



UEE – Lab 03

IT19000886	Hariscumar.S
IT19181820	Akash Y.A.K
IT19161334	Walimuni Dewage T.S.S
IT19130576	Nanayakkara K.O.K.L

Group ID :- 2021S2_REG_WD_07

Mobile App


1. Persona(s)

IT19000886

PROJECT: untitled PERSONA: Harish Kumar

NAME

Harish Kumar



Goals

To Find a Business and Services for reasonable rate
Check for services needs for people
Contact the sellers and buyers
Make easy way for the communication

Background

Harish is a Marketing Manager. He has many business and services, since he is not in a urbanized area he couldn't sell them. So using this app he will be able to generate various sales by publishing advertisements, and also he can able buy those business and service.

Demographic

♂ Male

24

years

📍 Srilanka Colombo

Married

Marketing Manager

Motivations

Easy to locate Customers
Easy to manage the sales
Provide best services

Frustrations

Compete with Sellers
Competition with buyers
Hard to make payments
No Form to make appointments

Skills

Self-Control

0

25

50

75

100

Marketing Ability

0

25

50

75

100

Communication

0

25

50

75

100

UXPRESSIA

This persona was built in uxpressia.com

NAME

Kaveen Akash

TYPE

Software
Engineer

Demographic

 Male years

 Sri Lanka Colombo



Skills

Discernment



Listening



Self-control



Background

Kaveen akash is a Software Engineer at Pearson Lanka. He is so busy person. To execute his job, he needs to keep track of time. And also he want to buy a house apartment in reasonable price. So he want to buy a house apartment near Malabe. Another factor is his wish to remain secure and clam environment.

Goals

- * To find a house apartment with very affordable price.
- * Desire to stay in a safe environment

Motivations

- * Pride of ownership.
- * Property tax deductions
- * Home value appreciation
- * Mortgage interest deductions

Frustrations

- * Capital Gains Exclusion
- * Finding the right home in the right location
- * Competing with other buyers


UXPRESSIA

This persona was built in uxpressia.com

IT19161334

NAME

Udara Sanka



Goals

Check computers and laptops and computer parts

Check computer accessories

Posting ads about computers in my shop

Contact easily with sellers and buyers

having everything in one place and at your fingertips at all times

Quote

“Business opportunities are like buses, there's always another one coming”

Background

Udara is a businessman. He has a computer shop. Since it's not located in an urbanized area, his sales are not consistent throughout the year. Through an app like this, he will be able to generate consistent sales by publishing his advertisements and he will be able to purchase necessary computers parts as well.

Demographic

Male

23

years

Colombo

Single

Businessman

Average Income

Skills

Financial management

0

25

50

75

100

Communication

0

25

50

75

100

Networking

0

25

50

75

100

Marketing

0

25

50

75

100

Motivations

Easy way to find customers

Having buyers, sellers, and everything in one place

There is lot of alternatives

Influences

Internet

Reviews

From Friends

Blogs

Tv ads



Frustrations



Has a busy lifestyle



No payment option and delivery option



Not like to fill forms and remember more passwords

Technology











Browsers



Google Chrome



Firefox

IT19130576

4 | Page

NAME

Lumini Nanayakkara

TYPE

Lecturer



Demographic

Female 35 years

Sri Lanka Colombo

Married

Lecturer

Goals

- * Purchase a car on a reasonable budget..
- * Determine our Needs and Wants
- * Get Insurance Quotes

Motivations

- * The product
- * The salesperson
- * Dealership reputation/service
- * The price

Background

Lumini Nanayakkara is a Lecturer at Sri Lanka Institute of Information Technology . She is a married woman with a full-time job. She is unable to use SLIIT's transportation service. She needs to take the bus to work every day. It is exhausting to go by public bus every day. She wishes to purchase a brand new car at a reasonable price. She requires a more comfy vehicle. White is her favorite color. I'm primarily looking for a white vehicle. She prefers to get a hatchback vehicle. So that she can handle the car easily.

Skills

Ability to collaborate with a diverse people

0 25 50 75 100

Self-Control

0 25 50 75 100

friendliness

0 25 50 75 100

Frustrations

- * Investing time in purchasing,
- * Negotiating prices, and dealing with salesmen
- * Finding dealer inventory


UXPRESSIA

This persona was built in uxpressia.com

2. Empathy map(s)

IT19000886

PROJECT: untitled PERSONA: Empathy map

Says <ul style="list-style-type: none">* Consider most needed services* Think of the best way to involve in the business* Consider about the most popular business on that time		Thinks <ul style="list-style-type: none">*What are the services needed always?* Daily working skill on daily basis?* Consider background of the business* Is this business suits for me
Does <ul style="list-style-type: none">* Necessary to make analyze on business and Services* Get feedbacks in rating points* Gather valuable information from friends* Gather valuable details from outside of the area.		Feel <ul style="list-style-type: none">* Satisfied* Excited* Panic* Over Confidence

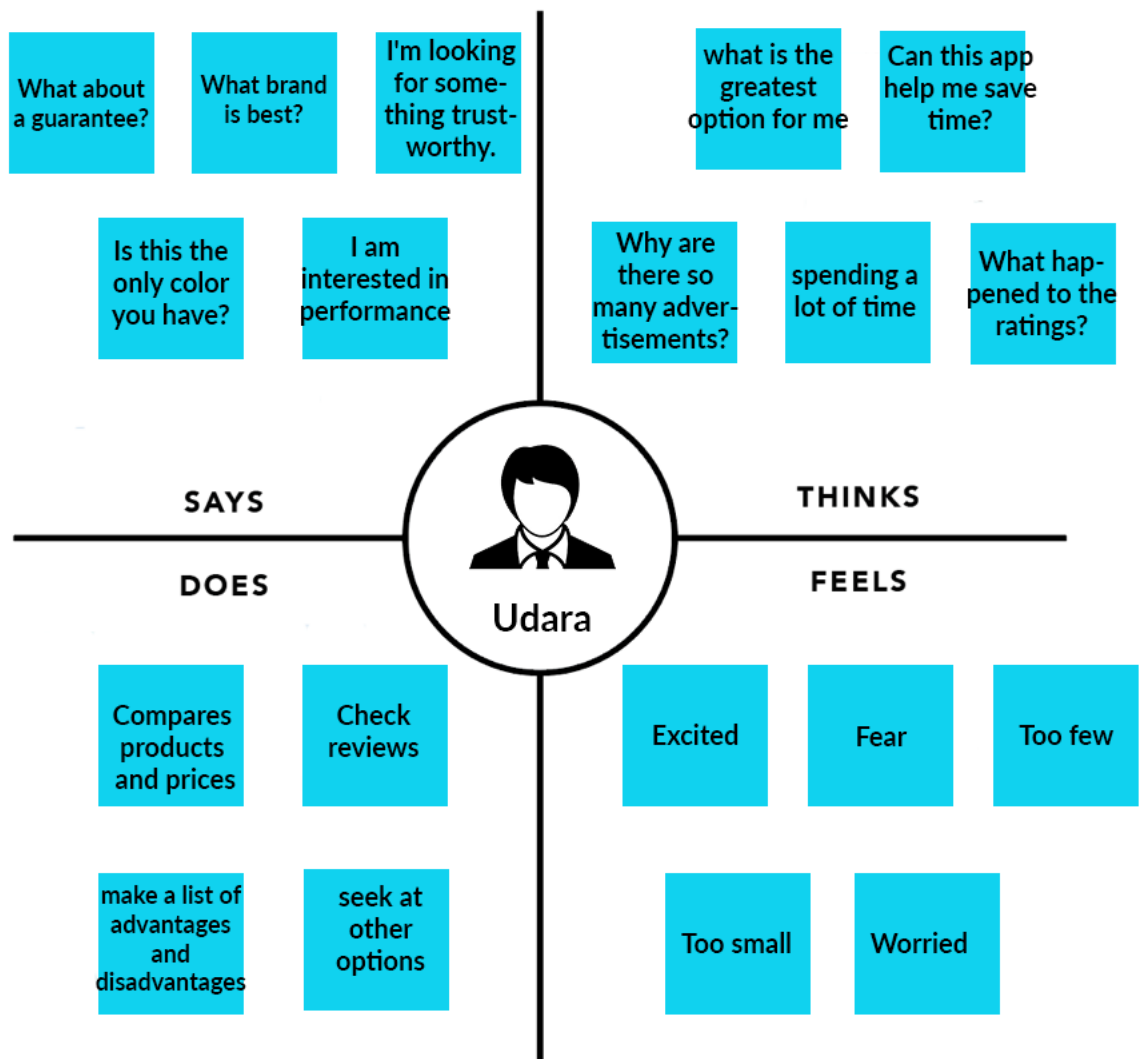
UXPRESSIA
This persona was built in uxpressia.com

IT19181820



IT19161334

EMPATHY MAP (Buying a Laptop)



IT19130576

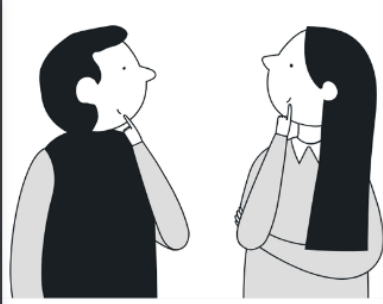
PROJECT: untitled PERSONA: Empathy map

Says

- * Consider about the payment options.
- * Think What is the best way to get this?
- * Consider about the popular cars on that time

Does

- *It is necessary to research the amazing and appealing cars from websites.
- * Have to look rating points
- * Take some important information from friends
- * Take some valuable details from news papers.



Thinks

- *Consider whether I am capable with all the requirements.
- * Consider what are the rating on that time
- * Before anything we buy, should be checked for reviews
- * Is this car suits for me

Feels

- * Satisfied
- * Panic
- * Swaggering Confidence
- * Overwhelming Dread

UXPRESSIA

This persona was built in uxpressia.com

3. User stories

IT19000886

As a Marketing Manager, I want to market the business and services. So that I can get increment in my salary

IT19181820

As a Software Engineer, I want to buy a house apartment near the town. So that I can manage my work easily.

IT19161334

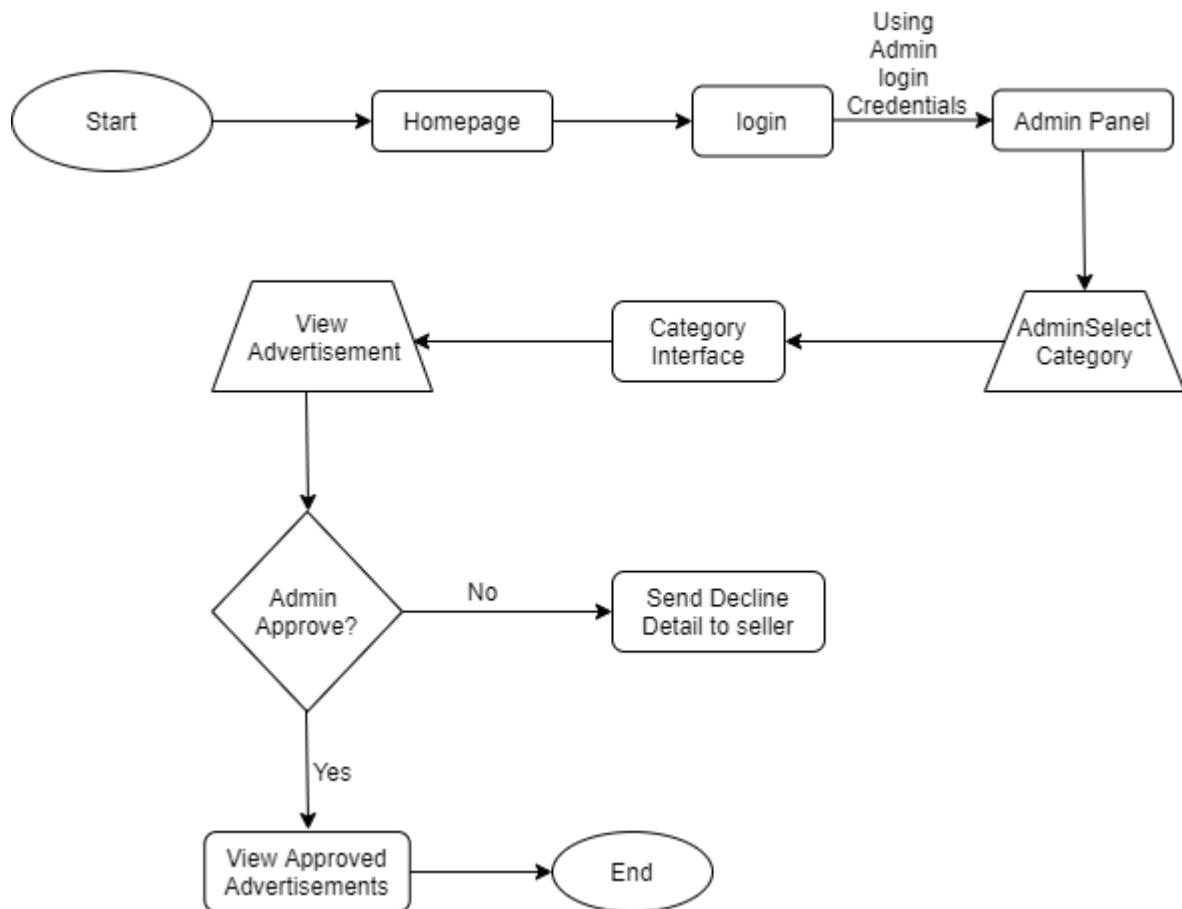
As a businessman, I want to buy and sell computer parts so that I can find sellers and buyer without time-wasting

IT19130576

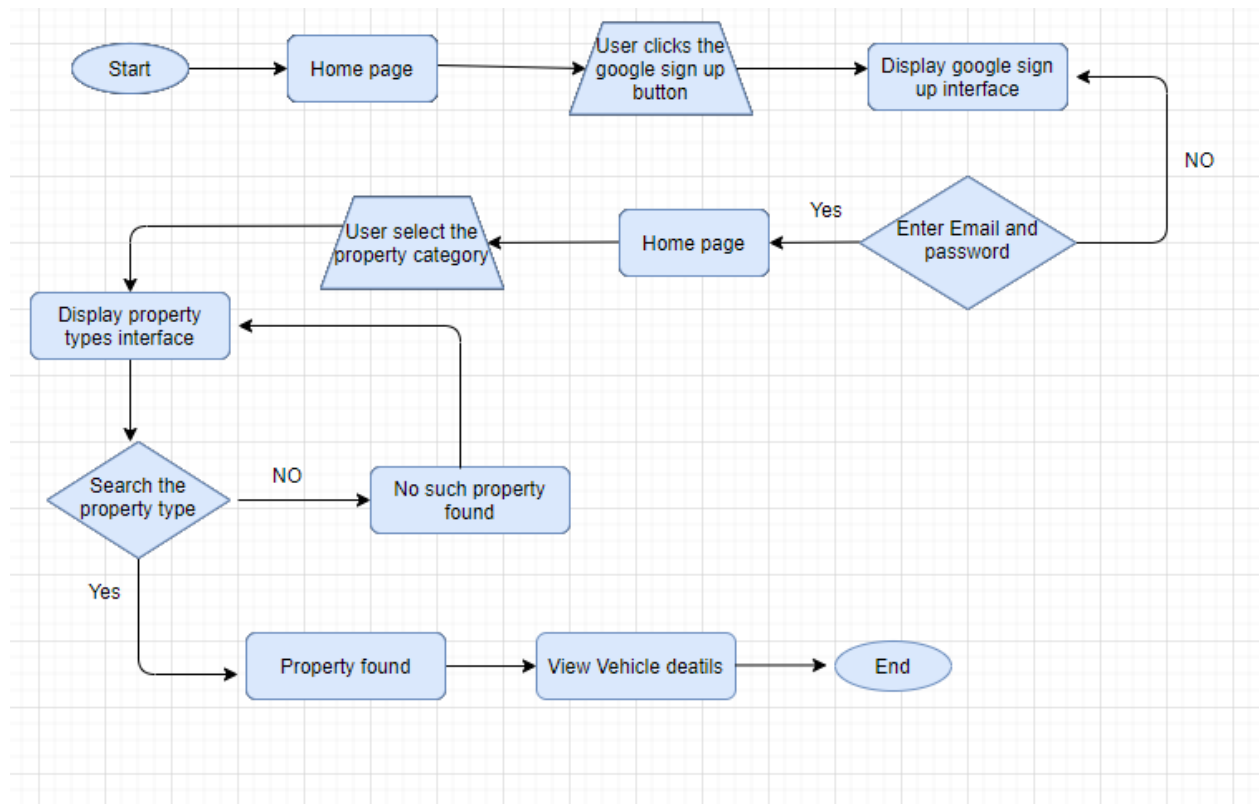
As a Lecturer, I want to buy a new car. So that I can go to work on time without exhausting.

4. User flow(s)

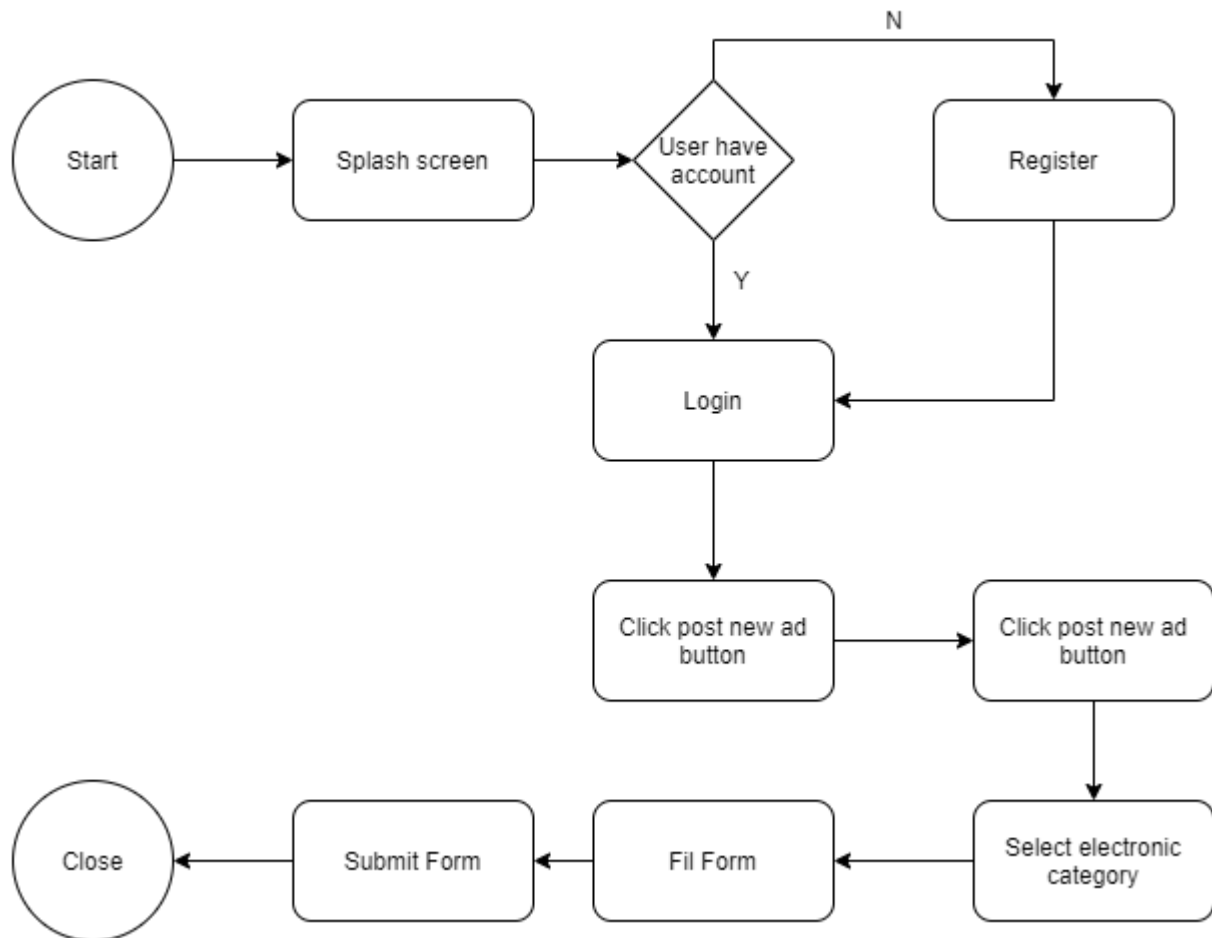
IT19000886



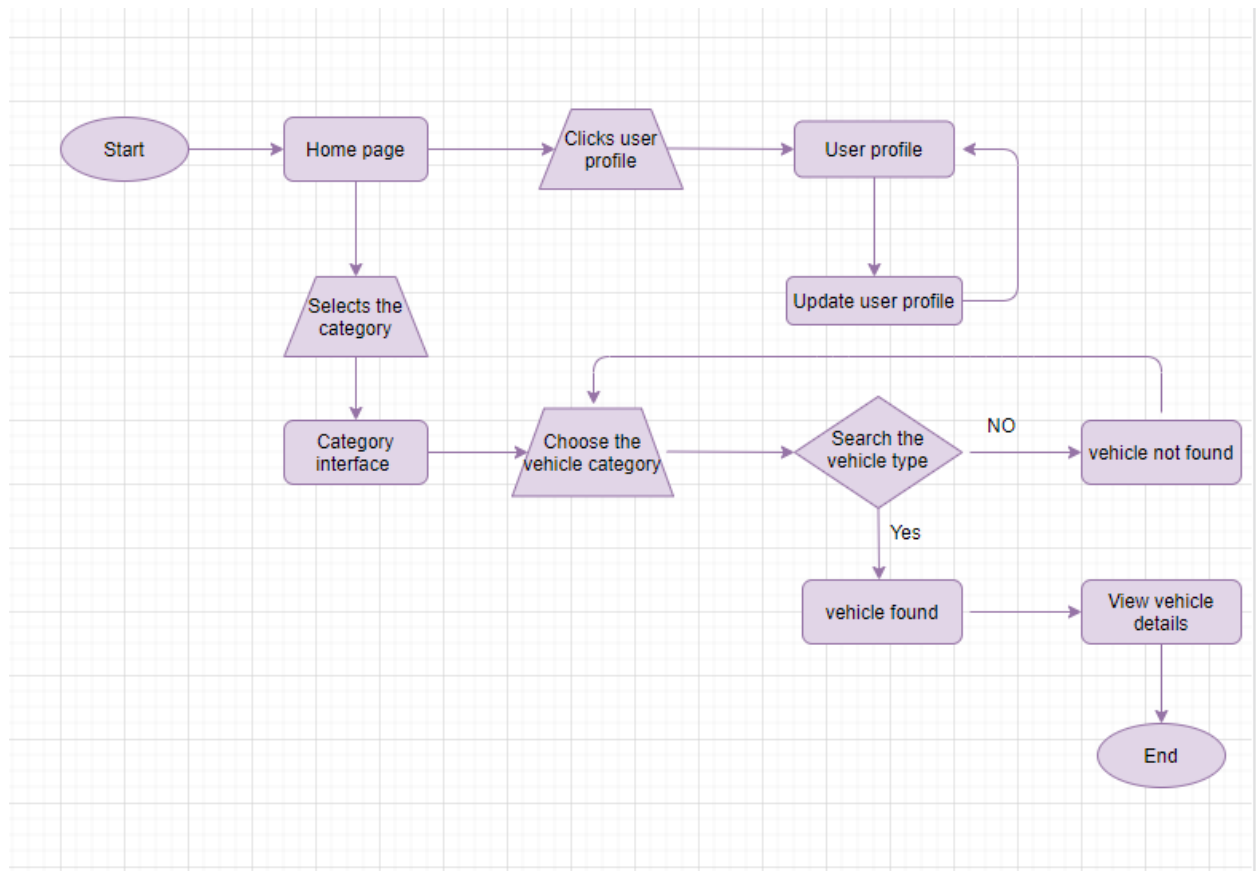
IT19181820



IT19161334



IT19130576



5. Service Blueprint(s)

