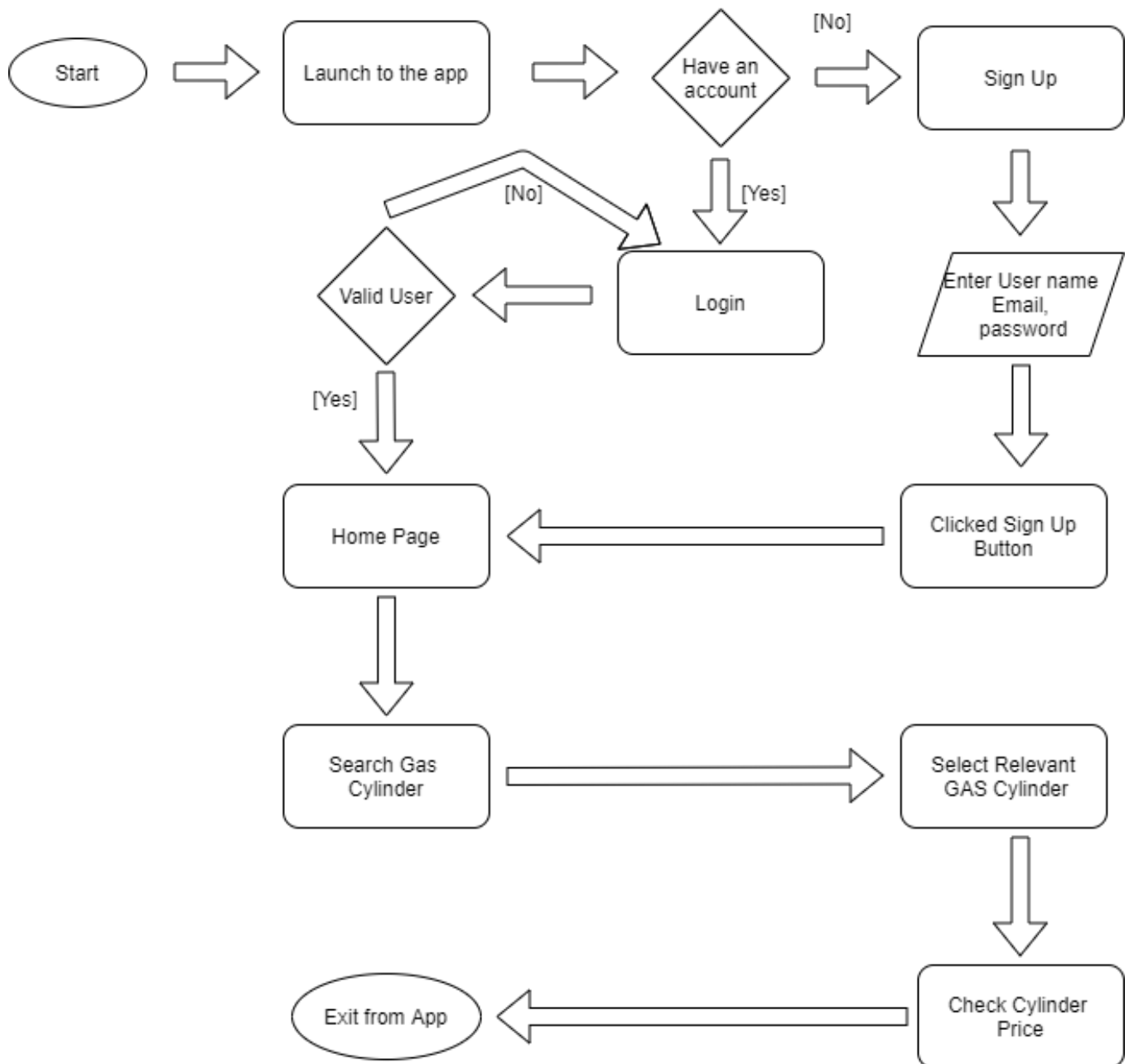| Gihan Niroshan	As a user, I want to deliver a gas to my grandmother's home, so that I can change the delivery address as my grandmother's home address and order a gas cylinder.
Oshini Cooray	As a user, I want to replace my gas pipe, so that I can log in to the application and order a new gas pipe and deliver it to my home.
Mishel Cooray	As a user, I want to buy two gas cylinders at a time and pay them via online, so that I can register in the application and order two gas cylinders and pay them via online.
Malith	As a user, I want to check the current price of a gas cylinder, so that I can register in the application and check the price of any item that I want.

User Flows

Gihan Niroshan's use flow

Oshini Cooray's use flow

Mishel Cooray's use flow

```
Start → Launch the application → Registered customer → Login
                                         │                  │
                                         ▼                  │
                                      Sign Up ───────────→ Home Page
                                                              │
                                                              ▼
Place the order ← Select Quantity ← Select Item
      │
      ▼
Select Payment method → Confirmation Message → End
```

Malith's use flow

Service Blueprint