

Sri Lanka Institute of Information Technology



Practical 03

Identify user groups

User Experience Engineering – IT3050

B.Sc. (Hons) in Information Technology

Group: 2021S2_REG_WD_04


Target App: Cargills Online App

Student ID	Student Name
IT19160726	Nuwantha M. B.
IT19152974	Rathnayaka R.M.M.P.
IT19150680	Fernando B.D.C.
IT19038292	Wickramasinghe A.Y.S.W.

1. Personas

a. Persona One

Software Developer



About

Nuwan is a well talented software developer who works on multiple projects. He has a lot on his plate and would prefer to provide recognition in the moment and then move on to the next thing planned to do.

Goals

- Show appreciation to coworkers
- Want to contribute more to the growth of the company
- Want to complete the projects with high quality
- Utilize latest tools and technology for being efficient and save time as much as possible

Motivations

- Hopes to be promoted at his current company within next year
- Wants to feel contented about his life and work
- Technology savvy and interested in new gadgets

Frustrations

- Spends many long hours on work
- Limited time outside of work to go to the gym, shopping and for food
- Does not want to sacrifice his healthy habits for a career






Skills

Skill	Level
Critical Thinking	85%
Problem Solving	75%
Teamwork	90%
Communication	70%
Leadership	60%

Technology

Technology	Level
Internet	95%
Software	95%
Mobile Apps	85%
Social Networks	80%

Social Media

Demographic

Age: 29
Family: Married
Location: Colombo
Character: Archetype

Personality

Personality Trait	Level
Independent	10%
Team Player	90%
Messy	10%
Organized	90%
Busy	20%
Time Rich	80%
Extrovert	10%
Introvert	90%

b. Persona Two

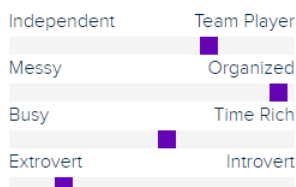
Accountant



Demographic

Age: 28
Family: Single
Location: Negombo
Character: Archetype

Personality



About

Sewmi is an accountant in an reputed company. She is responsible for managing and overseeing all of the accounts of the company. Besides that, she is also responsible for monitoring sales, analyzing data, and creating reports about them. She is a graduate in accounting and has more than two years of industrial experience.

Goals

- Make her career successful
- Keep a friendly connection with the coworkers
- Want to do her work accurately
- Want to contribute her maximum effort towards the company

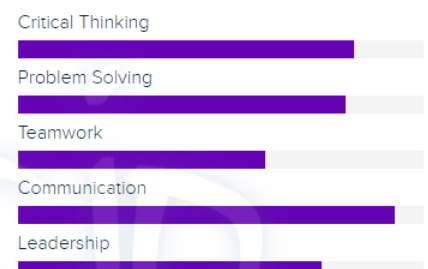
Motivations

- Wants to earn money to cover the expenditures of her marriage
- Hopes to get a promotion in her current company
- Friendly staff at her work place

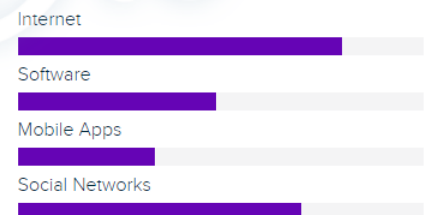
Frustrations

- Too much work to handle
- Have to oversee the account department's staff work
- Stress because she's responsible for all the accounting problems

Skills



Technology



Social Media



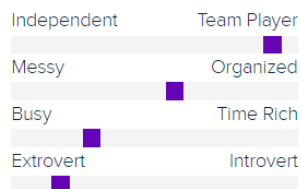
c. Persona Three

Civil Engineer



Age: 30
Work: Civil Engineer
Family: Single
Location: Galle
Character: Archetype

Personality



About

Chathuranga is a civil engineer who lives in Galle. He lives in a private apartment. He works for a well reputed company in Sri Lanka. He is the head engineer in multiple sites. He has to supervise his coworkers who works under him to do the construction work with the maximum quality which leads to maximum durability.

Goals

- Start his own company in the future
- Build a successful career
- Lead a happy family life

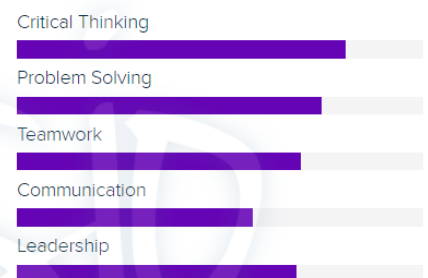
Motivations

- Wants to collect the capital needed to start his own company
- Doing construction make him feel contented
- Coworkers respect him and have a friendly connection with them

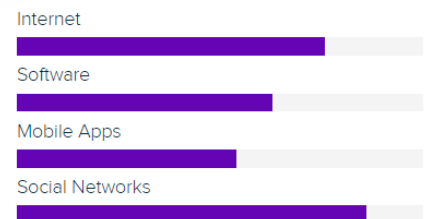
Frustrations

- Has to wait in the sun sometimes
- Has to travel between multiple sites

Skills




Technology



d. Persona Four

Bank Manager



About

Supun is a bank manager of a well reputed bank in Sri Lanka. He graduated from Jayewardeneperura university. He has 10 years of industrial experience.

Goals

- Get a promotion in the near future
- Get an increment in salary
- Get to know customers that may benefit the bank

Motivations

- Customers and the coworkers are friendly
- Has to fulfill the higher position target
- Has to feed his family

Frustrations

- Stress due to high workload
- Has to be responsible for the doings of the whole bank

Skills

Skill	Level
Critical Thinking	70%
Problem Solving	60%
Teamwork	85%
Communication	90%
Leadership	75%

Technology

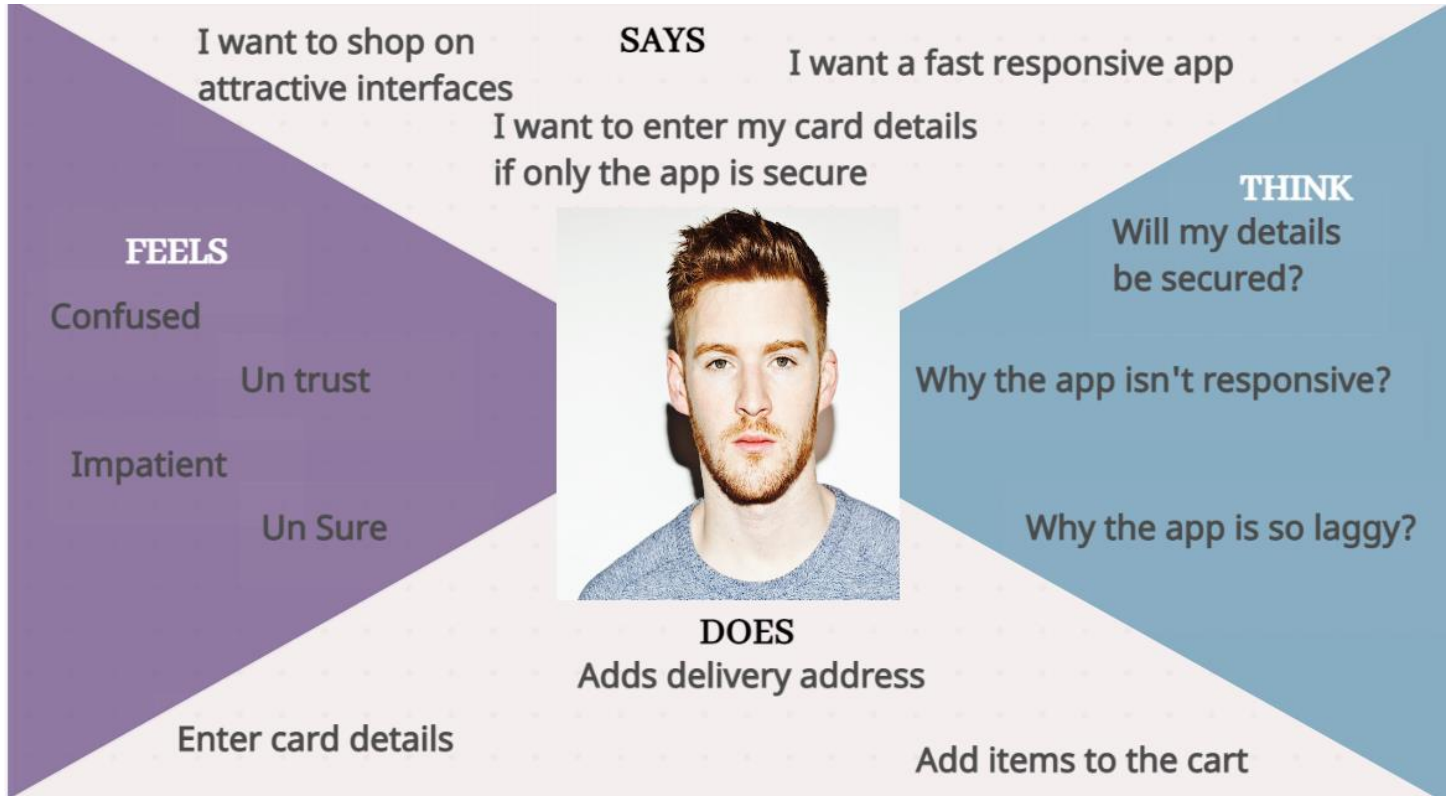
Technology	Level
Internet	80%
Software	50%
Mobile Apps	65%
Social Networks	85%

Personality

Personality Trait	Level
Independent	10%
Team Player	90%
Messy	10%
Organized	90%
Busy	10%
Time Rich	90%
Extrovert	10%
Introvert	90%

2. Empathy maps

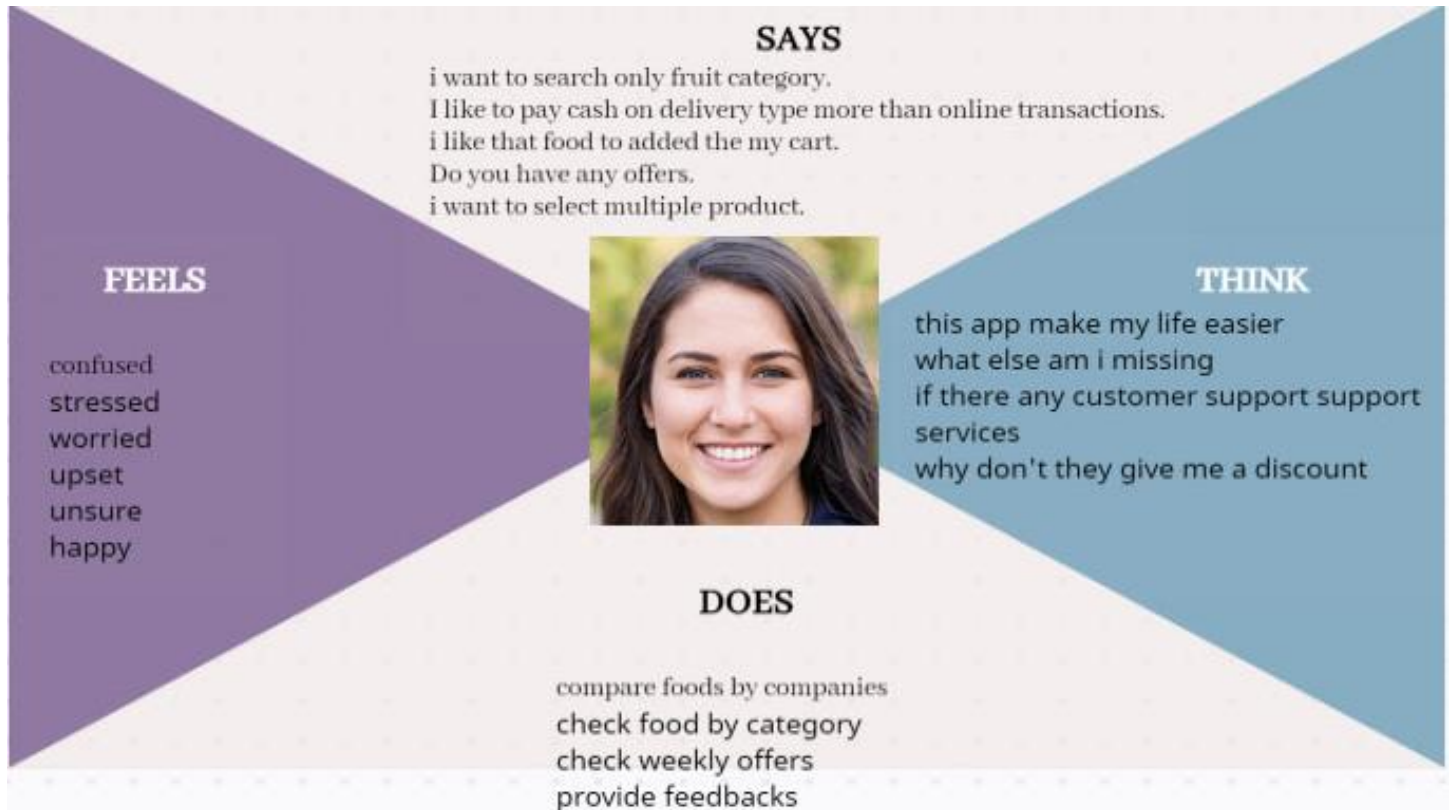
a. Empathy Map One



b. Empathy Map Two



c. Empathy Map Three



d. Empathy Map Four



3. User stories**a. User Story One**

As a registered user,

I want to view goods categorized So that I can add all wanted items without browsing other unnecessary items.

b. User Story Two

As a registered user,

I want to update my account details so that I can change my credentials and contact details such as the mobile number and email.

c. User Story Three

As a registered user,

I want to keep multiple addresses saved so that I can get my orders delivered to wherever I want.

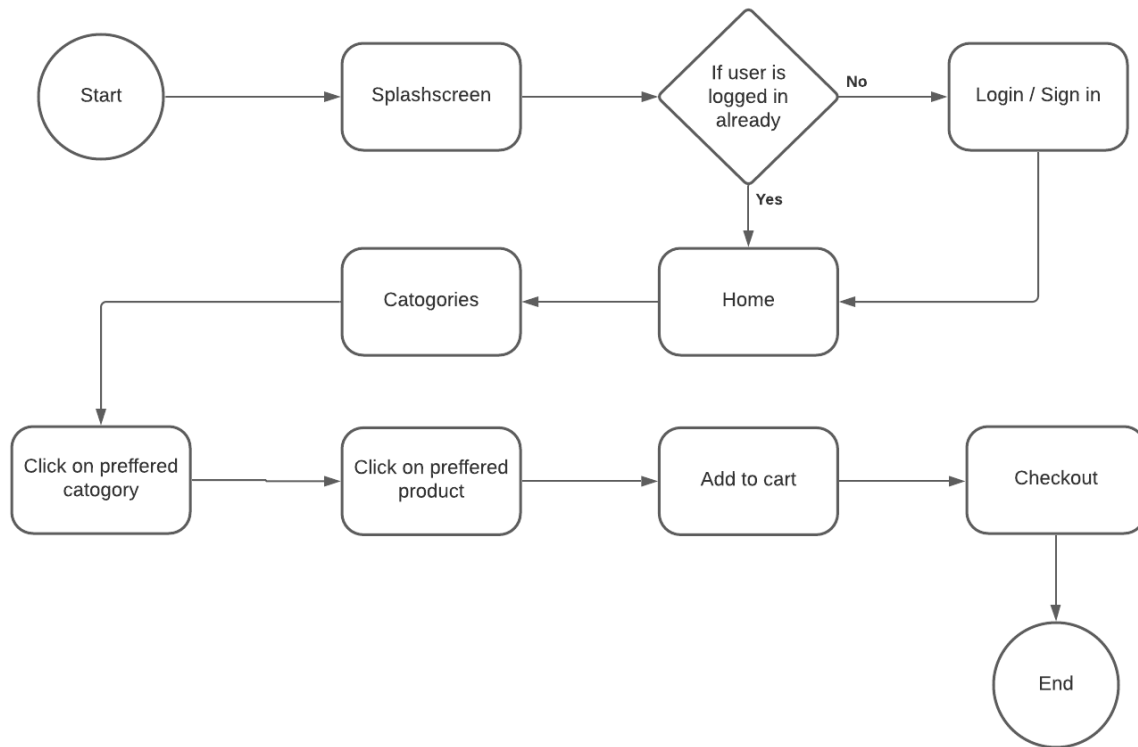
d. User Story Four

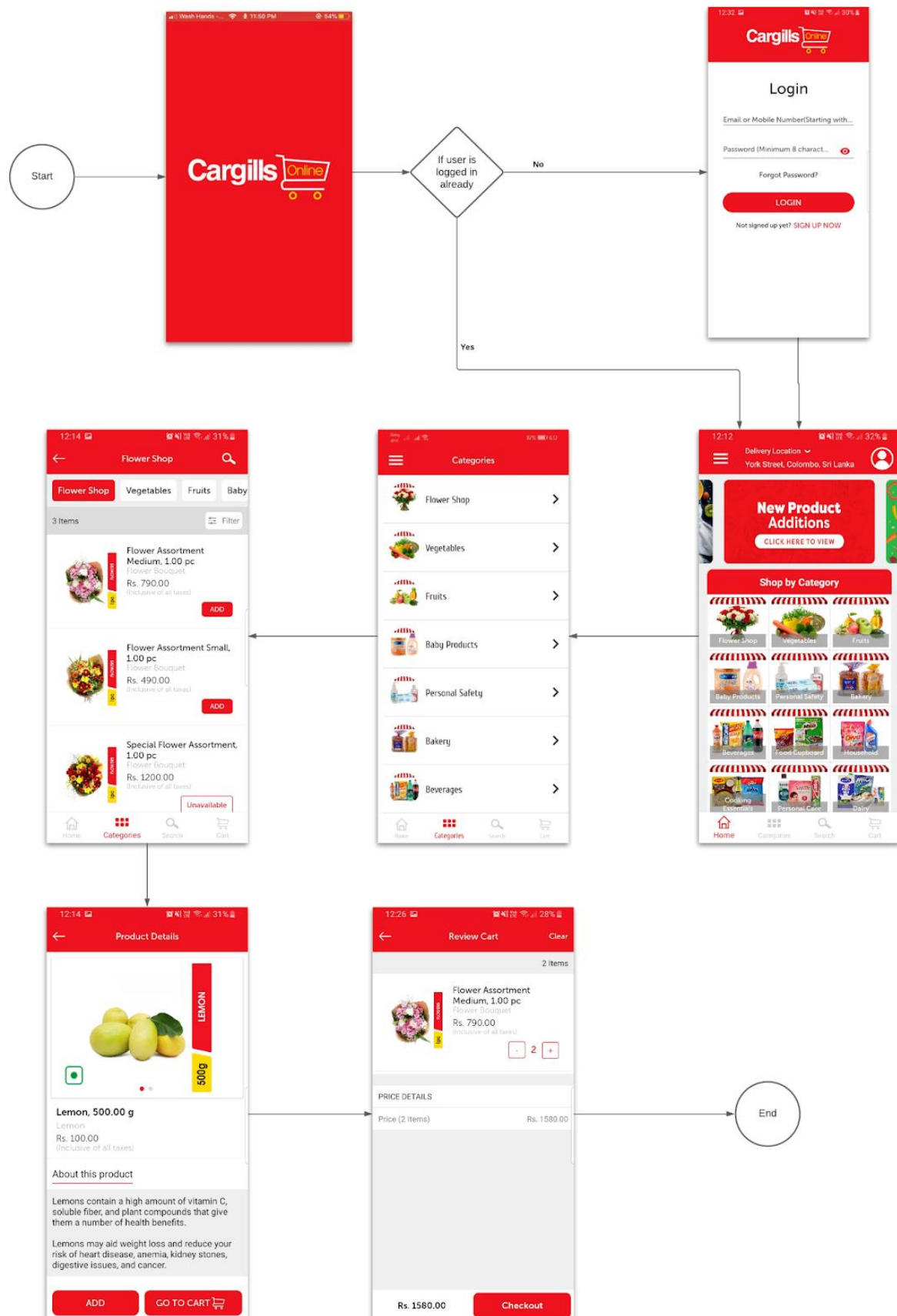
As a registered customer,

I want to save my current delivery details to the system, so that i will be able to get order to my current place.

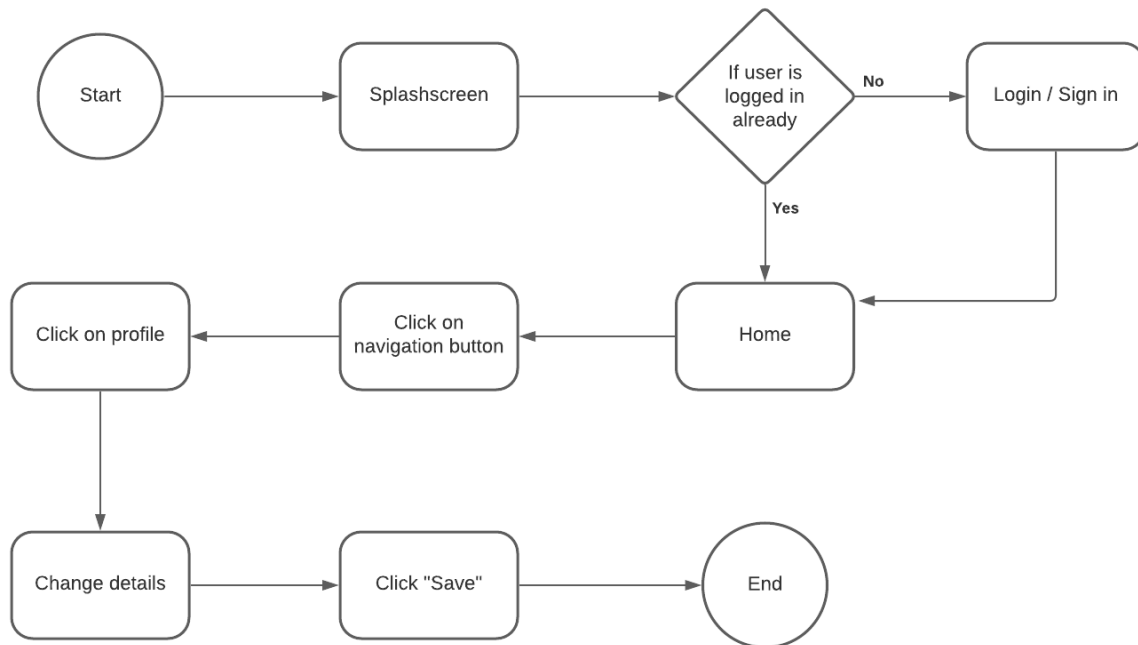
4. User flows

a. User Flow One

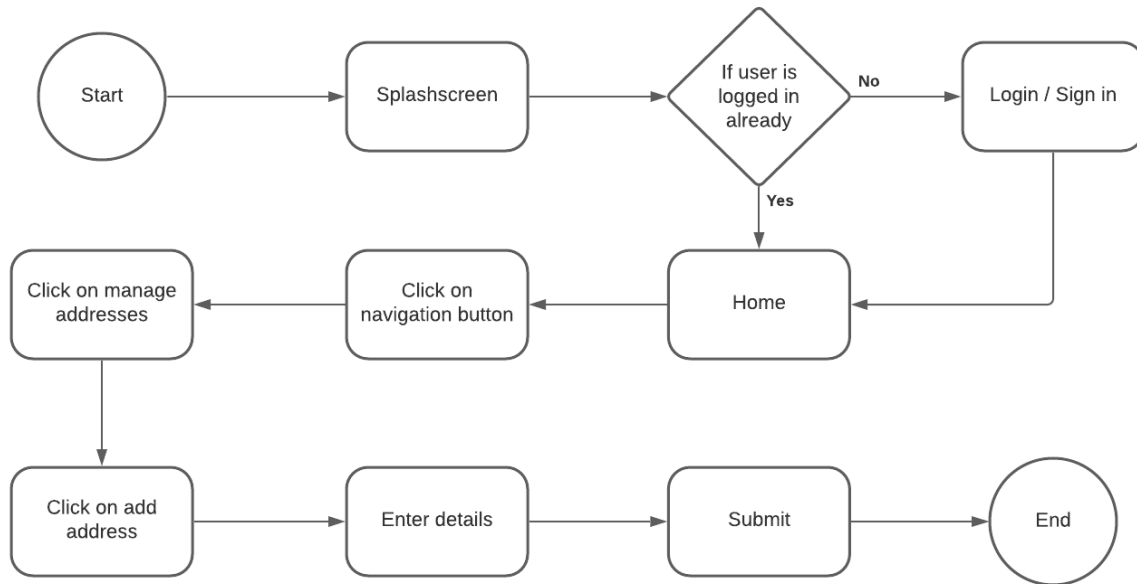


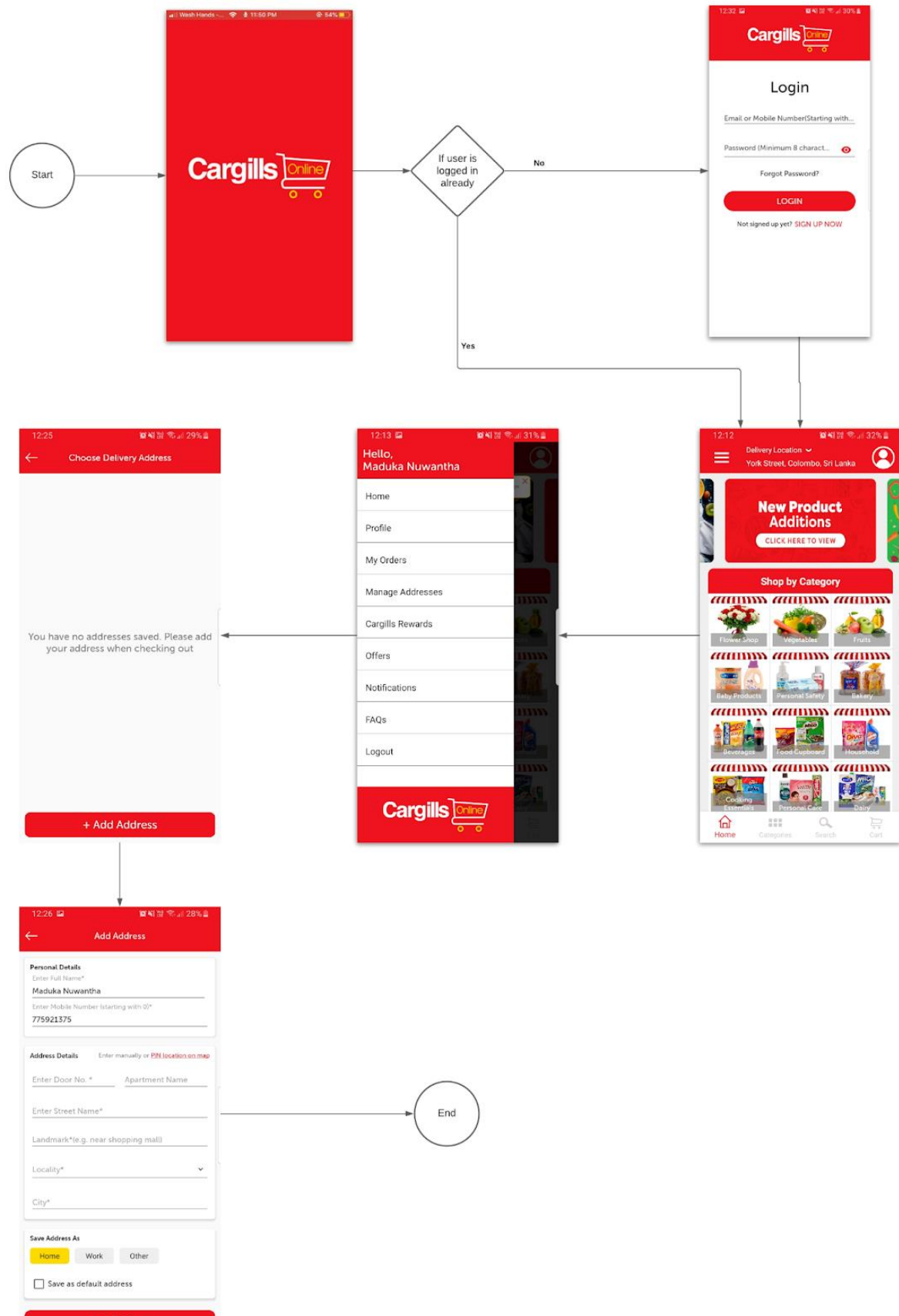


b. User Flow Two

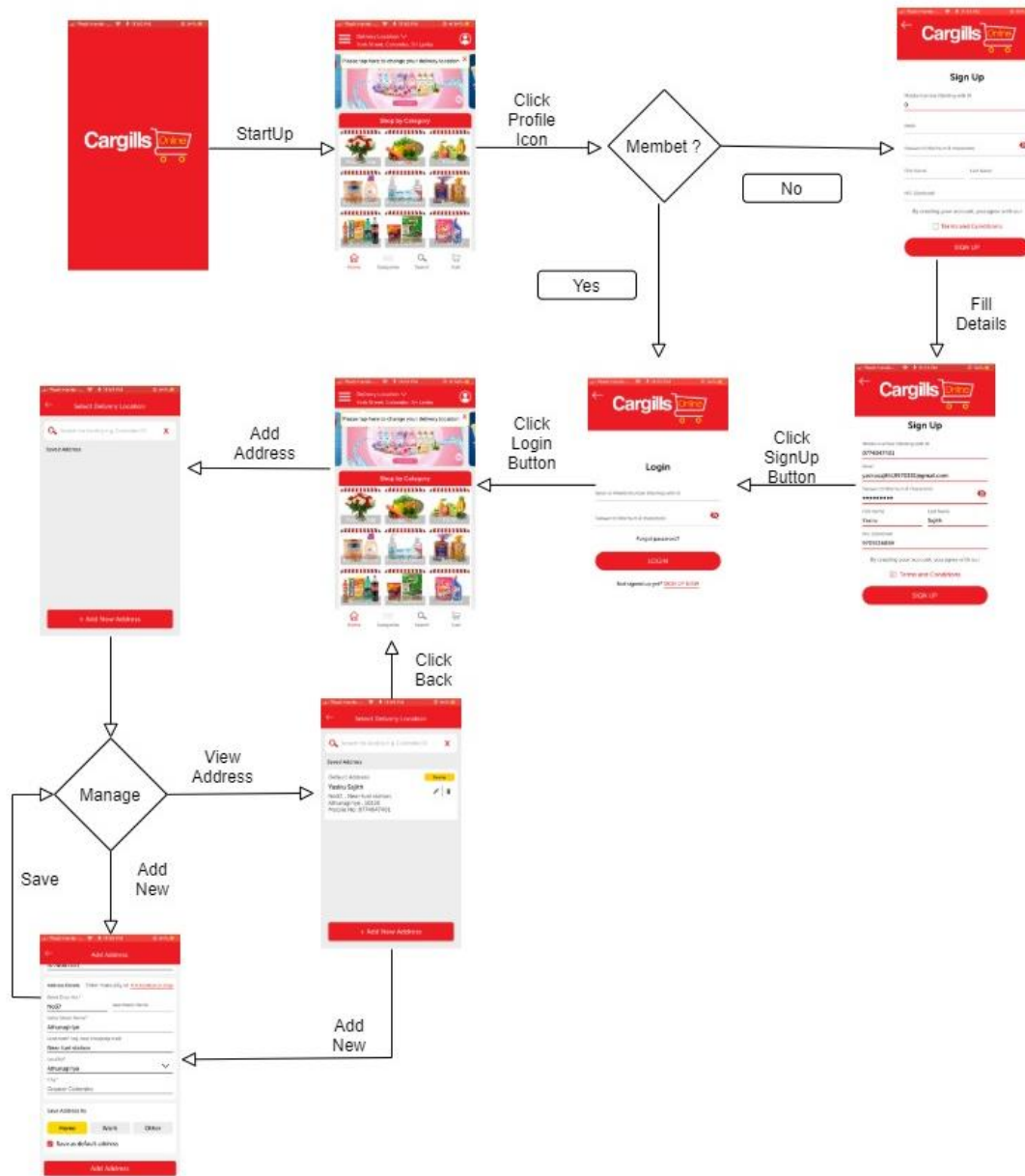


c. User Flow Three

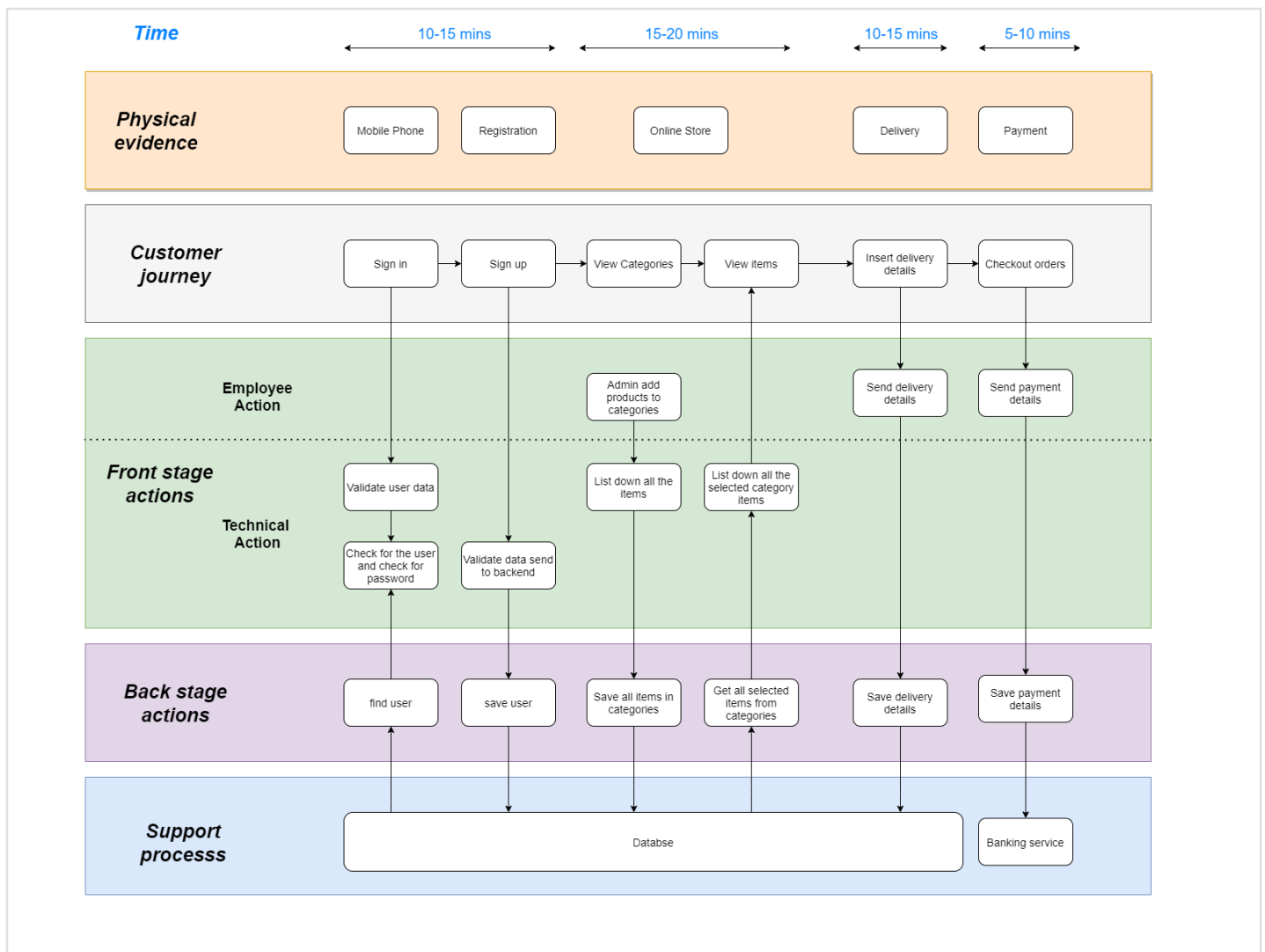




d. User Flow Four



5. Service Blueprint



6. Contribution

Student ID	Student Name	Contribution
IT19160726	Nuwantha M. B.	<ul style="list-style-type: none"> • Persona One • Empathy Map One • User Story One • User Flow One • Service Blueprint
IT19152974	Rathnayaka R.M.M.P.	<ul style="list-style-type: none"> • Persona Two • Empathy Map Two • User Story Two • User Flow Two • Service Blueprint
IT19150680	Fernando B.D.C.	<ul style="list-style-type: none"> • Persona Three • Empathy Map Three • User Story Three • User Flow Three • Service Blueprint
IT19038292	Wickramasinghe A.Y.S.W.	<ul style="list-style-type: none"> • Persona Four • Empathy Map Four • User Story Four • User Flow Four • Service Blueprint