

Sri Lanka Institute of Information Technology

SE3050 User Experience Engineering

Labsheet 3



2021S2_REG_WE_07

Group ID: 2021S2_REG_WE_07


Group Details:

IT Number	Name
IT19209012	I.D.I Balasuriya
IT19210520	M.R.U.M Senevirathna
IT19213590	G.A.D.K.M Gardiarachchi
IT19207100	A.G.S.P Deshapriya

Personas

1. Quantity Surveyor (IT19209012 – I.D.I Balasuriya)

PROJECT: untitled PERSONA: Dinisuru Balasuriya



NAME
Dinisuru Balasuriya

Background

Dinisuru is a Quantity Surveyor (QS). He works in a famous construction company in Sri Lanka. He is quite busy in his day today life. He has to prepare tender and documents, carrying out cost analysis, monitoring cost variations and writing reports, finding out the client requirements and undertaking feasibility studies, allocating work to sub-contractors and making payments.

Since he is very busy doing his job he doesn't have time to do his own things like paying his own bills, buy new clothes and food things like that.

Demographic

Male 28 years

Sri Lanka

Single

Quantity Surveyor

High Income

Technology

Icons representing mobile devices and operating systems: iPhone, Android, Apple, Windows.

Browsers

Icons representing web browsers: Chrome, Safari.

Channels

Icons representing communication channels: Game controller, Tablet, Smartphone, TV, Laptop, Headset.

Goals

- Being able to pay his bills without going to the bank.
- It should be very easy to understand.
- payment must be fast.

Quote

I want a tool that will save my time & which helps me to pay my bills without going to the bank

Motivations

- Single place to pay my bills

Skills

Strong maths knowledge: 75%

Understanding of Science and Technology: 85%

Analytical thinking: 75%

UXPRESSIA


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2. Local bookshop owner (IT19210520 – M.R.U.M Senevirathne)

PROJECT: untitled PERSONA: R.M. Wnigasekara Mallawa

NAME

R.M. Wnigasekara Mallawa



Goals:

- Prevent others using his account
- Invisible account details to others
- simple but more secure access control method
- Easy way to create his own account to gain access to online banking
- comfortable way to reset password when he forgot

Quote

“ I don't pay with money. I pay with my hours of my life. I do care about my earnings .So, I need a online banking mechanism which is more secure, easy manageable and most importantly I must be the only one who can accessible to my account. ”

Demographic

♂ Male 62 years

C/87/C,Sinigama,Aranayaka

Married

Mathematic Teacher(Retired)

local bookshop owner

income - 90000

Skills

Internet

0 25 50 75 100

Mathematics

0 25 50 75 100

Technology

0 25 50 75 100

English

0 25 50 75 100

Usage of mobile apps

0 25 50 75 100

Background

Mr. Wanigasekara is a retired mathematics teacher who is in his early 60s. He owns a bookshop in his local area and he need to do more transactions because of that reason. He is new to online banking and he is very week in latest technologies. He trust no one. He gives full care to his earnest ,not to loose to scammers. It was a big challenge to him to move to online banking. He had no choice beside go with new banking way to make successes hi newly opened business.

Motivations


- New trend of online banking.
- Easy to use of online banking.
- Most customers and suppliers use online banking method.
- Able avoid wasting time
- security of online banking
- self manageable of account


Expectations


- simple but more secure and easy manageable access control method.
- A different mechanism to recover account by resetting password.
- Easy understandable user instructions
- More comfortable design, font sizes to easily recognize with bad eye sight

Frustrations

- Lack of knowledge of mobile apps using
- Some instructions may not understand properly
- lack of English knowledge may effect when supplying credentials.
- Weak of eye sight cause to uncomfortableness of using app

Channels

Technology

Browsers

UXPRESSIA

This persona was built in uxpressia.com

3.Car sale owner (IT19207100 – A.G.S.P Deshapriya)

PROJECT: untitled PERSONA: Shama Wickramasingha



NAME

Shama Wickramasingha

Background

Shama is a owner of a vehical sale . There are 15 employees working under her. she import brand new vehicals and 2nd hands vehicals from japan and india in every 2 months and also she sale vehical spare parts .So she leads a busy life dealing with multiple suppliers .therefore she try to move to the online transactions.

Quote

“
Online banknking is better those who
lead a busy life
”

Demographic info

Female 32 years

Sri Lanka

Married

Car sale Owner

Goals

- Avoid wasting time with banks queue
- Scheduled transactions
- secure third party transactions

Motivations

- Can do scheduled transferes
- 3rd party transactions in one place
- secure transactions
- connecting with globally

Frustrations

- Not used online transactions earlier

Skills

English

0 25 50 75 100

Technology

0 25 50 75 100

Social Medial

0 25 50 75 100

Expectations

- some tips to how to used the app in first time.
- Fingerprint lock

Employee Experience



Social Media



UXPRESSIA

This persona was built in uxpressia.com

4. Entrepreneur (IT1921590 – G.A.D.K.M Gardiarachchi)

PROJECT: BOC Mobile Application PERSONA: Sheron de Silva

NAME

Sheron de Silva

MARKET SIZE



Background

Sheron is popular businessman in Sri Lanka. He is doing exports businesses. He exports some goods such as cinnamon, tea to USA, Canada, UK, Australia, New Zealand, Middle East and some of European countries. There are his company branches in this countries. He gets his payments as foreign currencies and he exchanges it into Sri Lankan rupees from his bank. Also He hopes to expands his business worldwide. For that he hope to get investment from foreign investors and hope to fulfill rest of money as a bank loan.

Goals

1. Needs to expand new business
2. Wants to increase profits.
3. Make more sales
4. Time management

Frustrations

1. Go to the bank and stay in queue is wasting his time.
2. Exchange rates are changing every time. It's affect to his business when he didn't update about new exchange rates.
3. Some times his bank account holds for some security reasons of the bank while he is doing large transactions. He needs to go to the bank for fix it.

Motivations

1. He wants to expand his business
2. He wants to get more profits
3. He wants to manage his time

Quote

“I want an application to check exchange rates every day and get a loan when it necessary without going to the bank.”

Demographic info

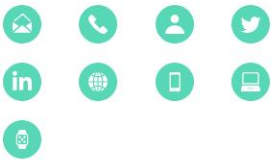
Male 35 years

Sri Lanka

Married

Entrepreneur / CEO

Preferred channels



Key Characteristics



Expectations

1. He wants to apply a loan without going to the bank.
2. He can know bank exchange rate initially.
3. He don't want to waste his time for go to the bank to fix account issues

Technology



Browsers

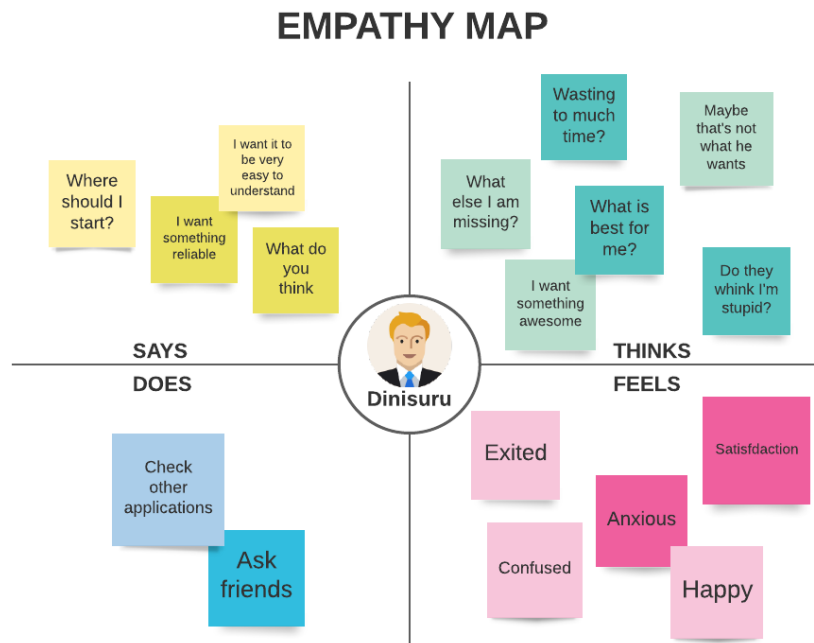


UXPRESSIA

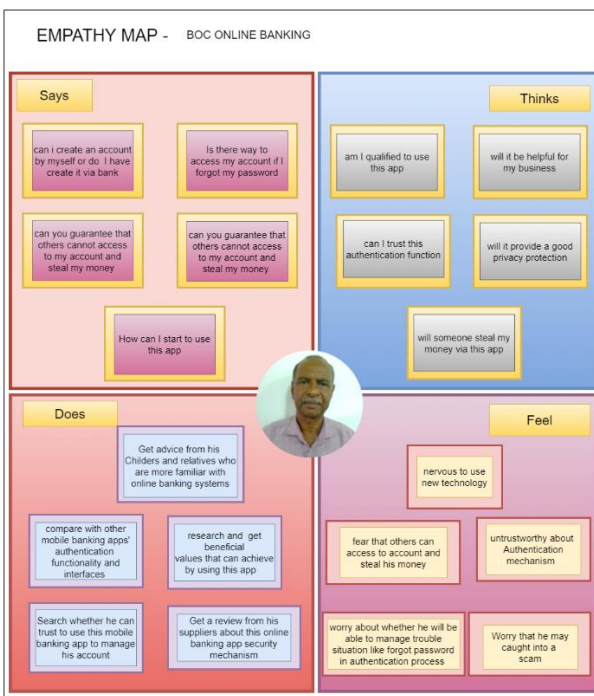
This persona was built in uxpressia.com

Empathy Maps

1. Quantity Surveyor (IT19209012 – I.D.I Balasuriya)

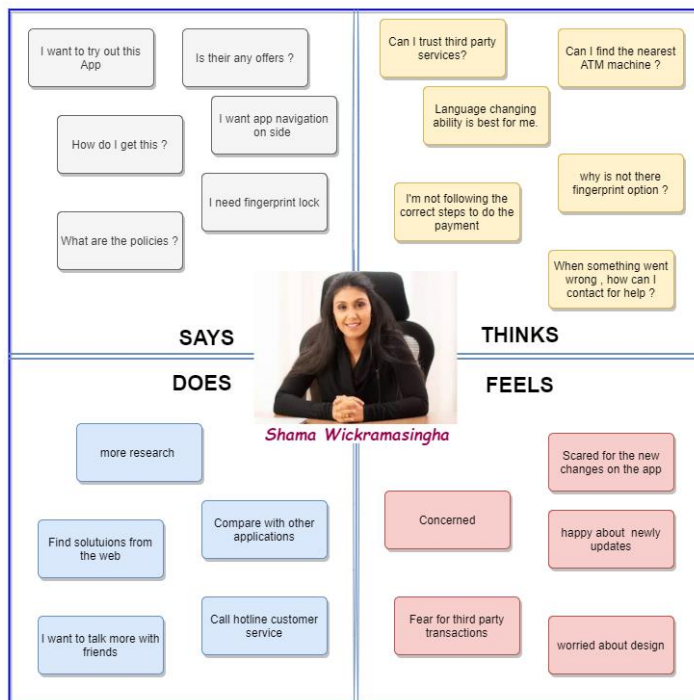


2. Local bookshop owner (IT19210520 – M.R.U.M Senevirathne)



3. Car sale owner (IT19207100 – A.G.S.P Deshapriya)

EMPATHY MAP - BOC ONLINE BANKING



4. Entrepreneur (IT1921590 – G.A.D.K.M Gardiarachchi)

Empathy Map - BOC Online Banking.



User Stories

1. Quantity Surveyor (IT19209012 – I.D.I Balasuriya)

- As a Account holder, I want to pay my bills using this app, So that I can save my time going to the bank.

2. Local bookshop owner (IT19210520 – M.R.U.M Senevirathne)

- As a Account holder,I want to reset my password when I forgot it,So that I can reset password myself without having trouble to go to bank to reset it again.

3. Car sale owner (IT19207100 – A.G.S.P Deshapriya)

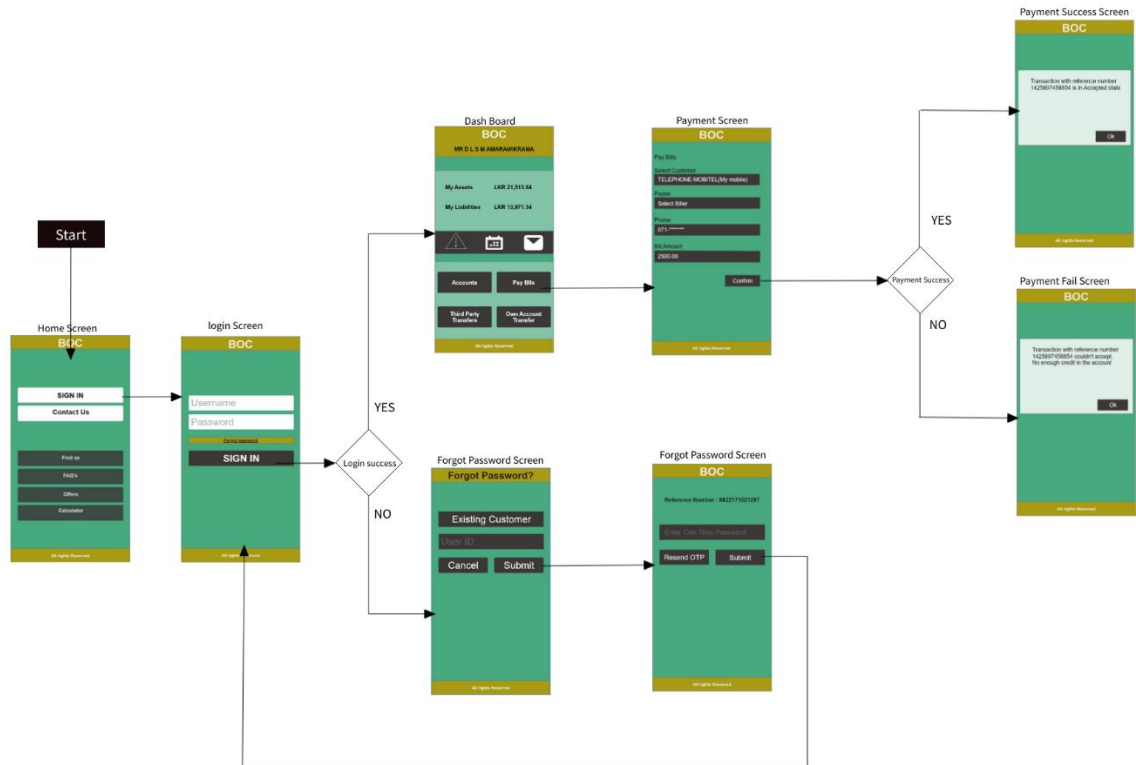
- As a account holder, I want to transfer money between my accounts periodically, So that I can keep balance of personal and business account.

4. Entrepreneur (IT1921590 – G.A.D.K.M Gardiarachchi)

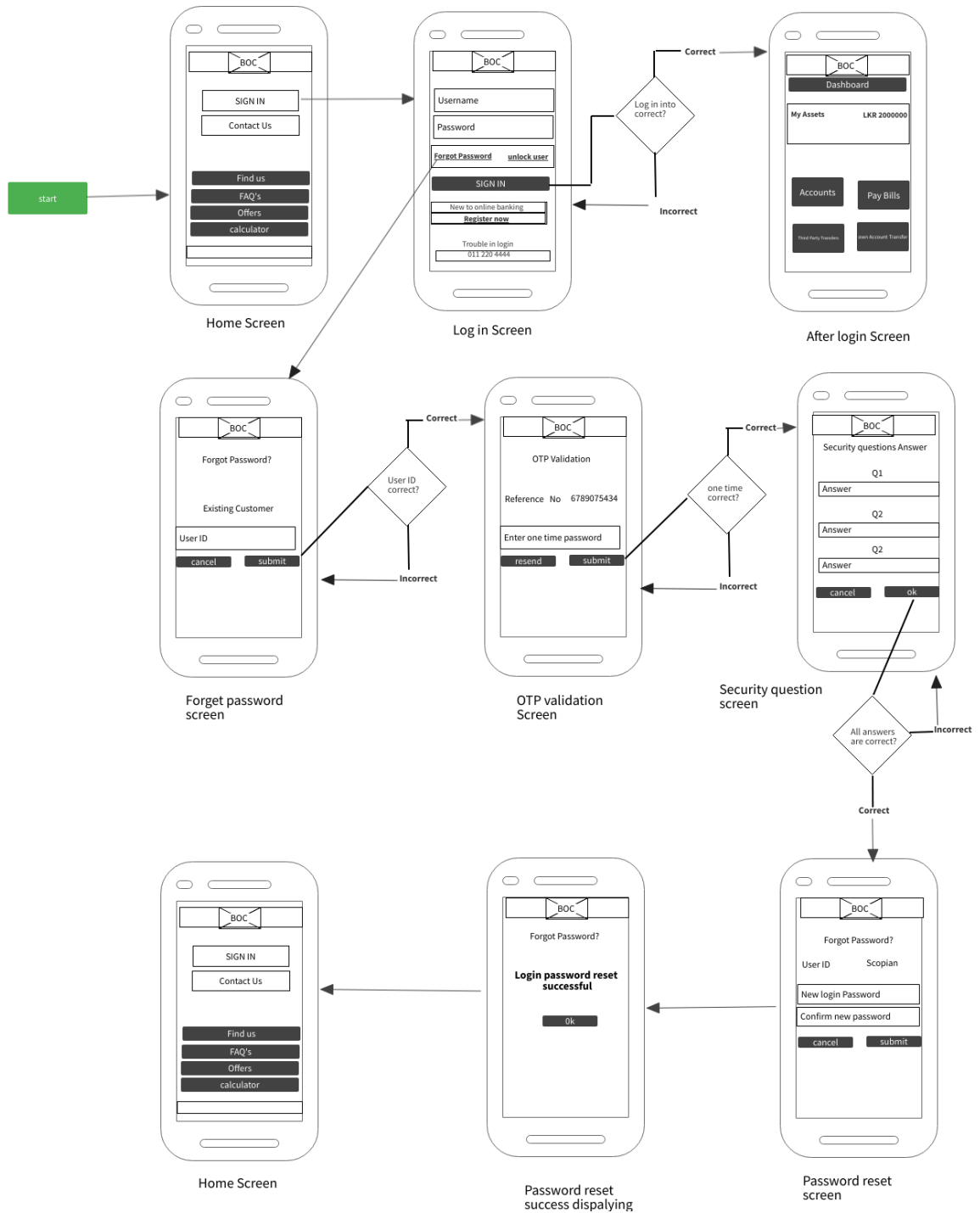
- As a client, I want to apply a loan. So that I can use it for expand my business.

User Flow Charts

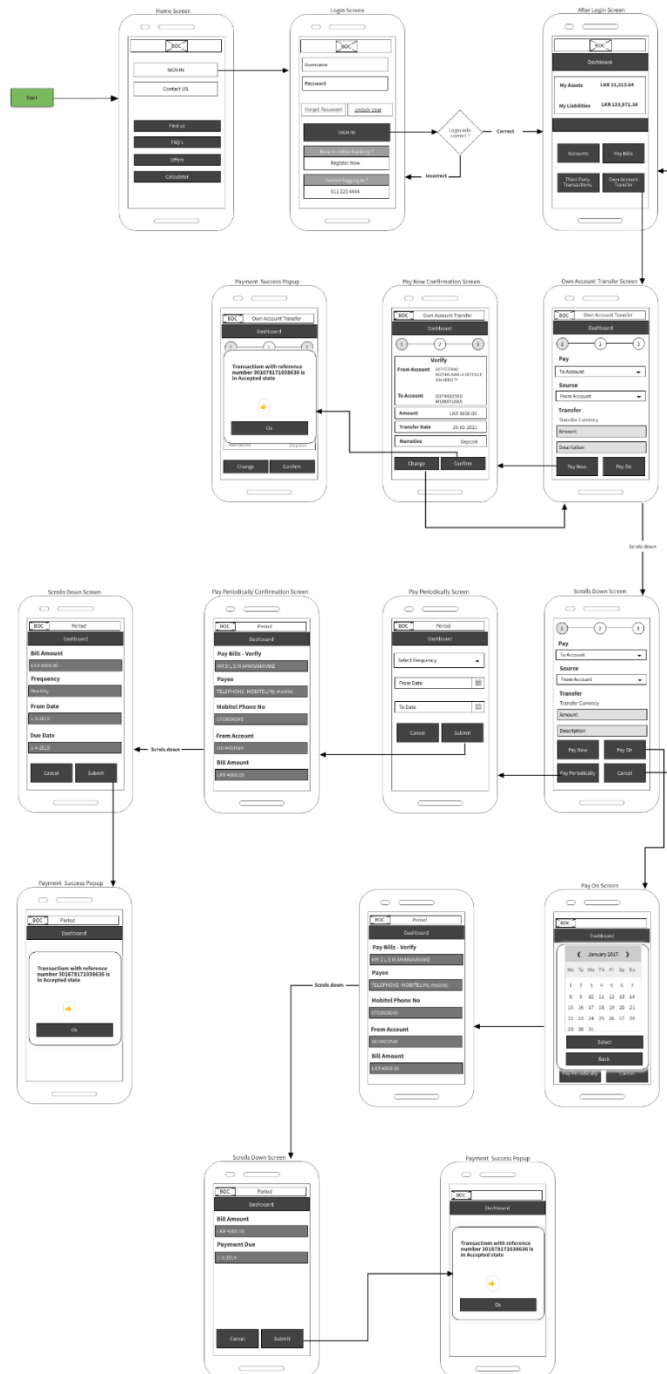
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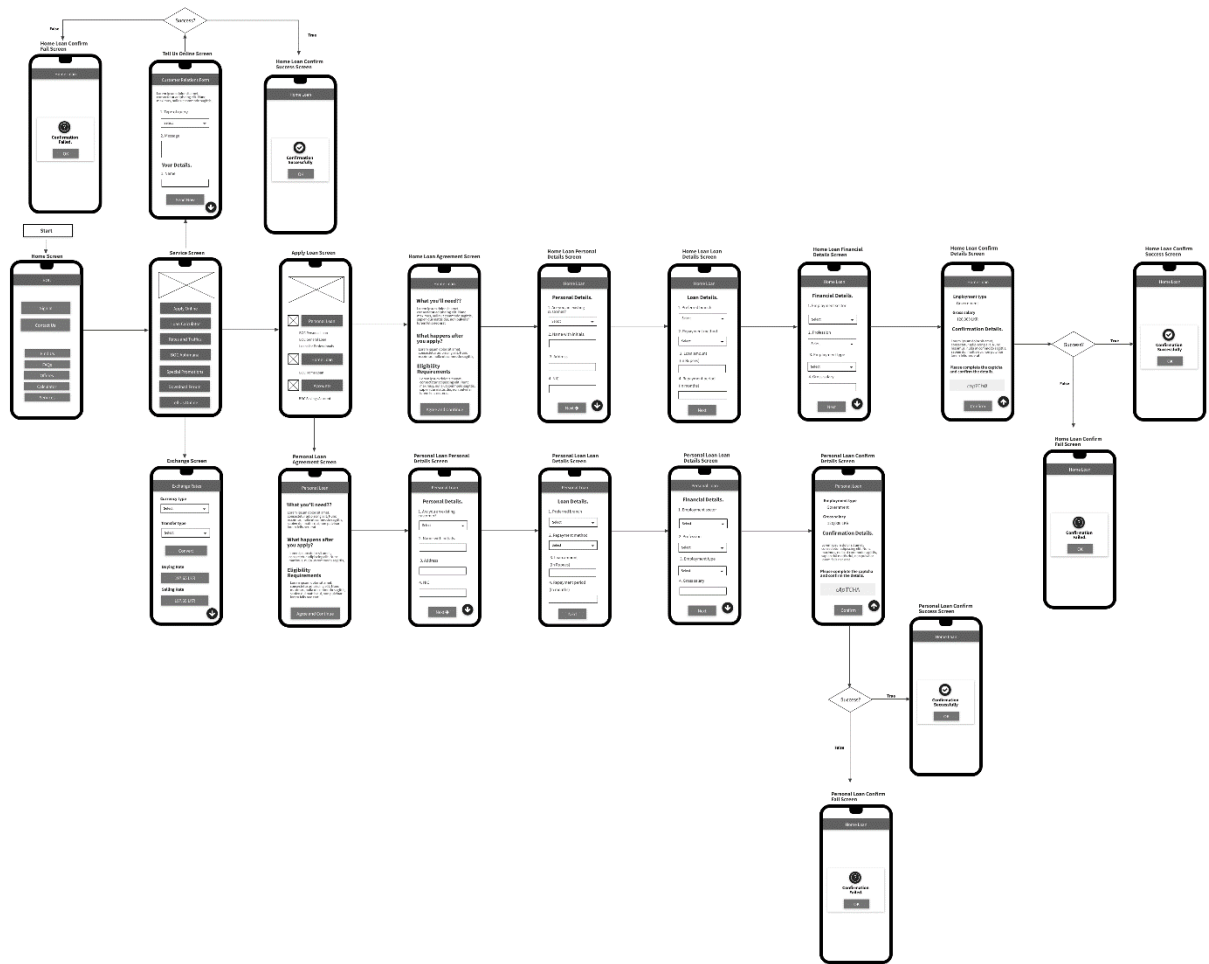
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Service Blueprint

