
Lab Practical 03 – Identify User Groups**Personas**



Lunasha Rajapaksa

Lunasha Rajapaksa is a talented student in her school. She is like to self-study and grab more knowledge. She has more interest about IT field, and she learned lot of programming languages by herself. Currently, she did the ordinary level (O/L) exam and seeking a good IT diploma to start build her career life.

Motivation

- Always want to do her best in each interest area.
- Love to be certificated.
- Interesting in programming.

Goals

- Find a good IT diploma.
- Find a diploma in flexible to her budget.
- Get a higher diploma in IT.
- Make the first step to be a developer.

Technology Ability

- Know Java and python already.
- Have a computer and laptop.
- Participated for IT competitions in school.

Frustrations

- Too many options.
- Expensive course fee.
- None of her friend like to do an IT diploma.



Athurugiriya, Sri Lanka



Work: Student

Age: 16 years

Emotions and Attitudes

- Emotions: Dreamy disposition, A distinct flair for fashion
- Attitudes: Open minded, Fair

Social Media Usage

Instagram ★★★★★
Facebook ★★★★★
LinkedIn ★★★★★
Twitter ★★★★★



Kalani Priyanka

Mrs. Kalani Priyanka is a married woman of 45 years old and who is currently a property selling broker and a managing director of her own property selling business institution. She has been doing this for many years and mainly through newspaper advertisements. Currently it has become difficult for her to reach her expected incomes and audience through paper advertisements, and now she is looking for a proper solution in order to reach her property advertisements to the society in a much methodical and easy way without wasting time, effort, and money. She needs to do this in a very effective and in a user-friendly platform without many issues on handling the tasks.



Nivithigala, Sri Lanka



Work: Managing Director
Age: 45 years

Emotions and Attitudes

- Emotions: Fear, Gratitude, Anticipation, Pride
- Attitudes: Independent, Courteous, Trusted, Cooperative

Social Media Usage

LinkedIn ★★★★★
Twitter ★★★★★
Facebook ★★★★★
Instagram ★★★★★

Motivation

- Getting a good demand from buyers/customers and increase monthly income by sales.
- Manage work effectively by handling buyers effectively.
- Improve customer awareness.
- Convenience to post advertisements and receive offers online.
- Being able to respond to customer offers as quickly as possible.

Goals

- Adding new advertisements for available properties.
- Categorize advertisements as lands, houses, apartments, commercial buildings etc.
- Update advertisement details and remove advertisements when needed.
- Receive many offers from customers for properties.
- Bringing in sales; exceeding sales.
- Accept online payments received as advanced payments for properties.

Technology Ability

- A postgraduate of a marketing, advertising, and communication.
- Four years' experience with virtual marketing.
- Attention to detail and accuracy.
- Knowledge of marketing project workflow process and digital process life cycle.
- Quality of written, presentation, and communication skill.
- Budget management, metrics, and reporting especially demand generation.

Frustrations

- An advertisement requiring lot of unnecessary details of the vendor.
- Spending too much time in understanding how the app works.
- Sudden crashing of application.
- Not getting a chance to categorize various kinds of properties.



Naduni Dilmika

"I can finally afford to buy a brand-new car. Now it's time to decide on which one."

Naduni Dilmika prefers to buy an environmentally friendly car but not sure if he can afford to. She needs a car with enough power to drive her kids and their friends around. The overview page of most of the cars lists the features that have not been converted to benefits. She is 35, lives in the suburbs, and works in the city. She is married and has 3 children. She is often kept busy with work and family life. She works in the industry and is comfortable with technology. She is motivated by career progression and maintaining his social life.



Matara, Sri Lanka



Work: IT Engineer
Age: 35 years

Emotions and Attitudes

- Emotions: Brave, Fierce
- Attitudes: Leadership, Straightness

Social Media Usage

YouTube ★★★★★
Twitter ★★★★★
Facebook ★★★★★
LinkedIn ★★★★★

Motivation

- Desire for financial gain.
- Fear of financial loss.
- Pride of ownership.
- Security and protection.
- Like to drive something brand new, that is never been used by another person.
- Travel to comfortably.

Goals

- Buy a car with good condition.
- Find a good car in affordable price.
- Find a good insurance for her needs.
- Saving money and time spent in public transportation.

Technology Ability

- A postgraduate of an IT, accounting.
- Quality of written, presentation and verbal communication skill.
- Good knowledge in online marketing.

Frustrations

- Fear of finding a better deal elsewhere and not being able to find products quickly.
- Too many options.
- Poor communication.
- Lack of experience in buy vehicles.



Dilshan Jayawardana

Mr. Dilshan Jayawardana is a married man of 38 years old and who is currently a co-owner and hardware engineer of his own small business. He needs to buy tech gadgets time to time in order to extend his business series and has been doing this for many years and by mainly referring and finding through newspaper advertisements. Currently, it has become difficult for him to find his expected tech gadgets to buy through paper advertisements, and now he is looking for a proper solution in order to find his tech gadgets purchasing requirements in a much methodical and easy way without wasting time, effort, and money. He needs to do this in a very effective and in a user-friendly platform without many issues on handling the tasks.



Panadura, Sri Lanka



Work: Hardware Engineer
Age: 38 years

Emotions and Attitudes

- Emotions: Brave, Kind, Anticipation
- Attitudes: Loyal, Straightness, Incredible selfless, Friendly

Social Media Usage

YouTube ★★★★★
 LinkedIn ★★★★★
 Facebook ★★★★★
 Twitter ★★★★★

Motivation

- Although he has a limited budget, he wants to get some useful, reasonable priced tech gadgets.
- To manage time more efficiently and efficiently by not going to meet and pay for each and every vendor as he has a busy schedule with his occupation.

Goals

- To find the most suitable package or discount according to the budget through the mobile application.
- To do online money transactions through the mobile app.
- Check whether the vendor has enough stocks for his tech gadgets to purchase.
- Find the closest vendor or branches quickly.
- Getting tech gadgets to doorstep.
- Search for available tech gadgets without any problem and be notified of new products.

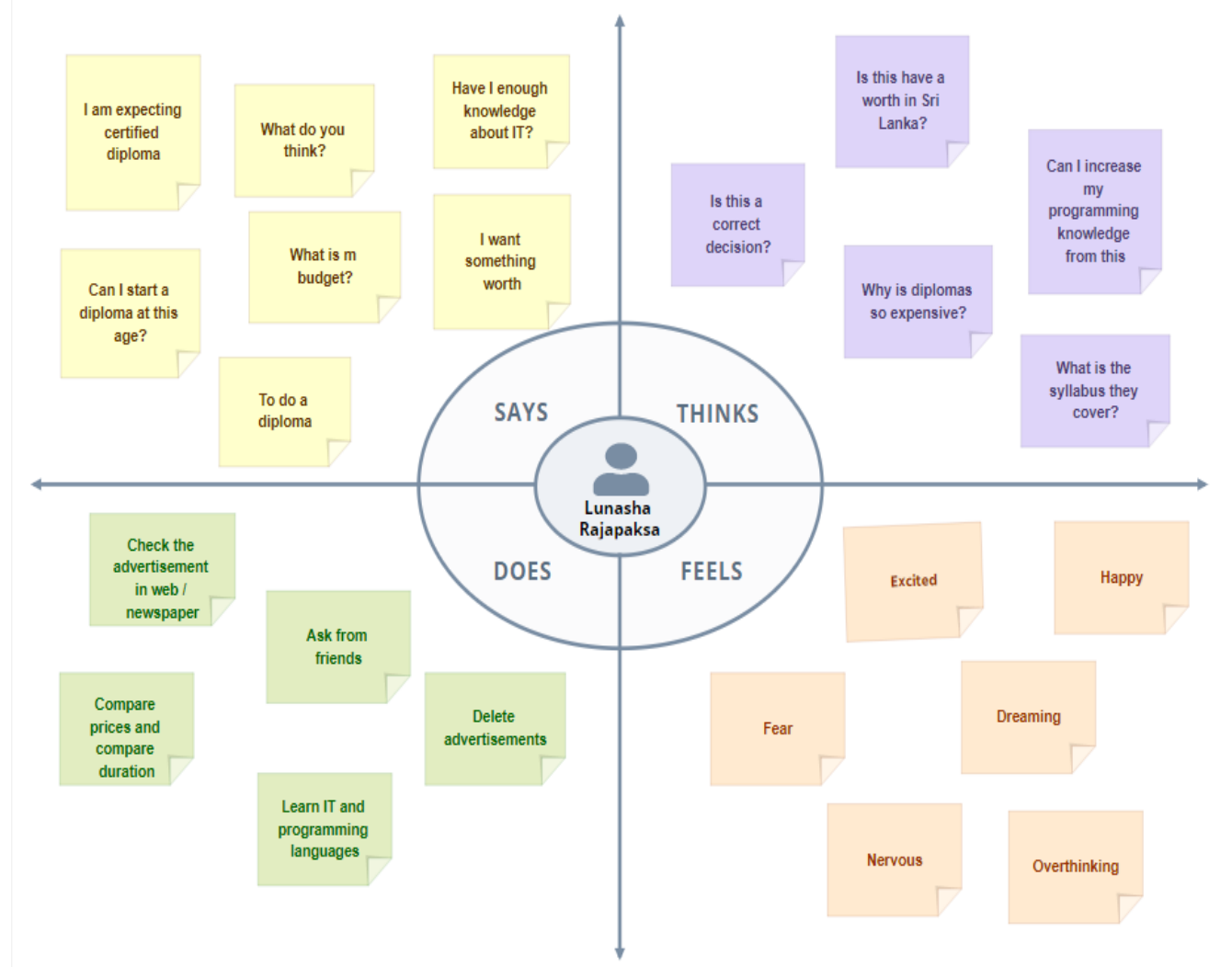
Technology Ability

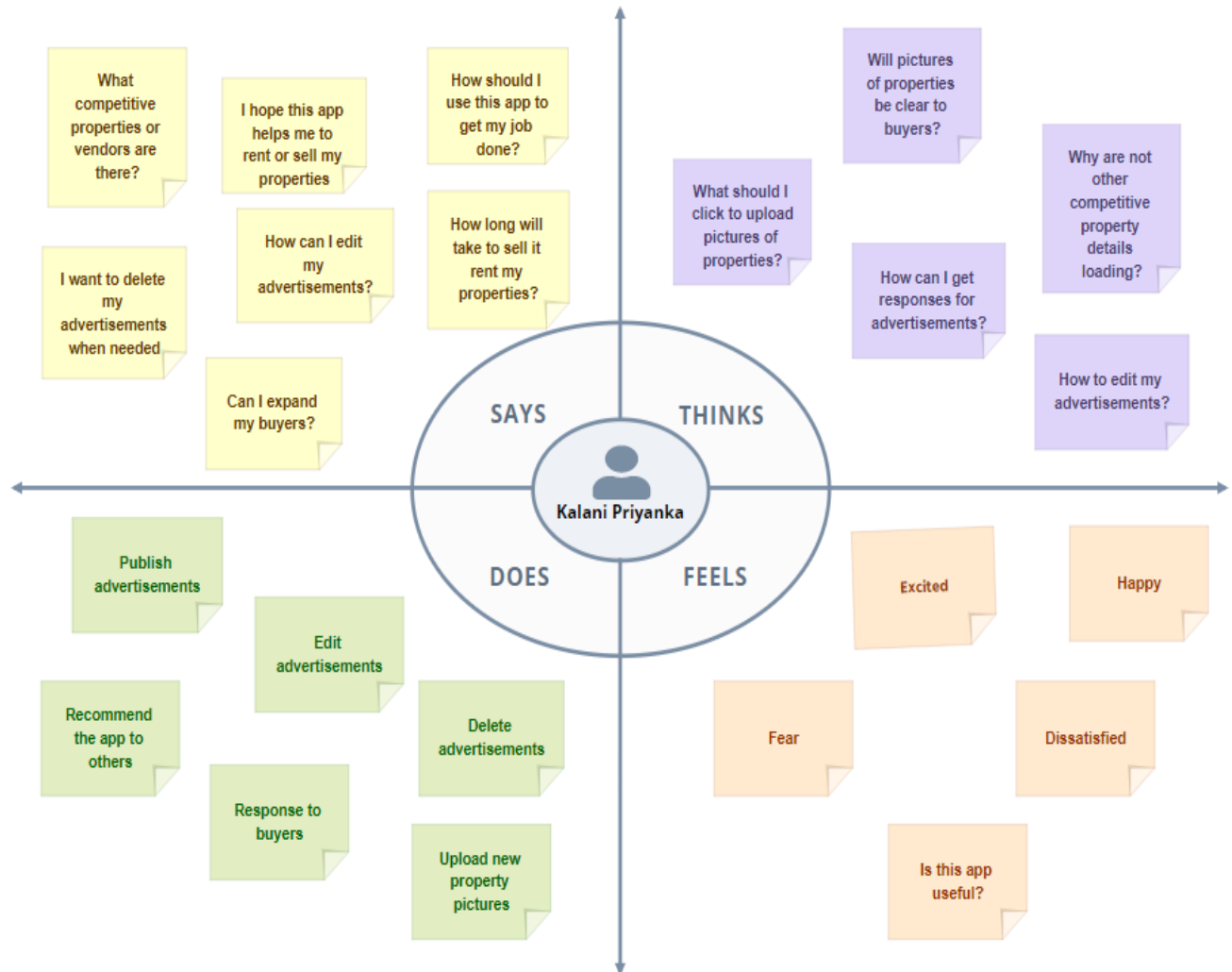
- A postgraduate of a Hardware Engineering.
- Has a good amount of knowledge about IT.
- Has a good knowledge to do online money transactions.
- Has a good knowledge about online ordering and online reservations.

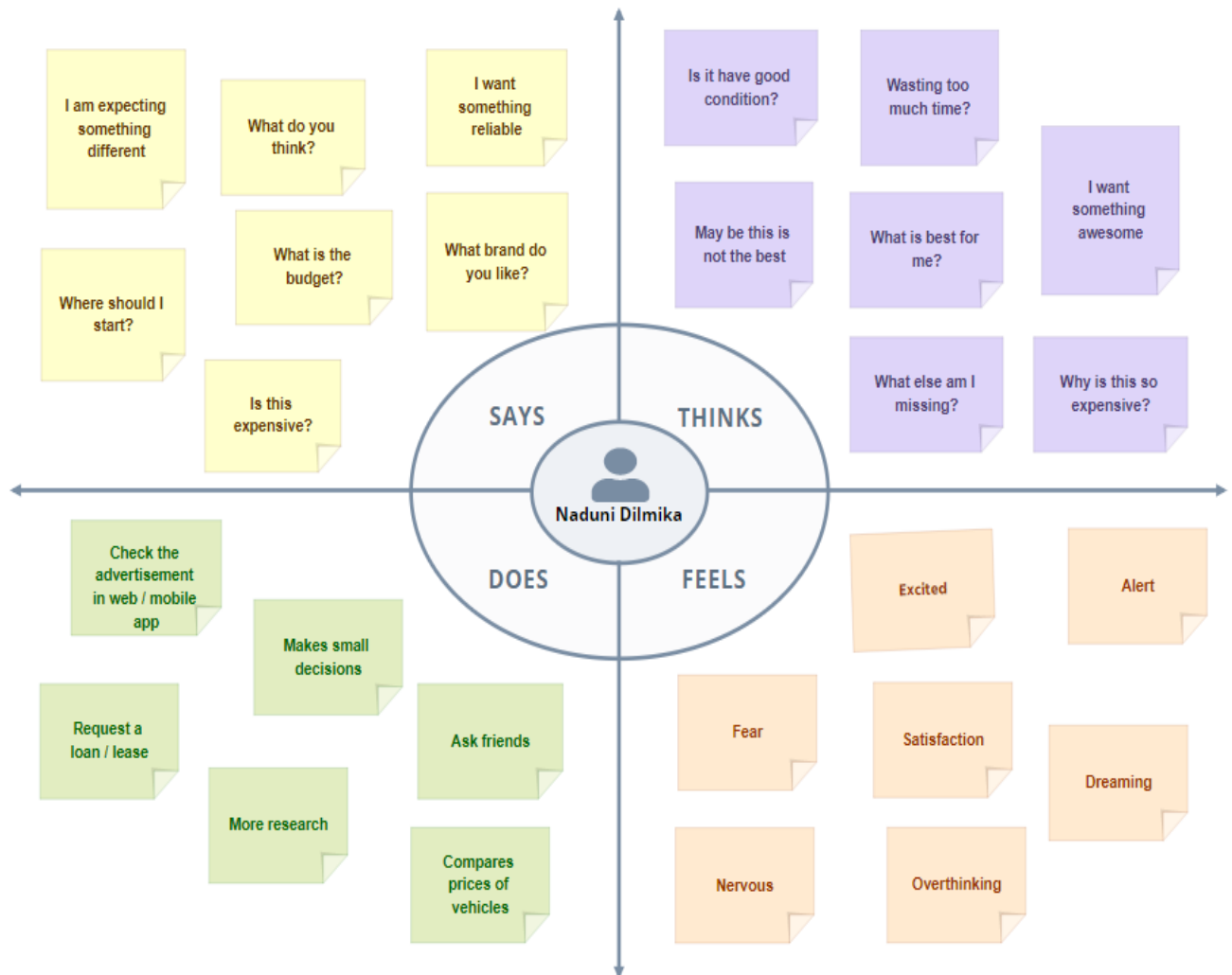
Frustrations

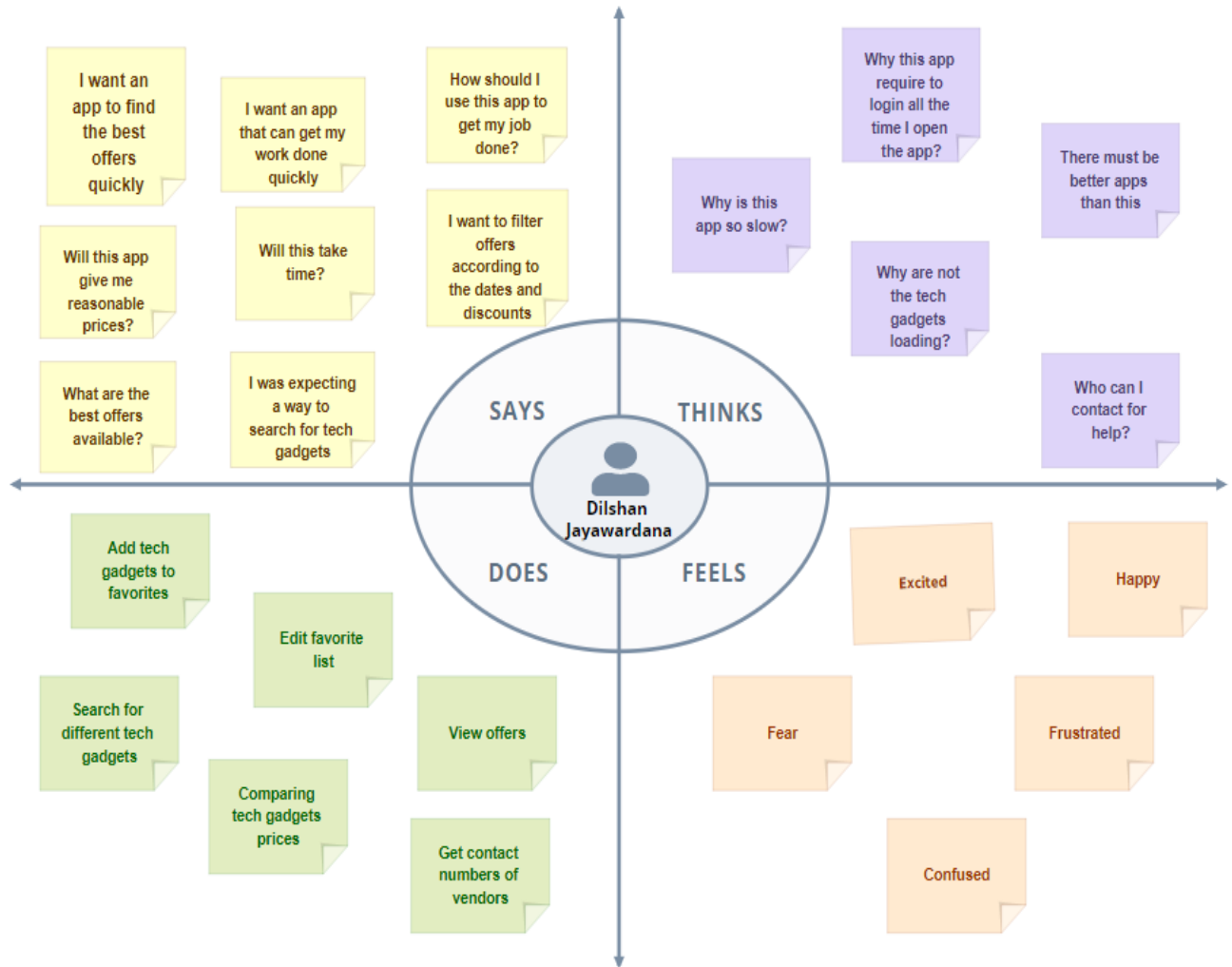
- All the wanted tech gadgets are not available from a single vendor.
- Too many options.
- Slowness of the app.
- Not finding vendors with requested tech gadgets.
- Unable to collect tech gadgets on time.

Empathy Maps







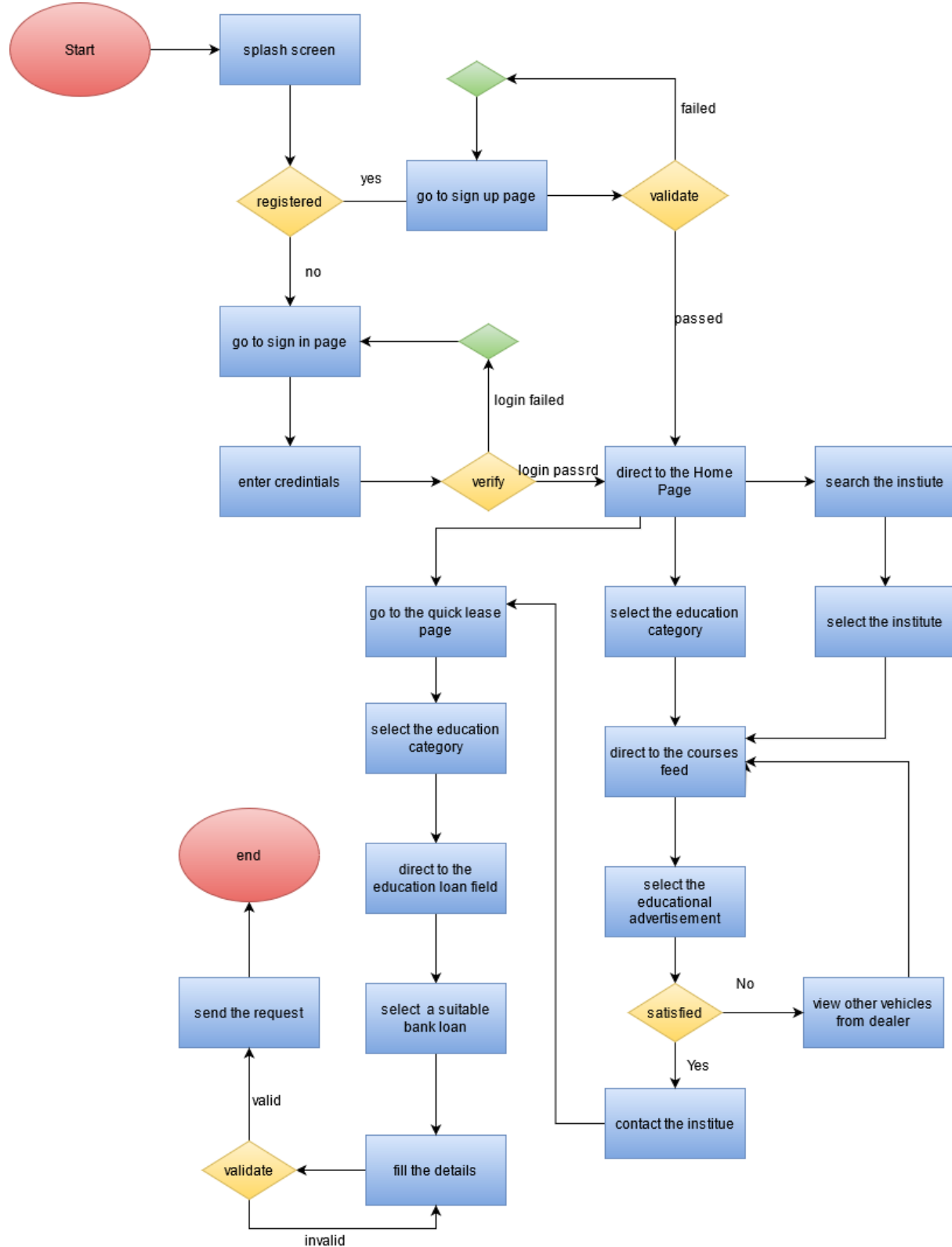


User Stories

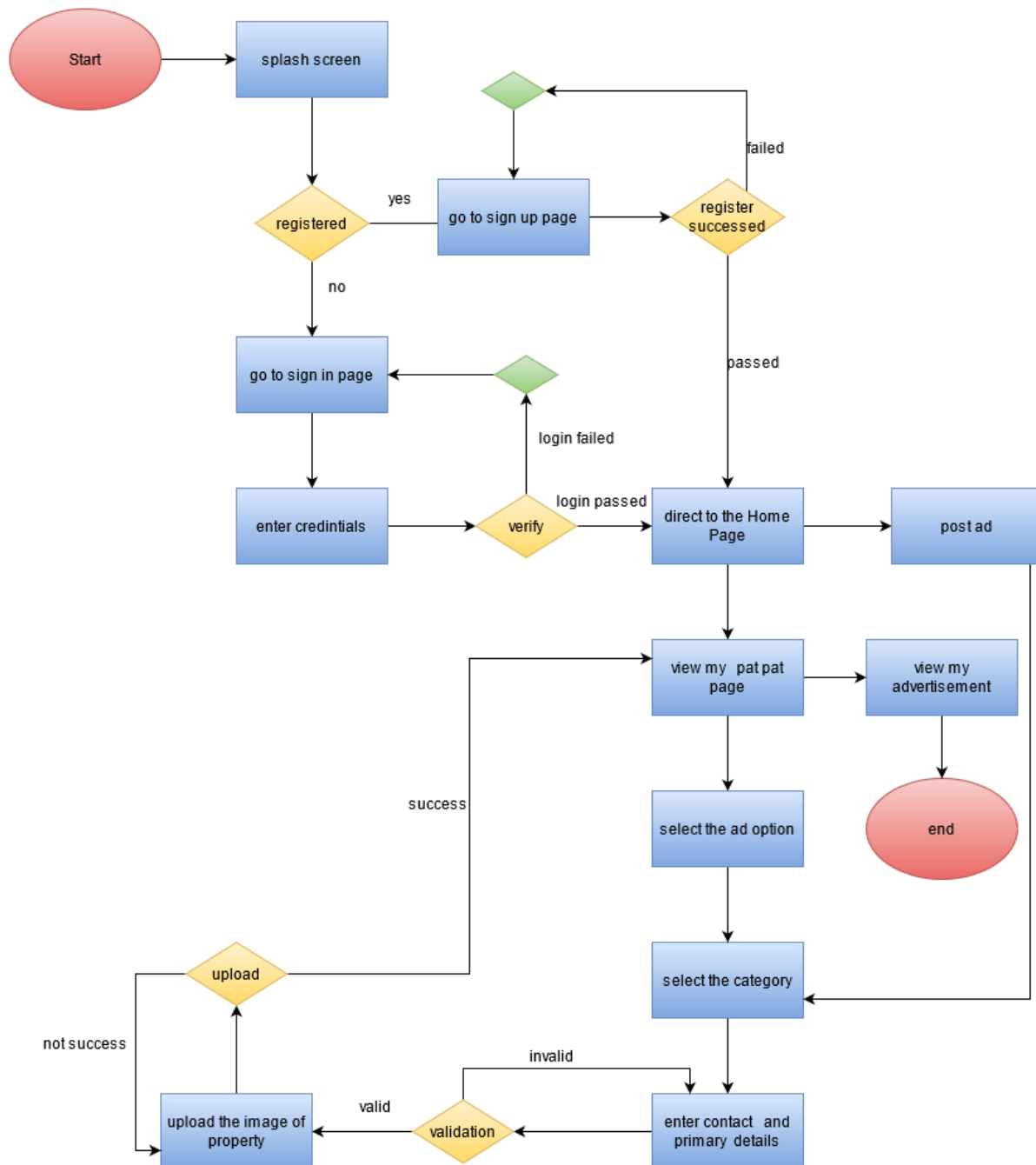
1. As a student, I need to find an educational advertisement, so that I can find a diploma to certify my skills.
2. As a property vendor, I need to publish an advertisement, so that I can get publicity for my rent or sell properties.
3. As a customer, I need to find a vehicle advertisement with user friendly filters, so that I can easily filter and find relevant advertisements.
4. As a tech gadgets buyer, I need to add tech gadgets to my Wishlist(favorites), so that I can buy those tech gadgets if I interest to buy those products.

User Flows

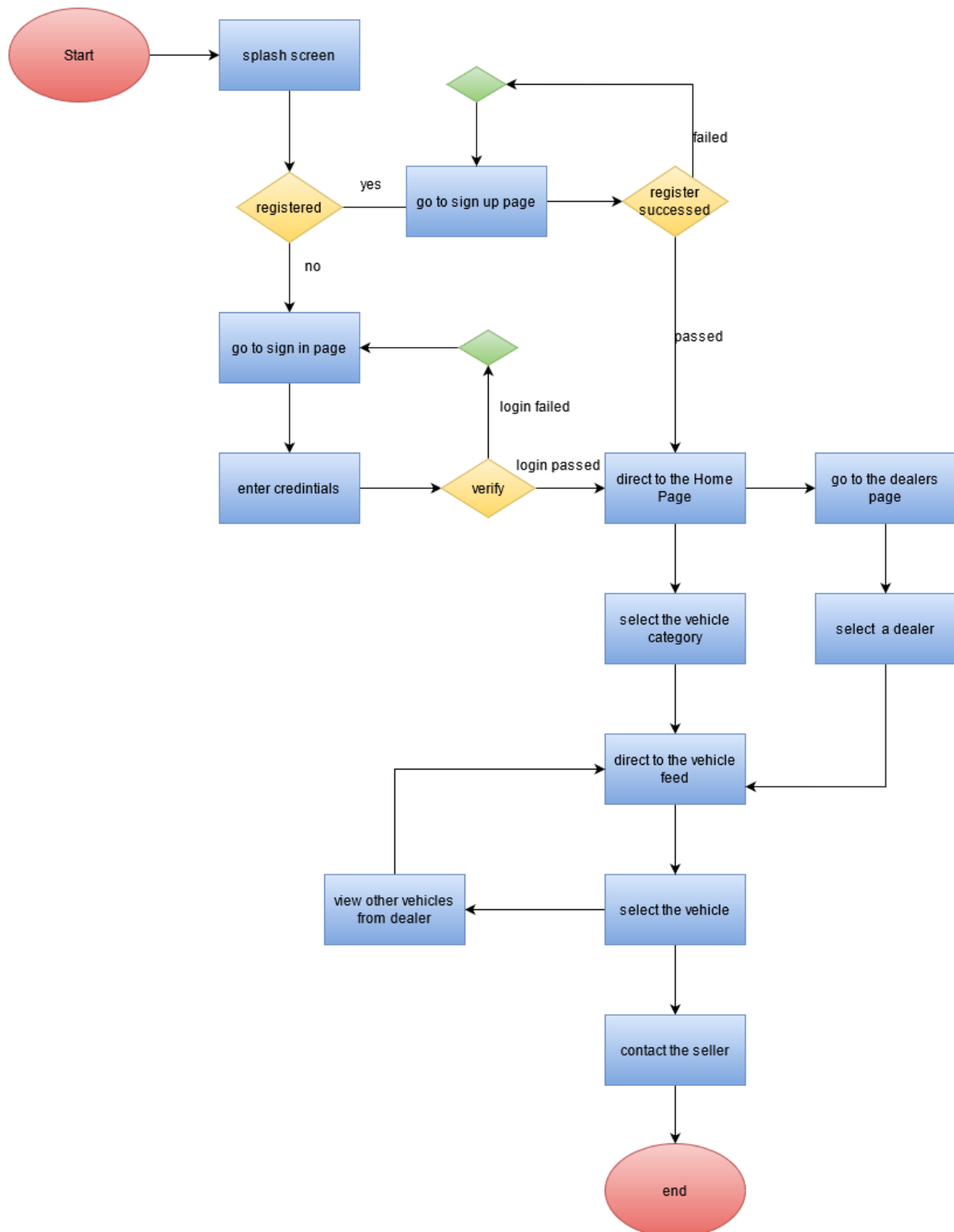
User Flow 1



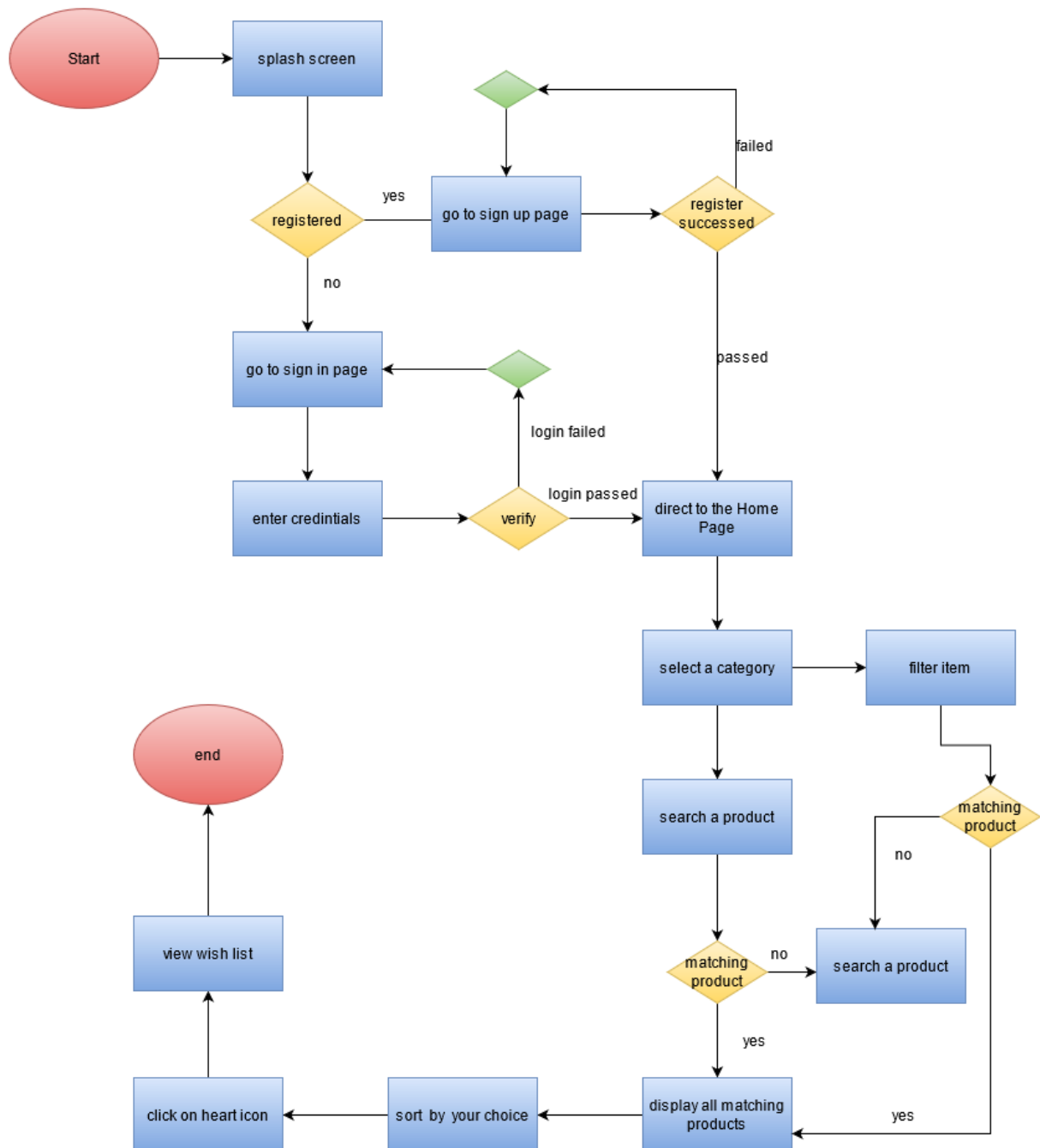
User Flow 2



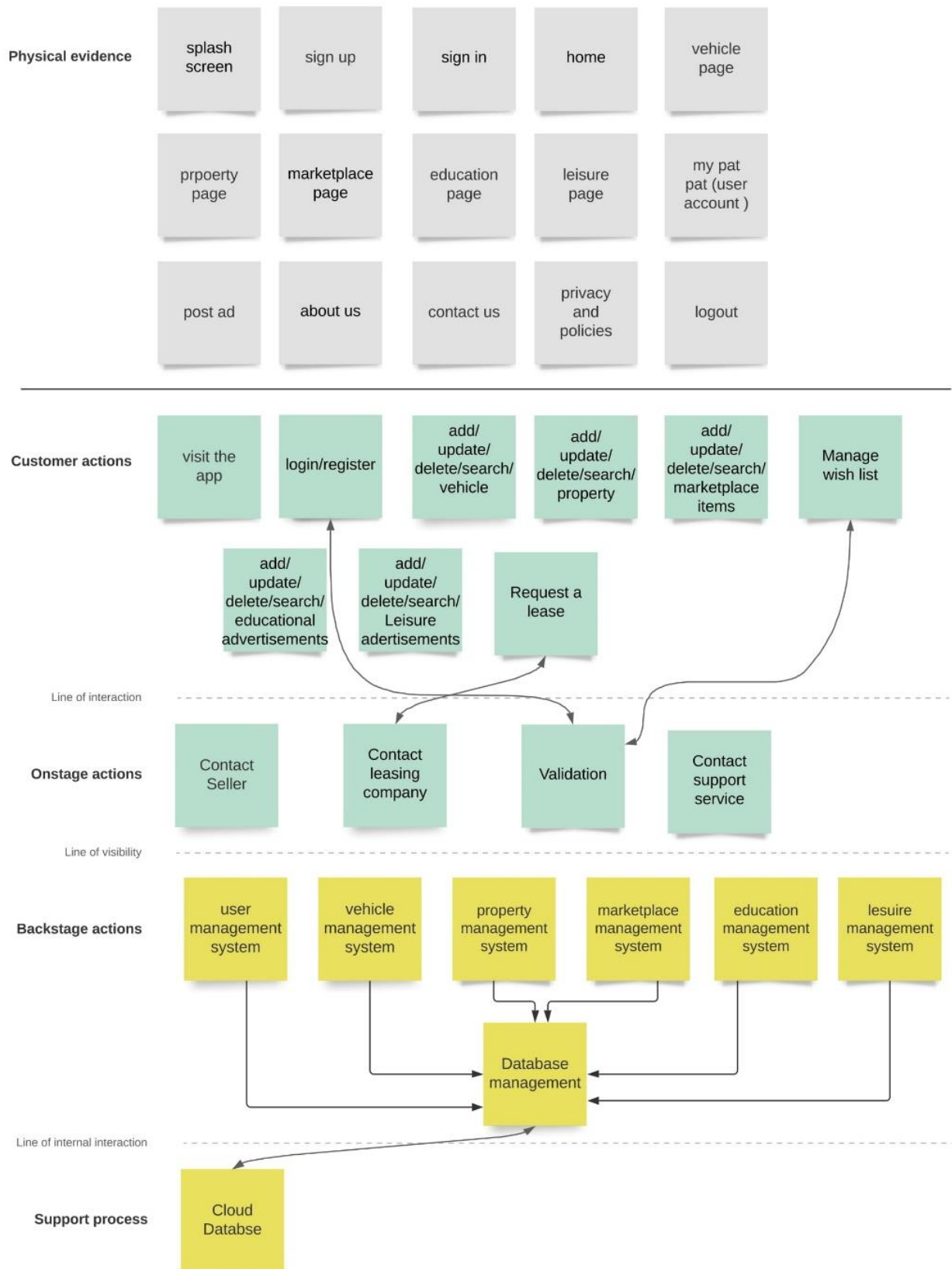
User Flow 3



User Flow 4



Service Blueprint



Individual Contribution

Student ID	Student Name	Individual Contribution
IT19968216	Balasooriya D.P.K.D	<ul style="list-style-type: none"> • Persona – Student • Empathy Map – Lunasha Rajapaksa • User Story – 1 • User Flow 1 • Service Blueprint
IT19954974	Priyanka P.D.M.K	<ul style="list-style-type: none"> • Persona – Managing Director • Empathy Map – Kalani Priyanka • User Story – 2 • User Flow 2 • Service Blueprint
IT19961590	Dilmika B.G.N	<ul style="list-style-type: none"> • Persona – IT Engineer • Empathy Map – Naduni Dilmika • User Story – 3 • User Flow 3 • Service Blueprint
IT19972176	Jayawardana G.V.H.D	<ul style="list-style-type: none"> • Persona – Hardware Engineer • Empathy Map – Dilshan Jayawardana • User Story – 4 • User Flow 4 • Service Blueprint