IT3061 – User Experience Engineering   **Semester II, 2021**

Lab Practical 03 - Identify user groups

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A. Create Persona(s)

- **Persona 01**

- **Persona 02**

NAME

Miurangi Masakorala

TYPE

Valued Customer

Goals

1. Find interesting content to share.
2. Maximize social media resources.
3. To find items easily.
4. Search for items and buy soon as she see an item.

Quote

" Who's number one when it comes to discount hunting ? That's me...

Demographic

⚥ Female   25   years

📍 Galle , Sri Lanka

Single

Software Engineer - UI Designer

Background

Miurangi Masakorala is an software engineer who works in a leading software company in Sri Lanka. Now she is 25 years old and lives with her parents in Galle. She spends her most of time in front of the computer.

She likes to different styles and always tries to dresses up with good brands. She has a special interest to learn new fashion trends from social media.

1. Mostly searches products based on the best price or discounts.
2. Shops both online and in-store, but most preferred way is online.

Skills

Communication

0   25   50   75   100

Online Search

0   25   50   75   100

UI Design

0   25   50   75   100

Motivations

- Early access to discounts.
- Saving money.
- Discounts and deal websites.

Frustrations

- High delivery charges and taxes.
- Lack of face to face communication.

Technology

Technical Ability

Knowledge of using mobile phones and internet based tasks.

3

- **Persona 03**

NAME

Rashmi Raveena

MARKET SIZE
25 %

TYPE
Upcoming Entrepreneur

Goals

1. To improve sale of my vehicles.

Quote

I want to sell my vehicles, because I have to have new vehicle every year....

Demographic

Female   27   years

Matara , Sri Lanka

Single

Vehicle Seller

Background

Rashmi Raveena is 27 years old girl who running a vehicle selling company in Matara. She imports vehicles and also sells used vehicles in Sri Lanka at concessionary prices. This business has a history of about three years now and she is one of the leading entrepreneurs n the field. She is looking to sell vehicles online at affordable prices in the face of competition.

She used to use mobile apps related to the online selling and buying section very offently in order to make her tasks easy. She is very talented and tactical businessman in her area.

1. If she didn't get any response for her advertisements for a given time period, she used to promote her previous vehicle advertisements by giving more payment

Skills

Communication

0   25   50   75   100

Finance

0   25   50   75   100

Leadership

0   25   50   75   100

Tech Knowledge

0   25   50   75   100

Motivations

- Product reviews from influencers
- Cultivate strong relationship with customers.
- Exceed sales numbers.
- Beat the competition.

Frustrations

- Waste more money.
- Low quality and less descriptive images in the website.

Technology

Technical Ability

Knowledge of using different types of vehicles and excellent social media worker. .

- **Persona 04**

NAME

Lakindu Kavishka

TYPE
Artisan

Goals

1. To check the availability of equipment.
2. Needs to access wide variety of lances.
3. Wants to keep items with his for later purchase.

Quote

" *My best photo is my next one...* "

Background

Lakindu Kavishka is 28 years old and he lives with his parents in Kegalle, Sri Lanka. Lakindu's greatest passion is photography. He enjoys the most taking nature photos. He is a professional photographer and he has a well known studio in his area. Because of the quality of his duties, a lot of young people come to take photos from him. Also he is a professional wedding photographer.

He has a special interest about latest cameras. He likes to keep an eye on the latest cameras on the market. He already has a very valuable camera and it is a birthday present he got from his father. He does all his work with that camera and does not want to remove it.

However, he always search for new cameras going through the e-commerce sites and he used to keep them for later purchase.

1. Very rarely buy products at full price.
2. Loves to keep products in his store for later purchase.

Demographic

Male   28   years

Kegalle , Sri Lanka

Single

Photographer

Skills

Communication

0   25   50   75   100

Analytical Personality

0   25   50   75   100

Leadership

0   25   50   75   100

Motivations

- Early access to discounts.
- Saving money.
- Discounts and deal websites.
- Best value products.
- Customizable.

Frustrations

- High delivery charges and taxes.
- Lack of face to face communication.
- Can not physically measure the quality of cameras.
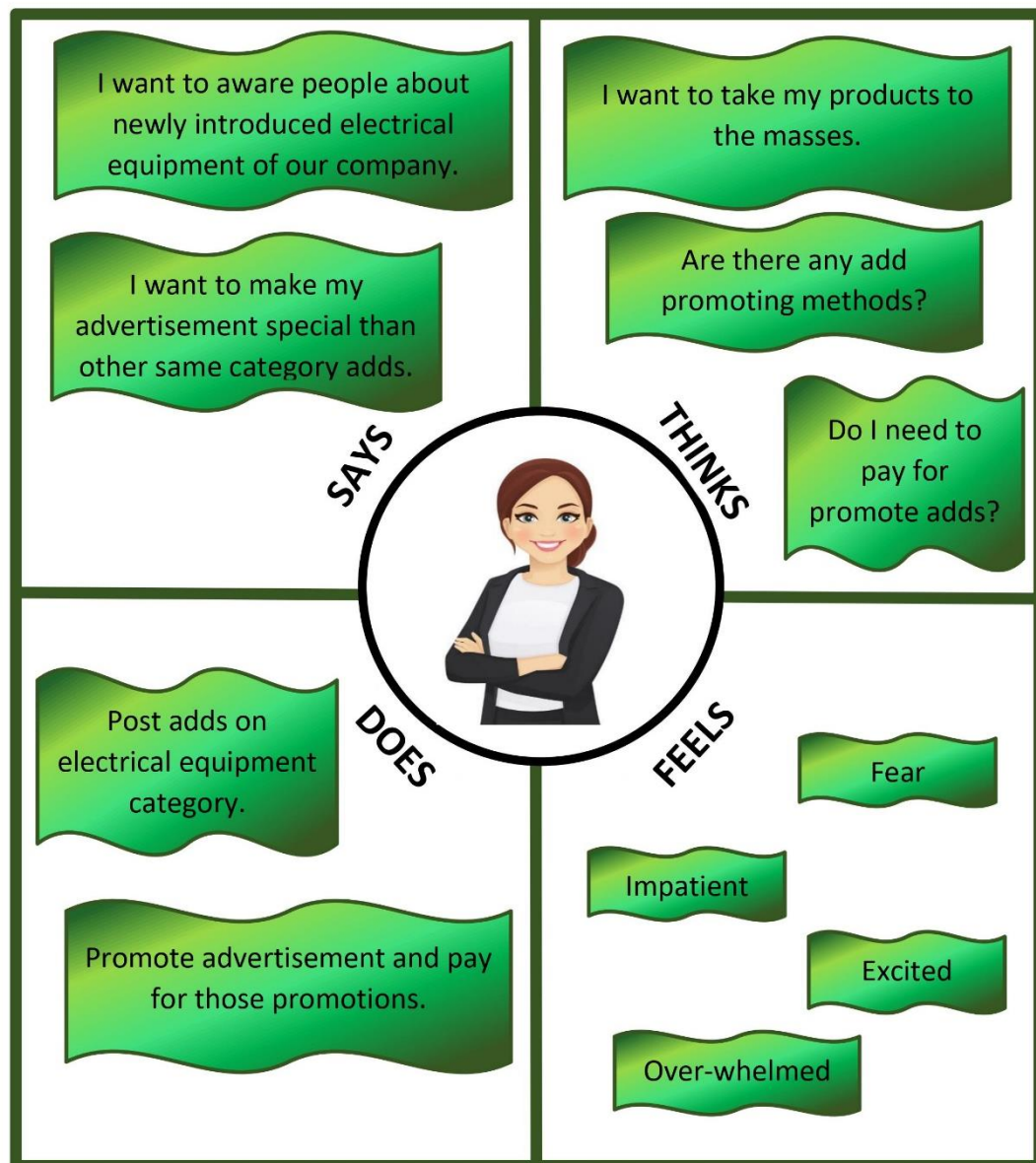
Technology

Technical Ability

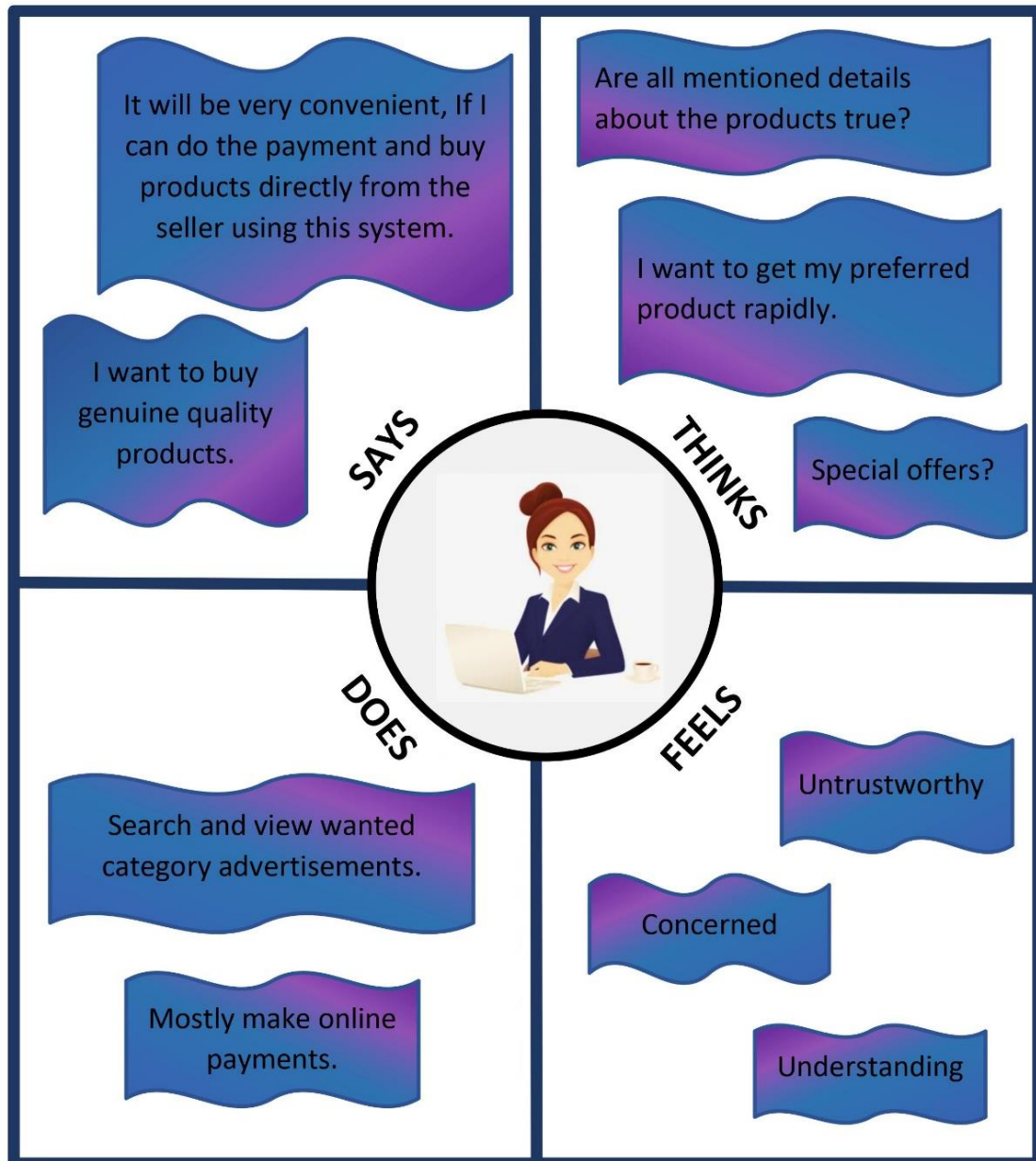Knowledge of using different types of cameras.

B. Empathy map(s)

- A Business Woman is advertising newly introduced electrical equipments in her company.

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- A Software Engineer is looking for a good quality laptop to buy.

It will be very convenient, If I can do the payment and buy products directly from the seller using this system.

Are all mentioned details about the products true?

I want to get my preferred product rapidly.

I want to buy genuine quality products.

SAYS

THINKS

Special offers?

DOES

FEELS

Untrustworthy

Search and view wanted category advertisements.

Concerned

Mostly make online payments.

Understanding

- A photographer is looking for a camera. If there are products he is satisfied he will add it to the cart to buy later.

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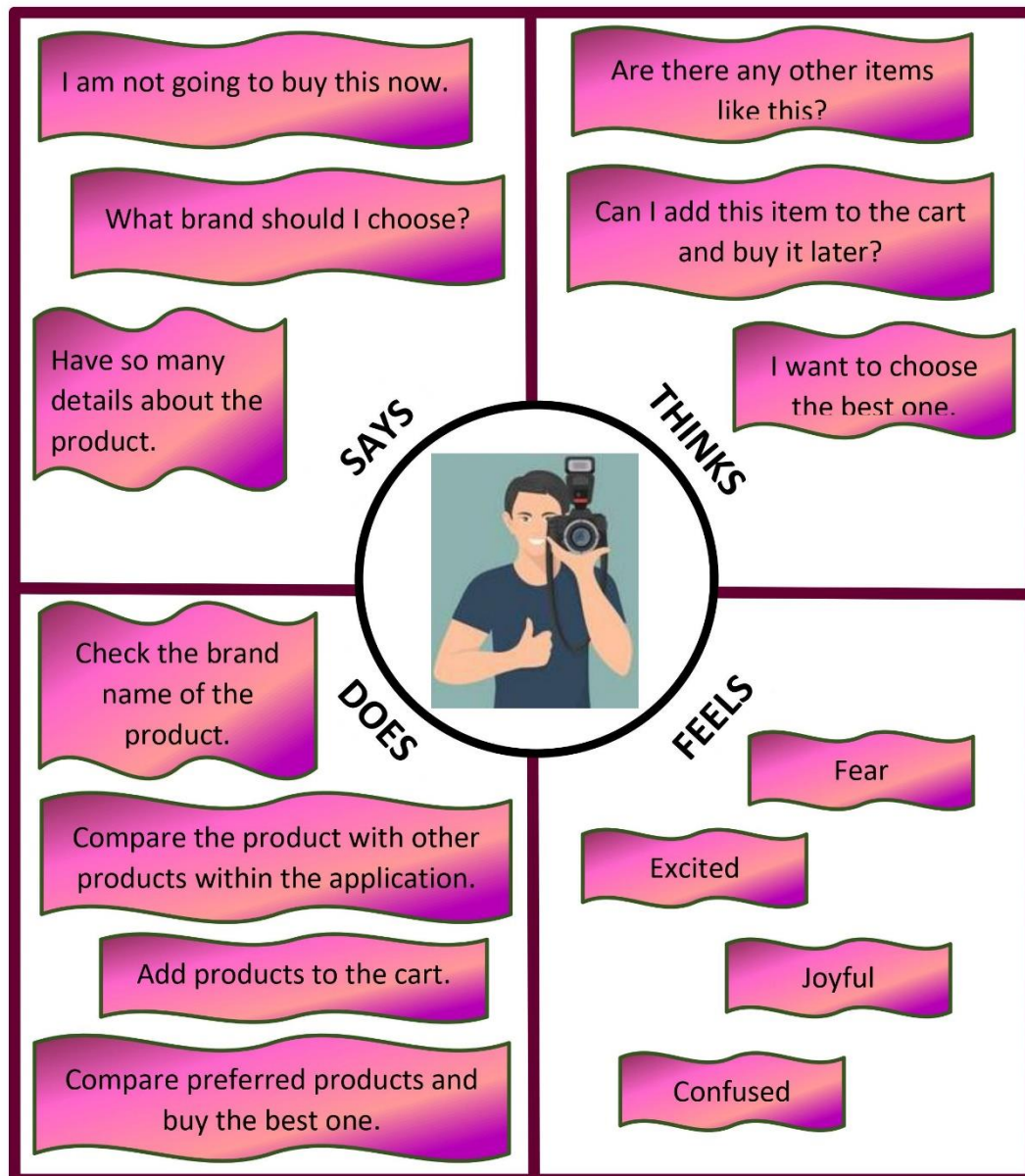
- A car seller is advertising vehicles on this mobile application to sell vehicles.
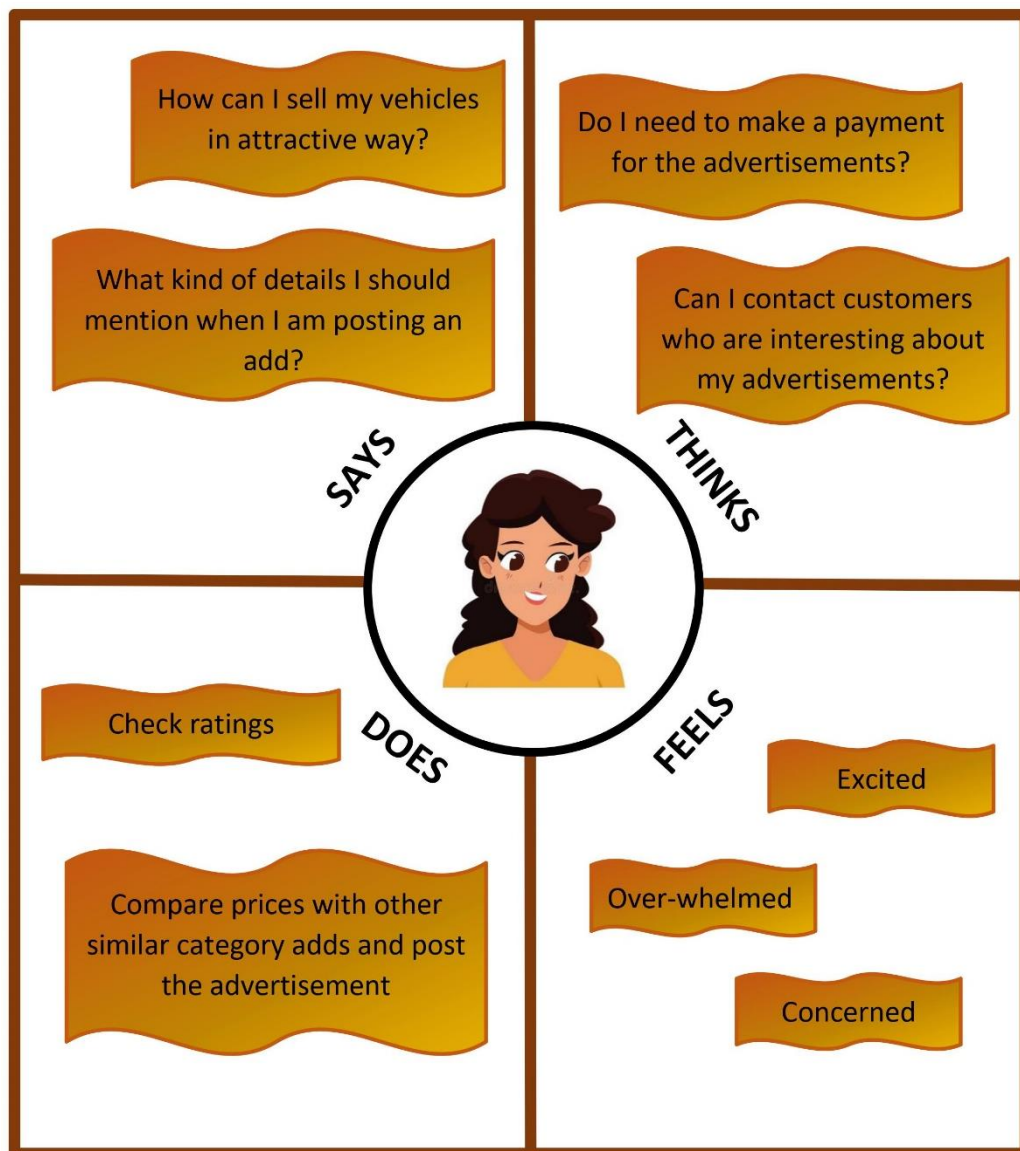
C. User stories

User Story 01

- **As a** seller **I want to** advertise items in this mobile application **so that** customers can see those items.

User Story 02

- **As a** Customer **I want to** search item **so that** I can compare each item with others in the same category.

User Story 03

- **As an** admin **I want to** review items added by sellers **so that** I can upload those items to the application.
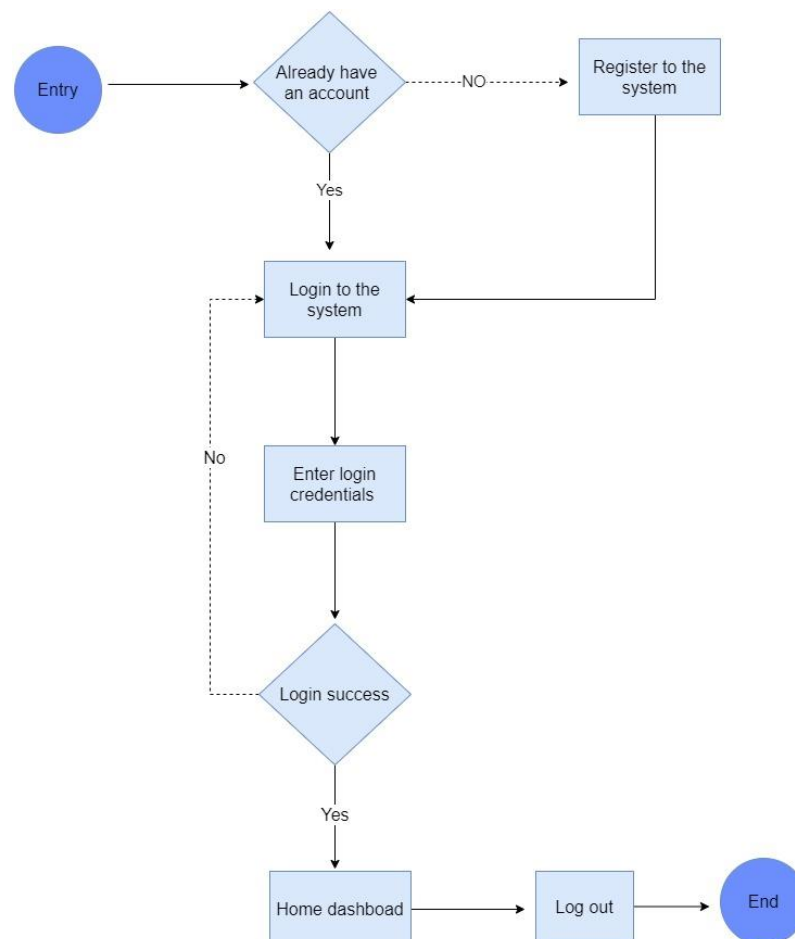
User Story 04

- **As a** seller **I want to** advertise about mobile phone in this mobile application **so that** I do not need to pay for that advertisement.

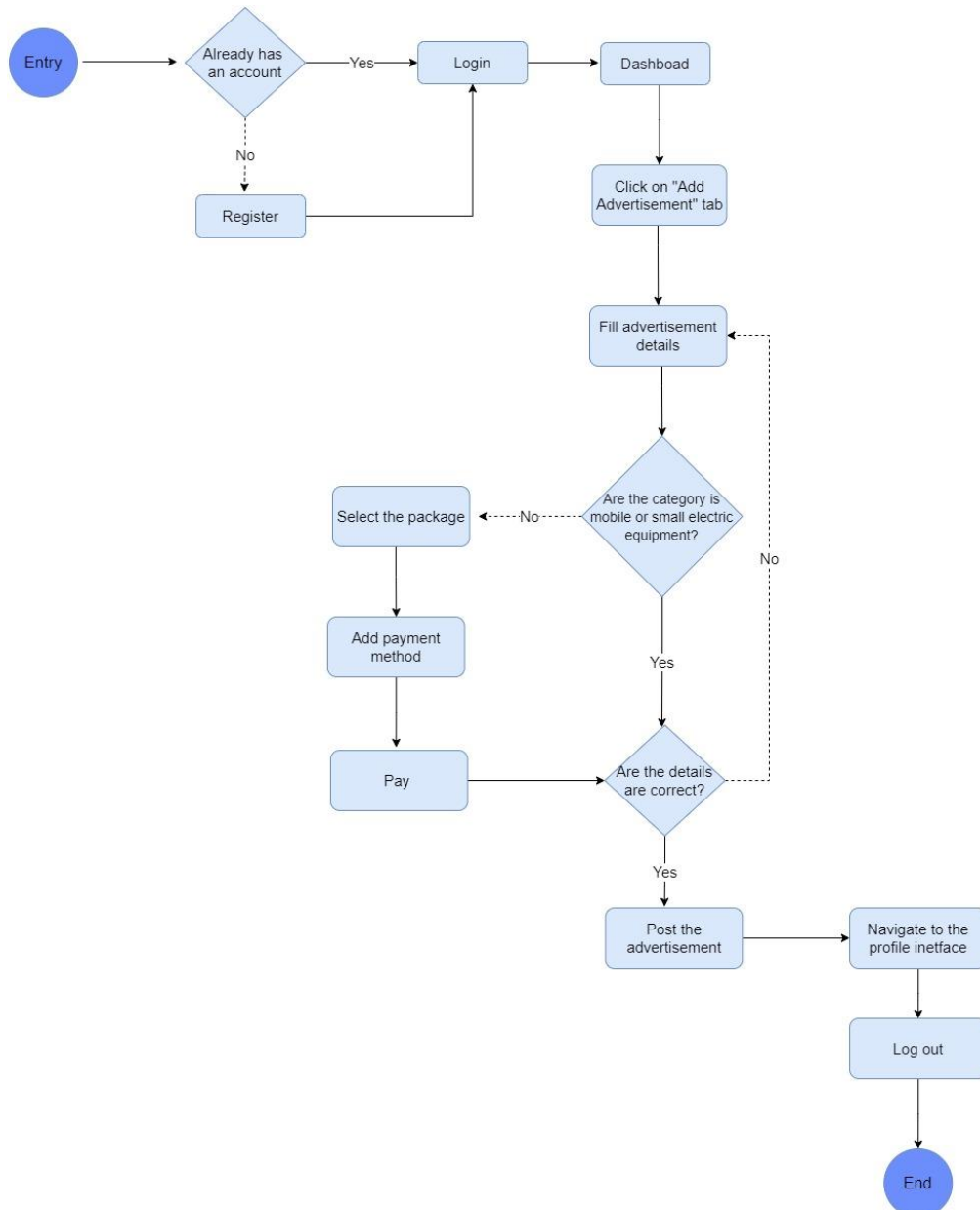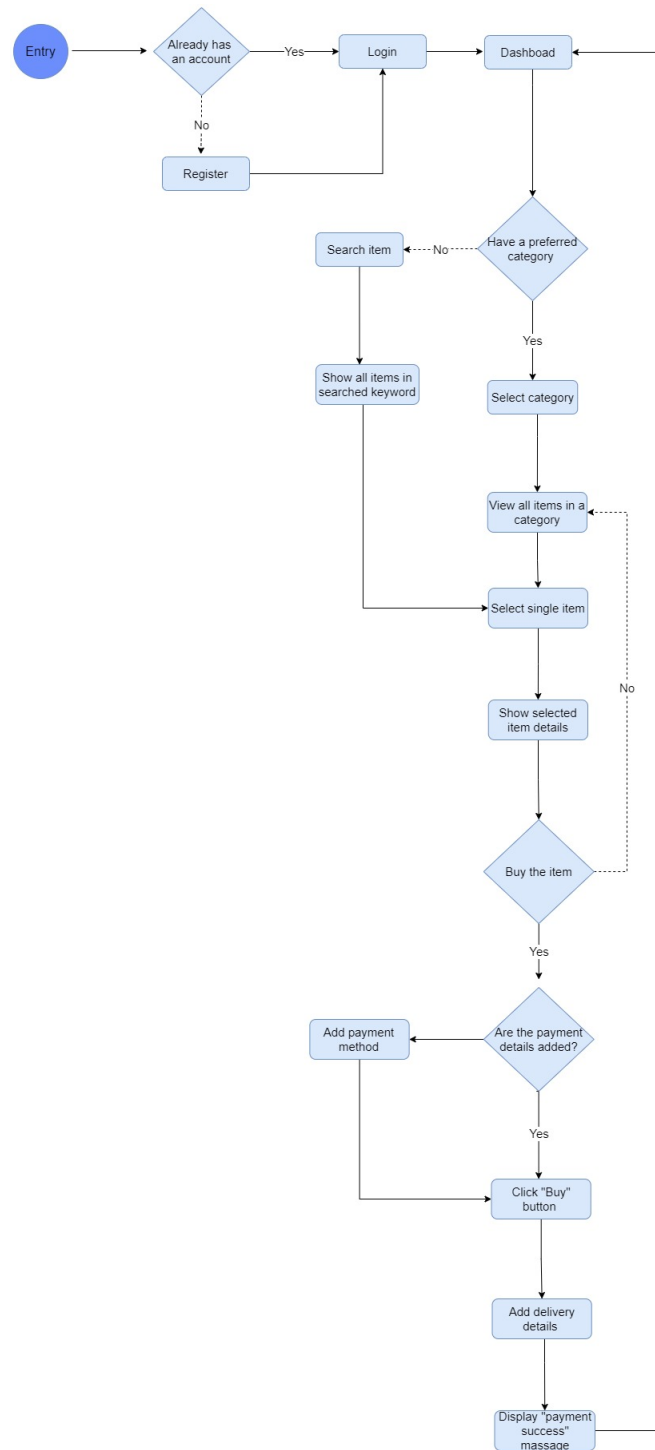## B. Identify user flow(s)

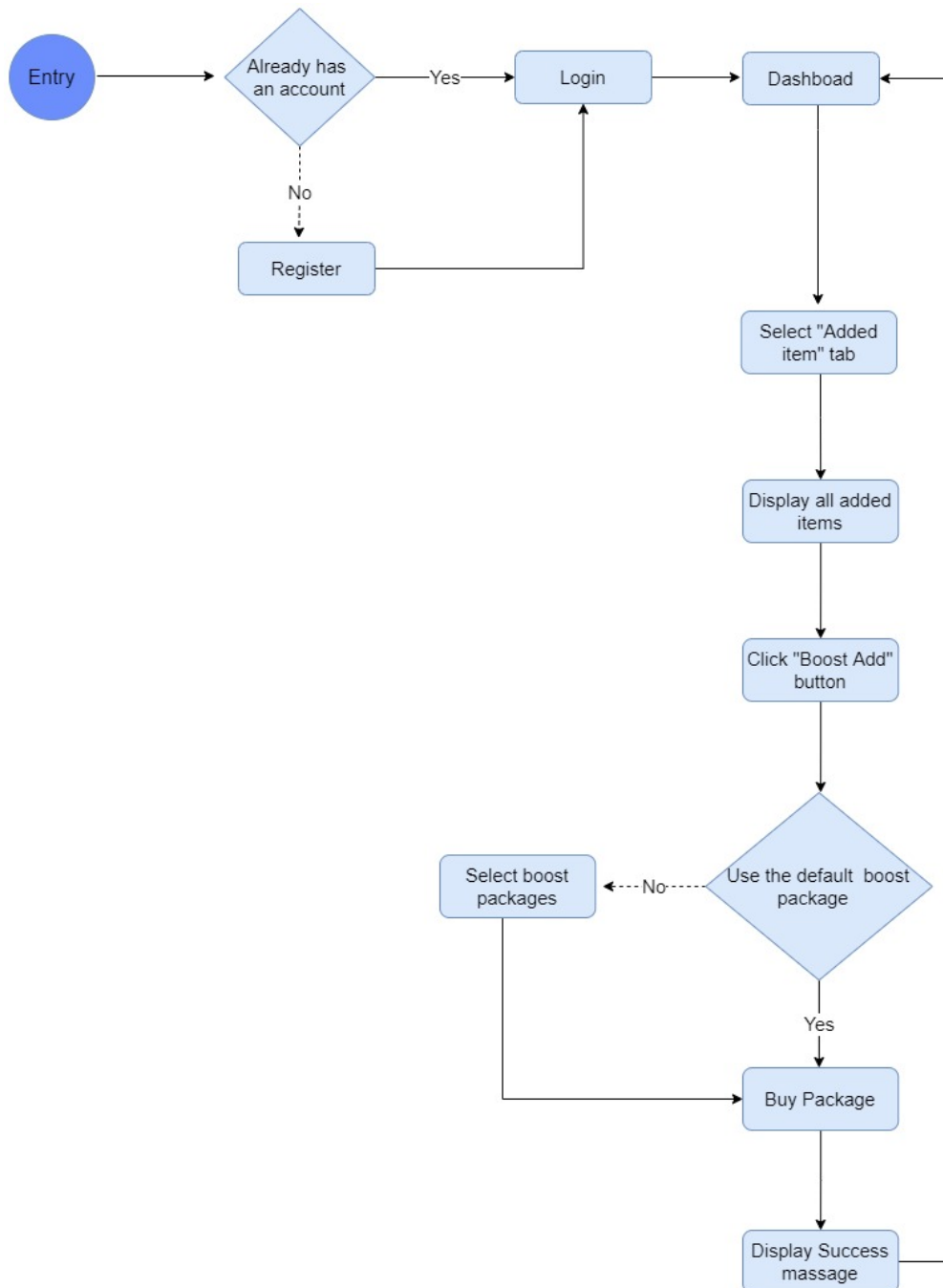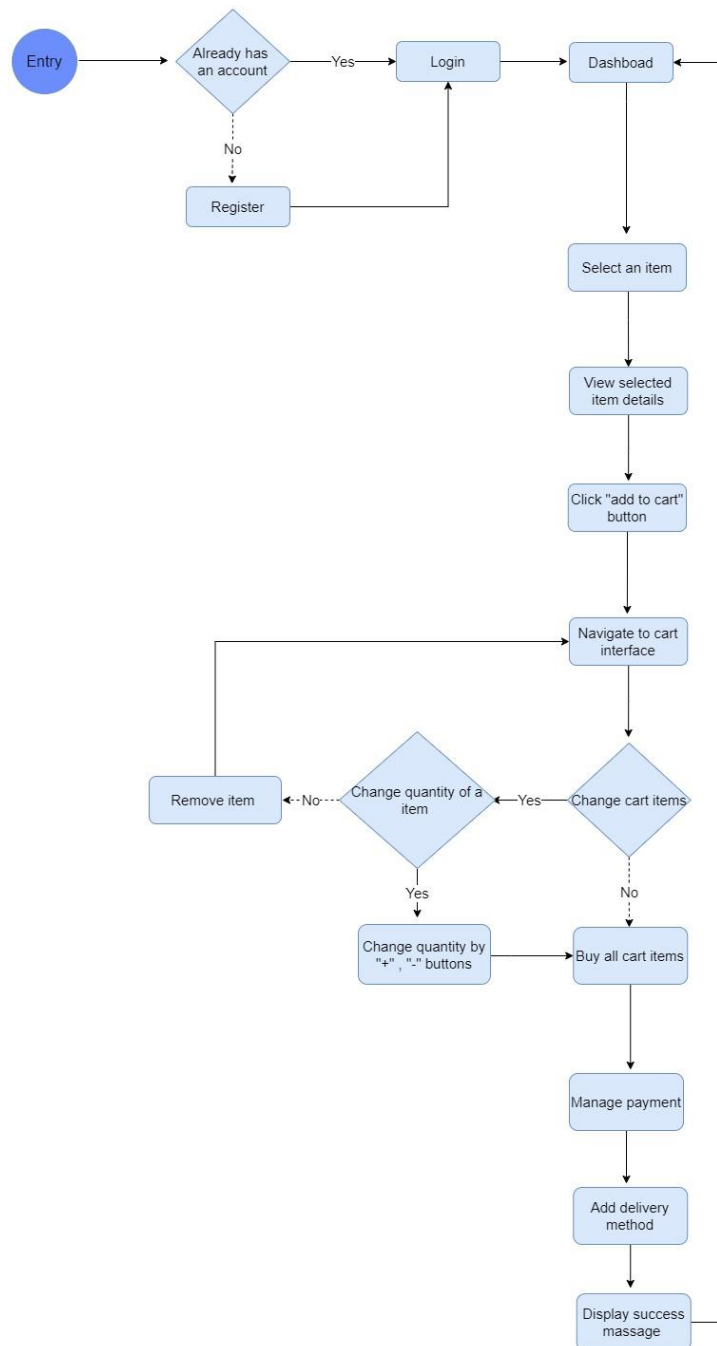1) Add an Advertisement- seller
   I.   Login

II.   Add an advertisement

SLIIT *Discover Your Future*

BSc (Hons) in Information Technology
Interactive Media – Year 3
Lab sheet 02

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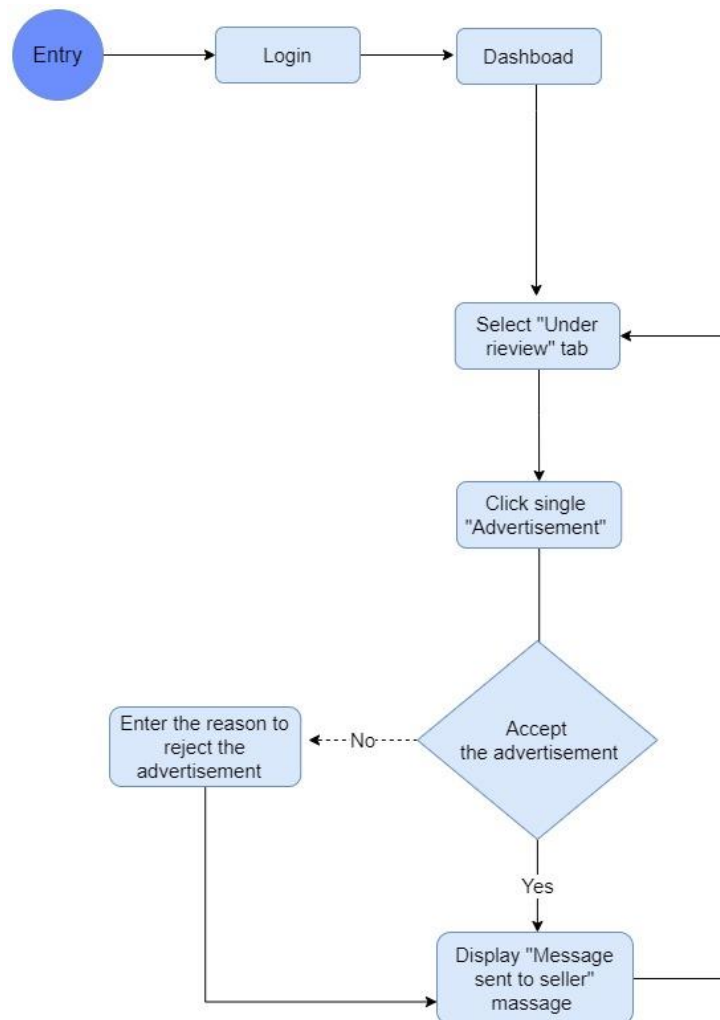**2021**

2) Buy a product- customer
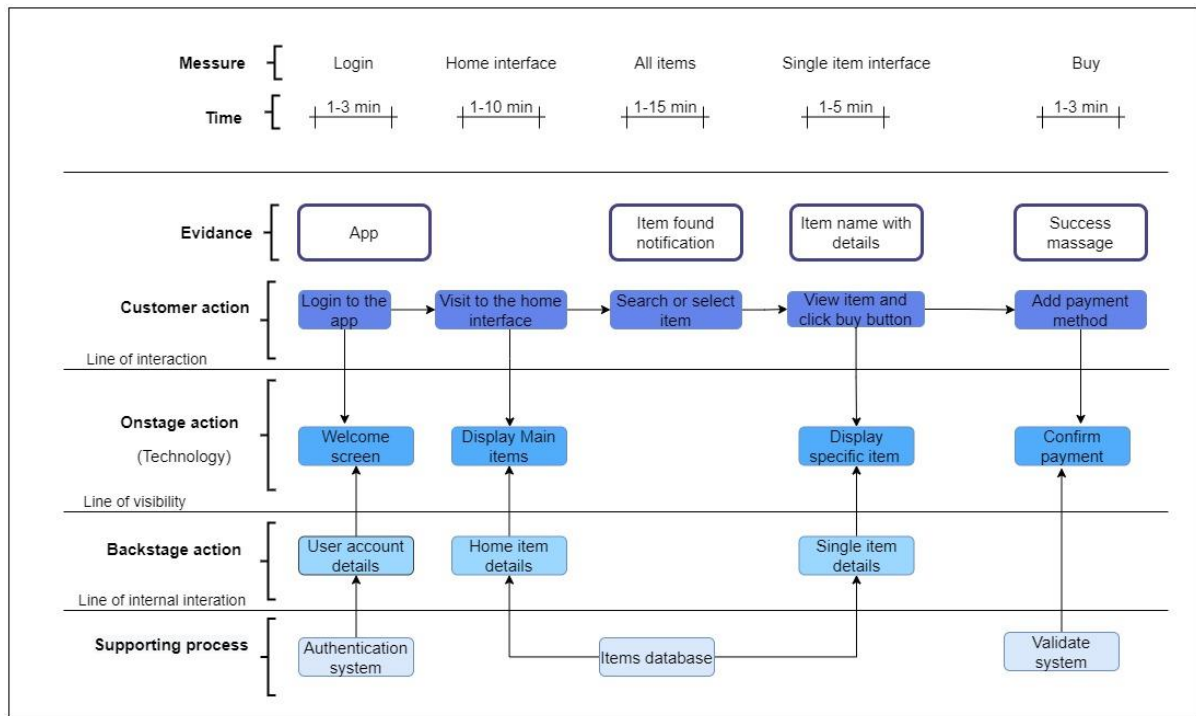
3) Boost an advertisement- seller

4) Add to cart- customer

5) Admin accept advertisements – admin

C. Service Blueprint(s)

All contribute as same to do the lab sheet 3.