



User Experience Engineering - SE3050


2021S2_REG_WE_02

Lab Practical 03 – Identify user groups & Supervisor feedback

Reg.No.	Name
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IT19111766	U.L.V.M.Lekamalage

A) Personas

IT19004778 – Persona for a Service Seller



Savindu Deshan

Goals

- To grow a strong industry reputation
- To keep track of everything

Frustrations

- Dont want to sell web sites more cheaper
- Difficult to find good place to sell web sites
- Difficult to stable in industry

Age	35
Location	Kaduwela
Occupation	Web Designer
Income	150000

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Motivations

Quality of the Design	High
Personalization	Medium
Low Prices	Low
Social	Medium

Background

Savindu is a 35-years-old web designer at start-up IT company in Colombo, and a father of a child. He lives in Alpitaya, Galle and travels daly from Alpitaya to IT company in Colombo via the High-way bus.


Expectations

- Sell web sites easily
- Should be at an fair price for designs

Tech Skills

HTML	High
CSS	Medium
JS	Medium

IT19006994 – Persona for a Buyer



Kamala Perera

Demographic

Gender	Female
Age	35
Location	Gampaha
Occupation	Teacher
Income	Rs. 25,000

Background

Kamala is a 35-year-old Teacher at a leading government school in Colombo and a mother of two children. She lives in Aldeniya, Gampaha and travels daily from Gampaha to school in Colombo via the School Bus. Daily travel from Gampaha to Colombo is a hectic schedule for her so she is currently looking to buy an Apartment near Colombo.

Goals

- Spend less time on the road to travel from home to school.
- Find a secure place for children.
- To find a place which is close to a supermarket or a grocery shop to easily get the essentials.

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Expectations

- Apartment which is situated in Colombo or Colombo suburbs
- Should be at an affordable price
- Should be a secure place

Frustrations

- Don't want to pay a high rental
- Difficult to find a place that has enough security for children
- No proper idea on the normal Aptment prices around Colombo

Motivations

Price	
Security	
convenience	
Distance	

Tech Skills

Internet	
Online Shopping	
Social Media	
Email	

IT19006994 - Persona for a Guest User



Sunil De Silva

Demographic

Gender	Male
Age	45
Location	Kandy
Occupation	Accountant
Income	Rs. 50,000

Background

Sunil is a 45-year-old Accountant who works in a private company in Kandy. He is an active father of three children and his wife is a Teacher. Saman is looking for a vehicle that offers outstanding fuel economy. Since he has not bought a vehicle recently he hasn't got enough idea on the current vehicle prices as well as new trending vehicle brands in Sri Lanka. So he is looking for a reliable application to gather better knowledge on current vehicle trends.

Goals

- To find the latest vehicle brands in Sri Lanka
- To find the latest prices of vehicles
- To find a vehicle with outstanding fuel economy

Personality

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

Expectations

- Vehicle should be a latest brand
- Should be at an affordable price
- Seller should a loyal one

Frustrations

- Can't buy too expensive vehicles
- No proper idea on Online shopping platforms
- No proper idea on the latest vehicle brands and their price ranges.

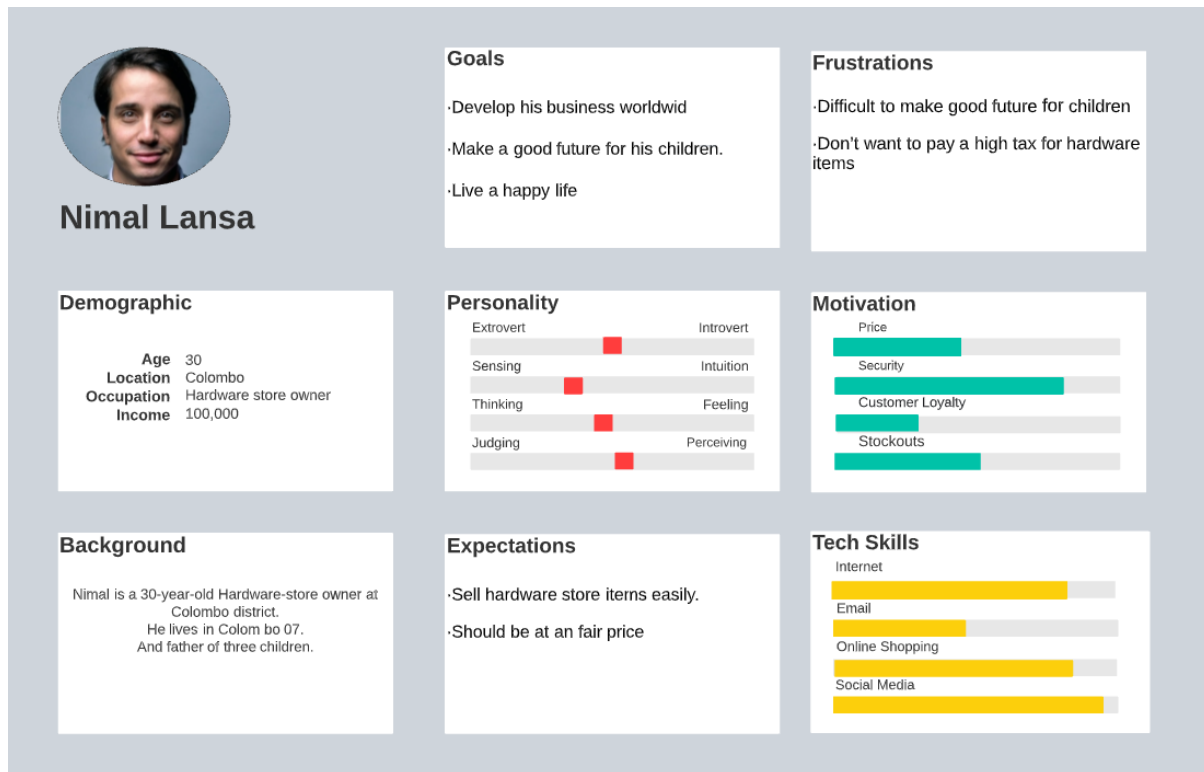
Motivations

Price	
Quality	
Seller Loyalty	
Reliability	

Tech Skills

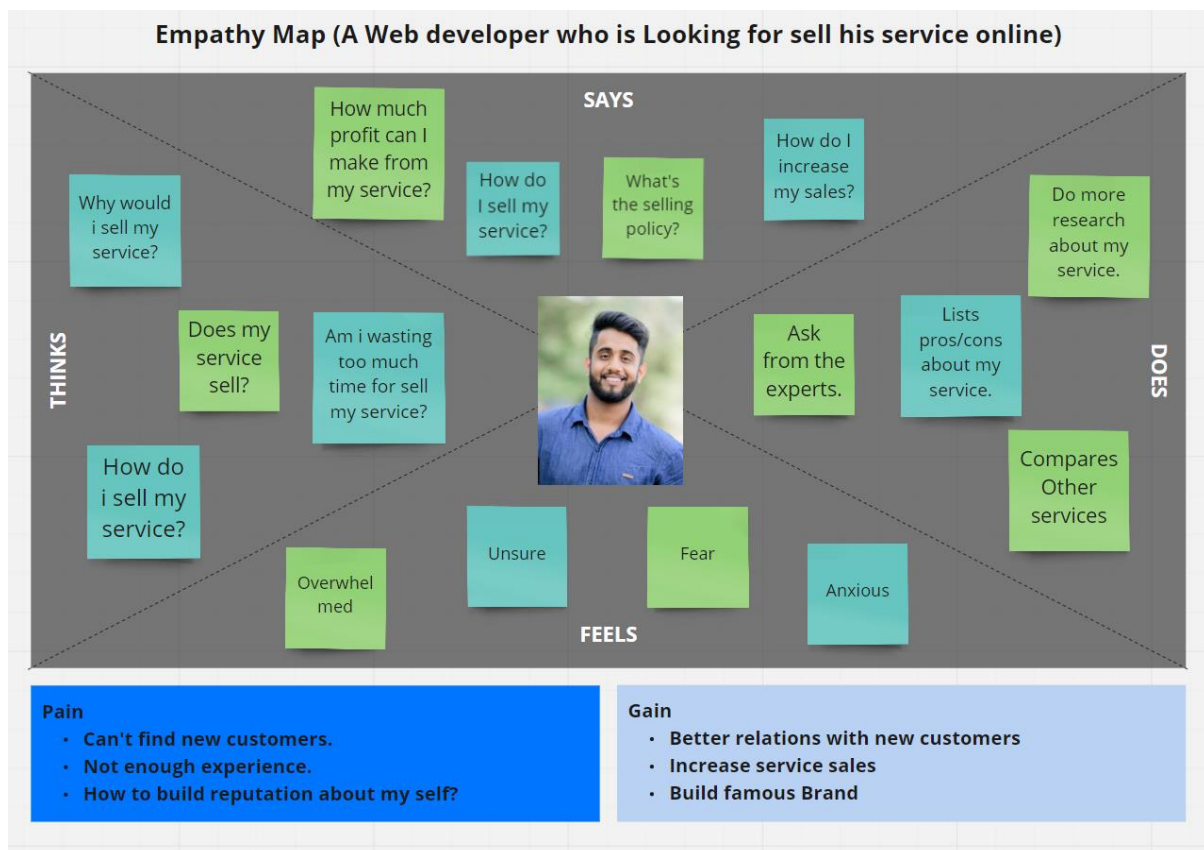
Internet	
Online Shopping	
Social Media	
Email	

IT19111766 – Persona for a Goods Seller

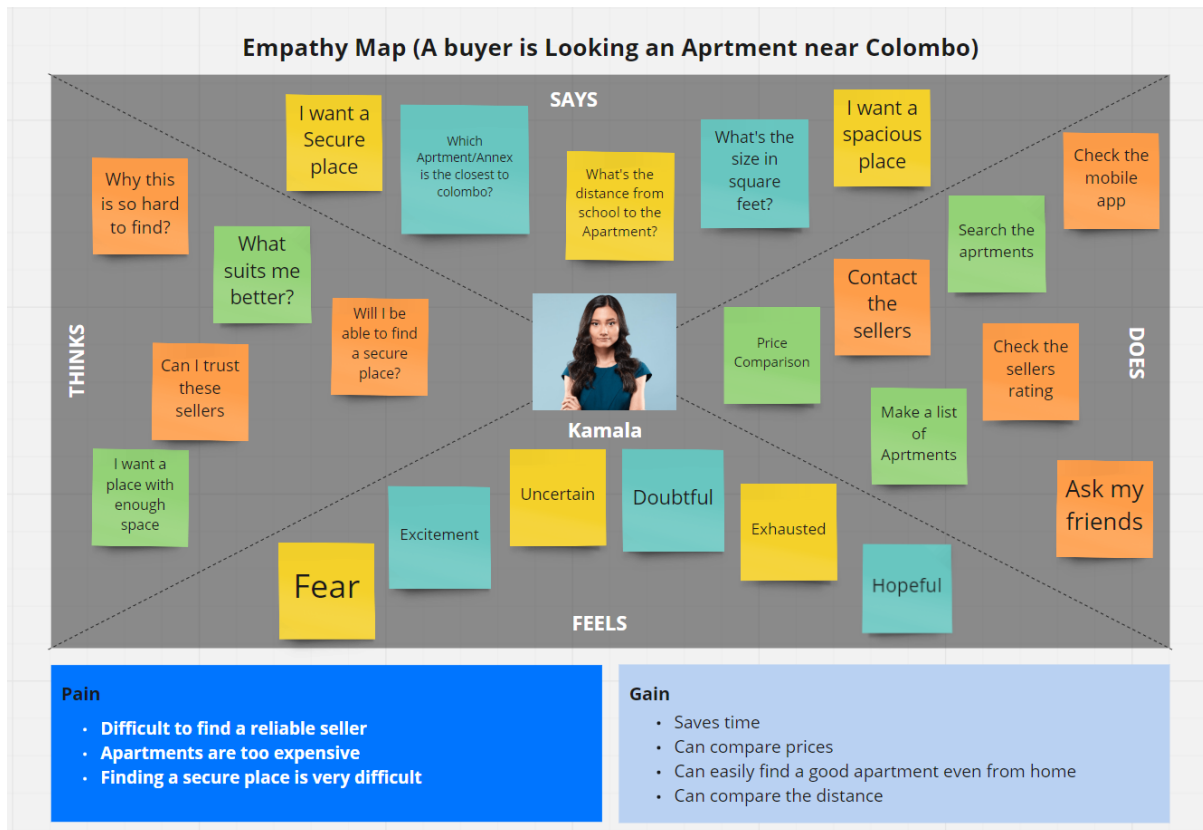


B) Empathy Map

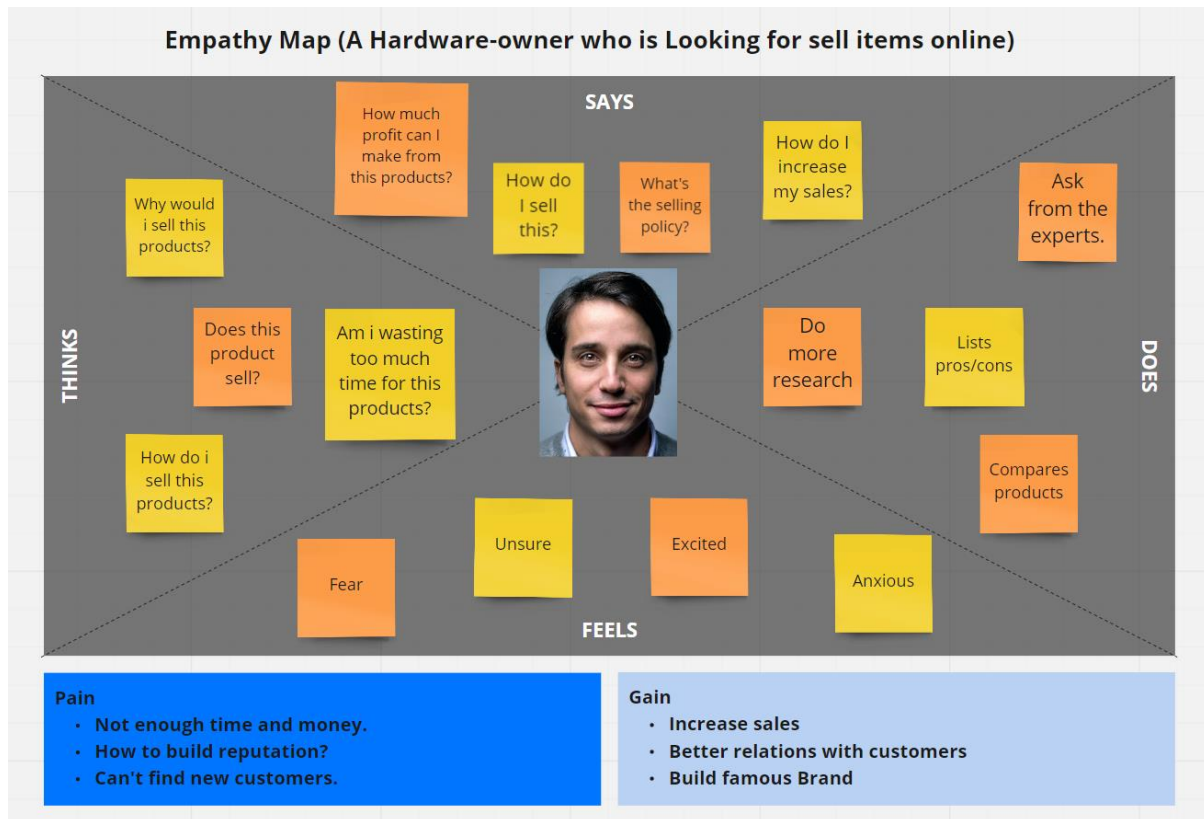
IT19004778 – Empathy Map for Service Seller



IT19006994 – Empathy Map for Buyer



IT19111766 – Empathy Map for a Goods Seller



IT19004778 - Empathy Map for a Guest User



C) User Story

IT19004778 – User Story for a Service Seller

As a Service Seller

I want to place a Trade Service advertisement

So that I can provide a service and earn through the system.

IT19006994 – User Story for a Buyer

As a Registered Buyer

I want to search advertisements by category, location and keywords

So that I can buy exactly what I want.

IT19111766 – User Story for Goods Seller

As a Goods Seller

I want to post an item or property advertisements

So that I can sell anything from cars to mobile phones.

IT19006994 - User Story for a Guest User

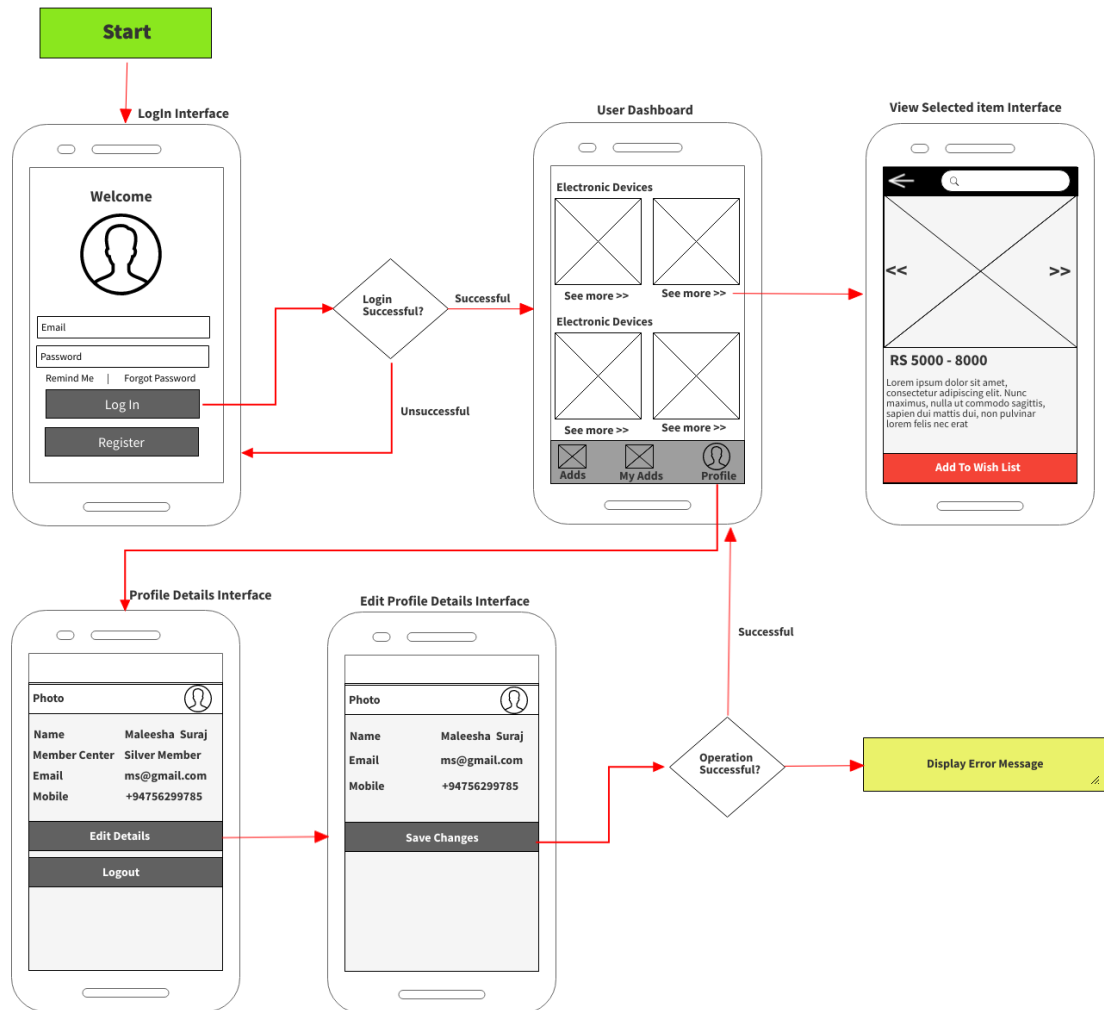
As a Guest User

I want to view advertisements

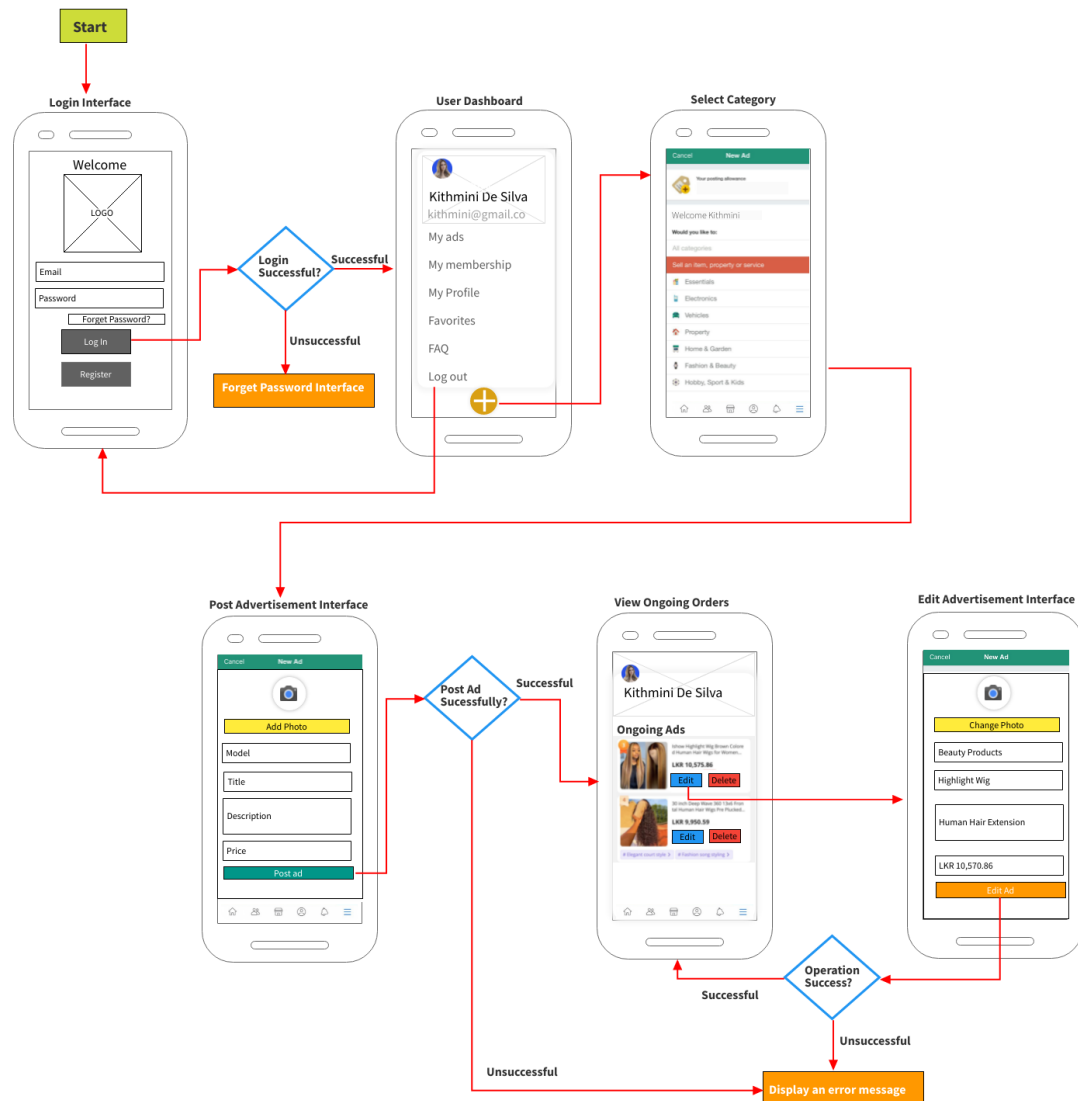
So that I can get an idea of current item prices without creating an account.

D) User Flows

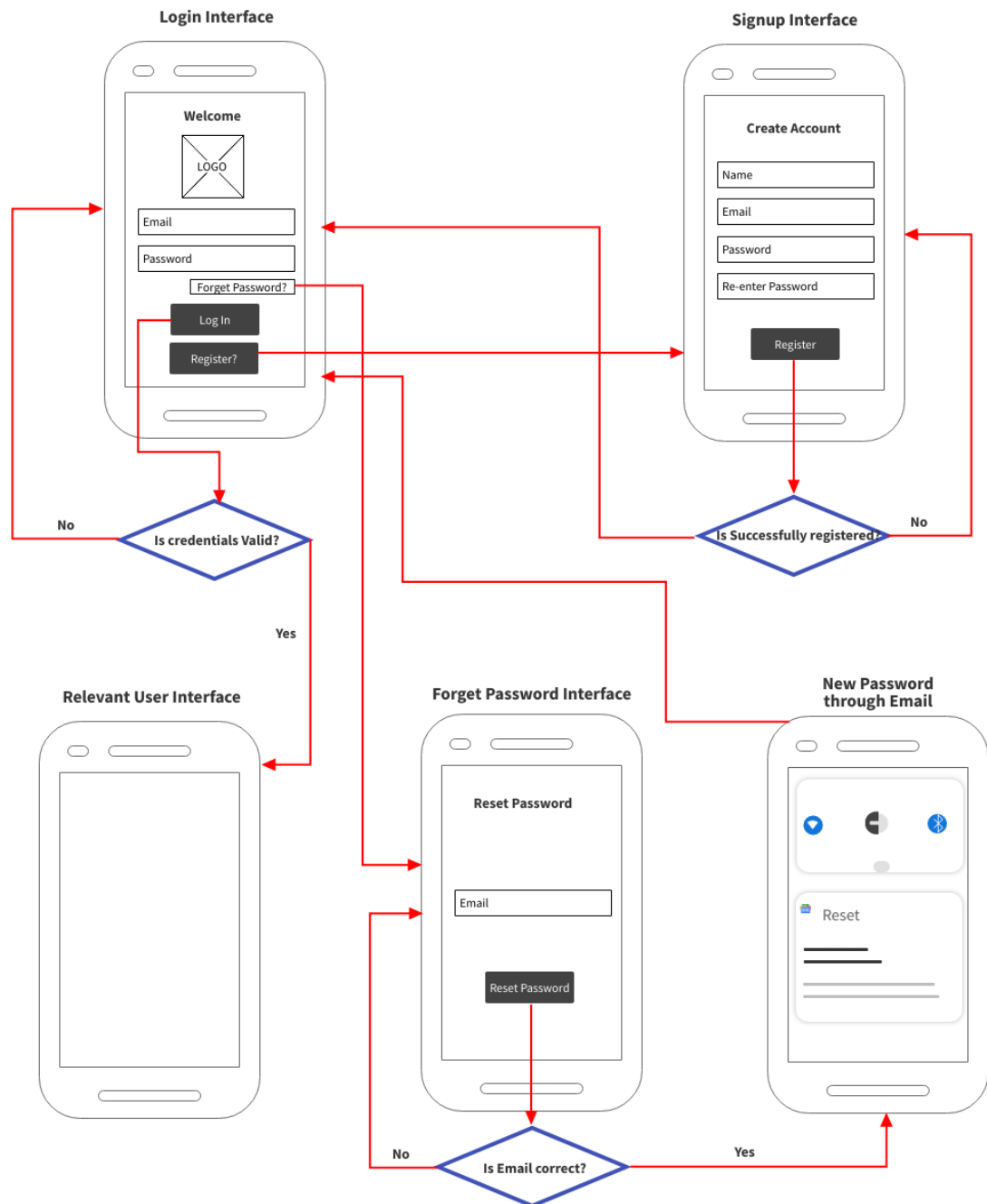
IT19004778 – User Profile Management and Buyer Related Functions



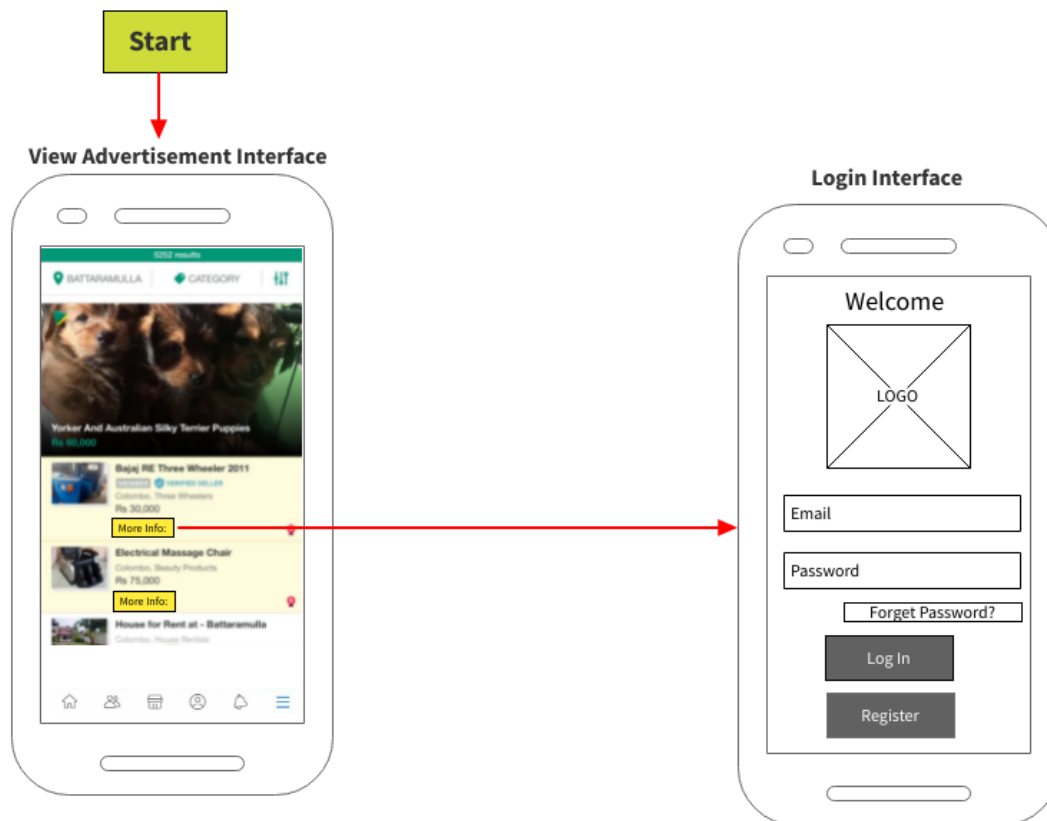
IT19006994 – Advertisement Management



IT19111766 – User Management and Registration

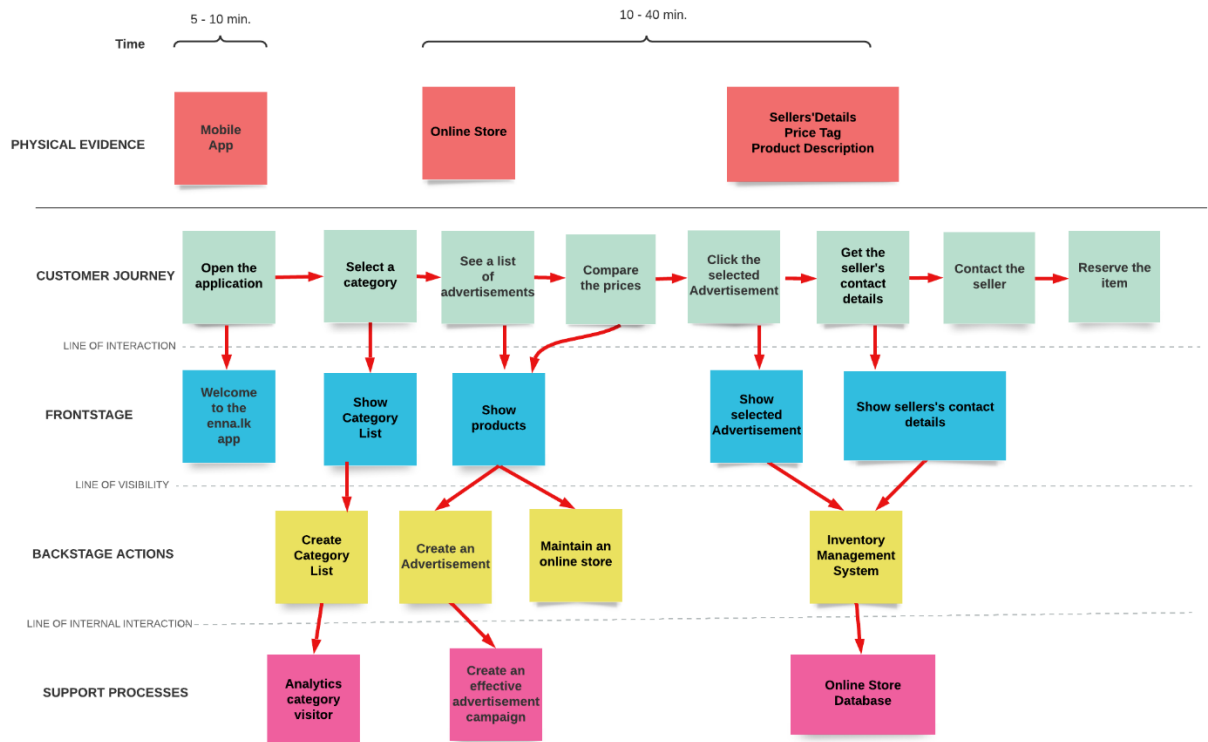


IT19111766 - Guest User Browsing the Advertisement



E) Service Blueprint

Service Blueprint for Buying and Selling Mobile Application enna.lk



Individual Contribution

Reg.No.	Name	Contribution
IT19004778	W.G.M.S.Wickramathna	<ul style="list-style-type: none"> • Persona for a Service Seller • Empathy Map for Service Seller • Empathy Map for a Guest User • User Story for a Service Seller • User Flow for User Profile Management and Buyer Related Functions • Contributed to making the service blueprint
IT19006994	K.H.K.L.De Silva	<ul style="list-style-type: none"> • Persona for a Buyer • Persona for a Guest User • Empathy Map for Buyer • User Story for a Buyer • User Story for a Guest User • User Flow Diagram for Advertisement Management • Contributed to making the service blueprint
IT19111766	U.L.V.M.Lekamalage	<ul style="list-style-type: none"> • Persona for a Goods Seller • Empathy Map for a Goods Seller • User Story for Goods Seller • User Flow Diagram for User Management and Registration • User Flow Diagram for Guest User Browsing the Advertisement • Contributed to making the service blueprint