

Identify user groups & Supervisor feedback

SE3050 – User Experience Engineering

Year 3, Semester 1, 2021



Machan Eats Group ID: 2021S2_REG_WE_10

Group Members:

IT Number	Name
IT19138732	M.G.D.D.B. Ekanayaka
IT19167206	S.A.S.D. Wijesinghe
IT19148014	J.T. Jayasundara
IT19095240	W.M.M.H.C. Mudannayake



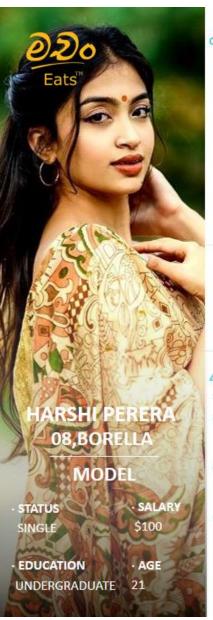
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Persona

• M.G.D.D.B. Ekanayaka



PERSONALITY

- Openness
- Disciplined
- Honest
- Lovable
- Independent
- Sharing
- Youthful

BIO

Harshi is a successful upcoming model working for a local firm. Due to her busy schedule, takeout food is an unavoidable part in her life. Therefore healthy and balanced meal is a necessity. She likes ordering from 'Machan Eats' because the deliveries are fast are the food is always prepared with care

"I want to help Machan

Eats increase interactivity

with customers"

Behavior

Arrogant

Charming

Clever

Deceitful

Polite

Motivations Motivations

- Creative diets with low calorie intake.
- · Maintain a healthy, balanced diet.
- · Add more flavours than home cooked meals.

Goals

- Virtual food ordering facility.
- Ordering low calories meals to maintain my physique.
- Fast delivery of items because I'm always having a busy schedule.
- Must deliver to various locations because I'm frequently on the move due to my modelling profession.

Frustrations

- Not having a creative combination of meals.
- Most of the services are unfriendly and slow.
- · Too pricey.

Expectations

- Fast and healthy food items delivery.
- · User friendly user interfaces.
- The application must work without buffering and function to a certain extent under slow mobile internet connectivity.

Previous Experience

- Food was unsanitary.
- Not delivering to certain places therefore, useless.

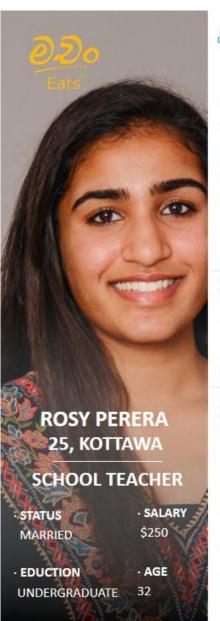


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W.M.M.H.C. Mudannayake



Q PERSONALITY

- Understanding
- Skilful
- Simple
- Responsive
- Self-reliant
- Sensitive

BIO

Rosy Perera is a school teacher employed in a government school in Ja-Ela. Since she is working from 8.30 in the morning until 5.00 in the evening (she conducts tuition classes too), there is barely enough time for her to prepare dinner for her husband and two children.

So most of the days, it is takeout food for the family. Therefore, ordering healthy preset meals from 'Machan Eats' is a big relief for her daily workload. Through this application Rosy's family can fulfill food requirements effortlessly.

"I want to help Machan Eats to increase variety of food items"

Behavior

Assertive

Conceited

Curious

Enthusiastic

Full of himself

Motivations

- Healthy, balanced meals prepared with sanitary methods.
- · Make daily workload easier.
- · Order delicious food items fit for family members

Goals

- Ordering food without physically visiting the restaurant
- Having a wide range of meal options to choose from
- Getting the food delivered to doorstep on time.

Frustrations

- Has to pay with cash upon delivery in some applications but not having the exact amount at hand at the moment
- The interfaces and the pictures of food are not very appealing

Expectations

- Suggest creative meal combinations.
- User friendly UI with eyecatching colors
- Smooth flow of the application without any lagging

Previous Experience

- · Not many meal options.
- The deliveries took too long and often the food was cold



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J.T. Jayasundara



PERSONALITY

- Healthy
- Popular
- · Hard Working
- Humble
- Capable

BIO

Kumara is a leading musician in Sri Lanka. He is very busy person and he spent most of the time in his studio. Since he is working on lot of projects, he will not be able to move out for meals.

Therefore, he is using "Machan Eats" App for buying meals using this App. He can get meals without moving out.

"I want to help Machan Eats to increase creativity"

Behavior

Earing

Creativity

Artistic

Peaceful

Sedentary

Motivations

- Easy way to order meals.
- · Has many payment options.
- Have many meals to select.

E

Goals

- Being able to order preferred meal through online.
- Should have ability to pay for meals through credit/debit cards.
- Being able to find Machan pubs using this app.

Trustrations

- Taking more time when transfer between pages.
- Has no online payment method

Expectations

- · Less time spent between pages.
- Online payment method to pay for meals
- · Attractive interfaces.

Previous Experience

 He has used many foods ordering app before, and he has disappointed about most of them



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A PERSONALITY

- Focused
- · Respectful
- · Calm
- Strong
- Loyal

BIO

Karunarathne is a retired army officer in Sri Lanka Army. When he retried he is in Major rank. And also injured leg in war. So, he has a leg injury and also difficult to walk.

Now he is in his house with his wife and he use Machn Eats App for order foods most of times.

Motivations

- Simple and easy setup.
- · Have a big food collection.
- Can select deliver location.
- · Reserve table by scanning QR code.

Goals

- Wants to order food online.
- Wants to make card payment and some time with cash.
- · Find something to eat
- Make ordering food mechanism simple.

Frustrations

- No any online payment method.
- User distracting dashboard.
- Complex checkout interface.

"I want to help Machan Eats to get great user experiences"

Behavior

Precise

Sober

Ambitious

Volatile

Faithful

Expectations

- · Good food quality.
- · Delivery Speed
- Include all relevant product information.

Previous Experience

 He has used many foods ordering app before, and he has disappointed about most of them



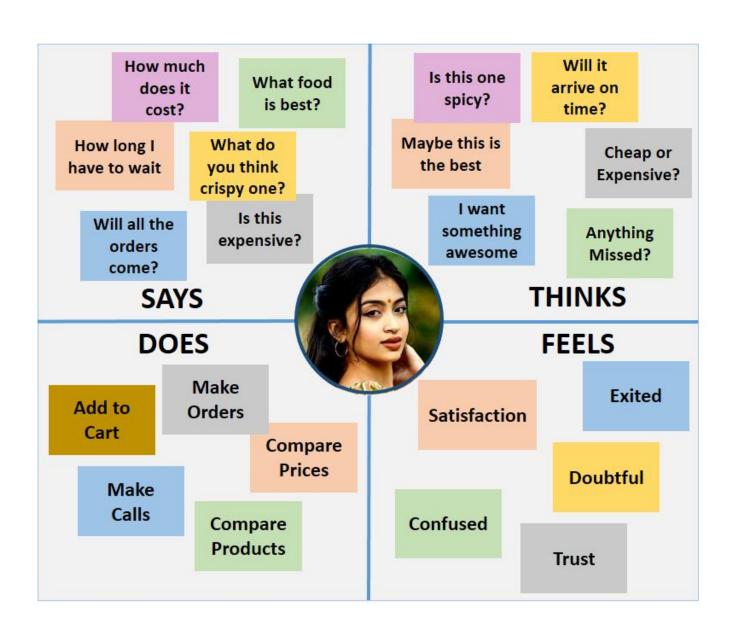
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> Empathy Maps

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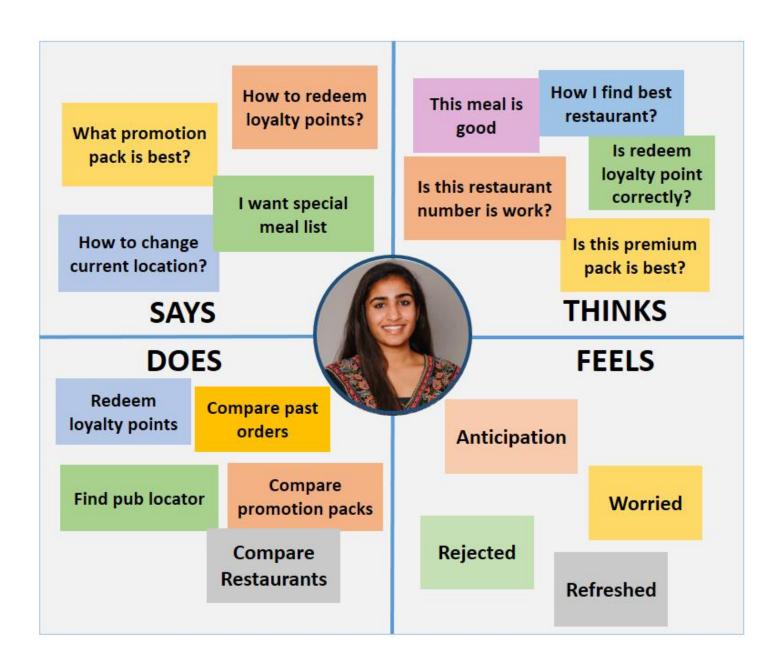


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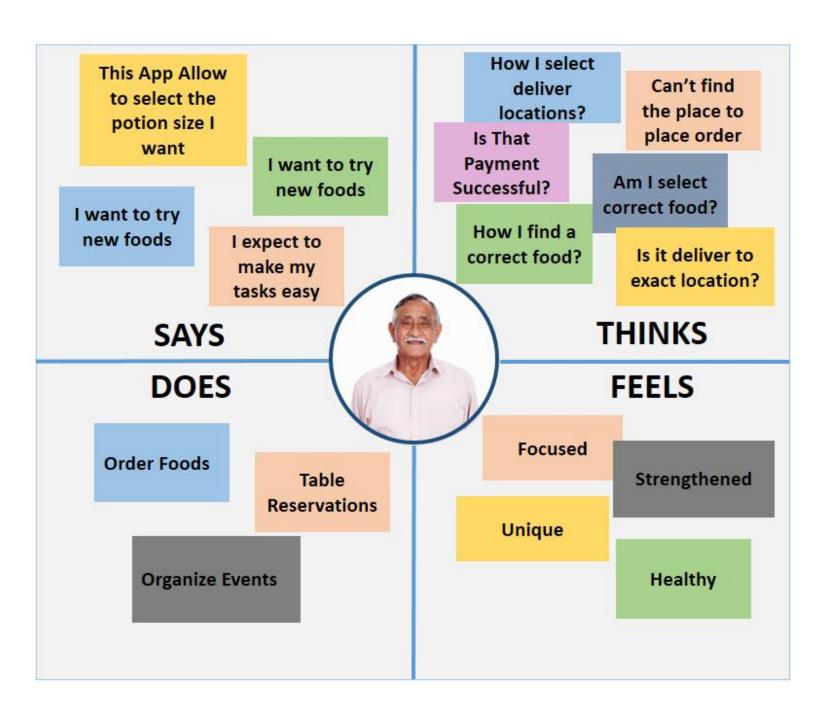


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User Stories

• M.G.D.D.B. Ekanayaka

As a Customer

I want to view all available foods

So that I can select one and make an order

As a Customer

I want to order specific food items

So that I can view my past orders

As a Customer

I want to search specific food items

So that I can view item available or sold out

W.M.M.H.C. Mudannayake

As a Customer

I want to redeem my loyalty points

So that I can pay using my loyalty points

As a Customer

I want to view all the promotions

So that I can go with the specific promotion pack

• J.T. Jayasundara

As a Customer

I want to log into the Machan Eats App

So that I can order foods

As a Customer

I want to see pub through the app

So that I can easily find a pub to get a fun.

• S.A.S.D. Wijesinghe

As a Customer

I want to pay orders

So that I can take it on time

As a Customer

I want to contact the shop

So that I can order foods adding extra things.

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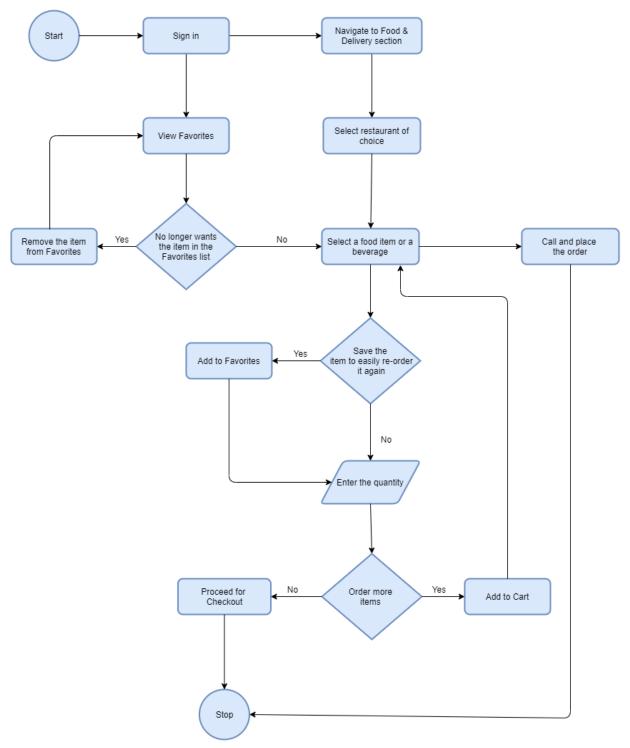
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> User Flows

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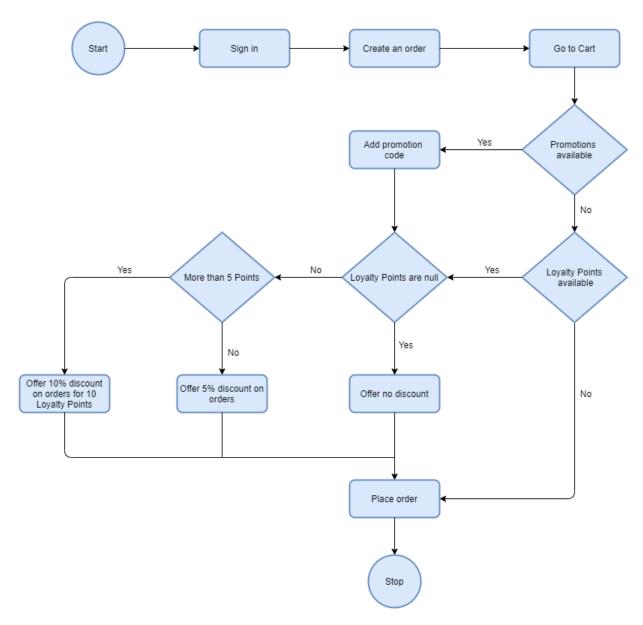


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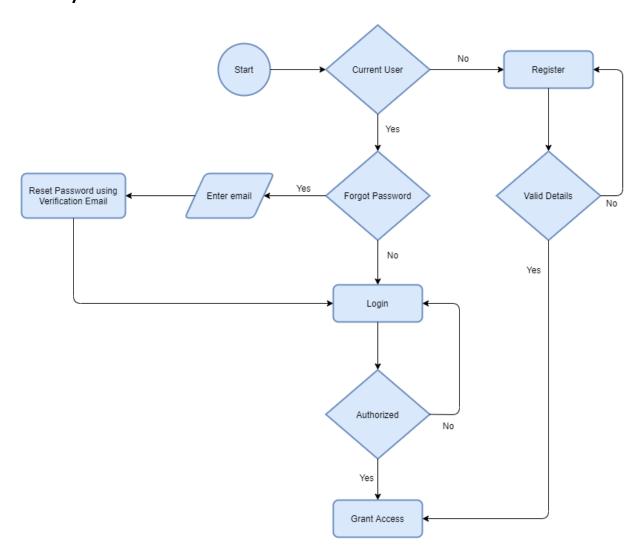


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• J.T. Jayasundara



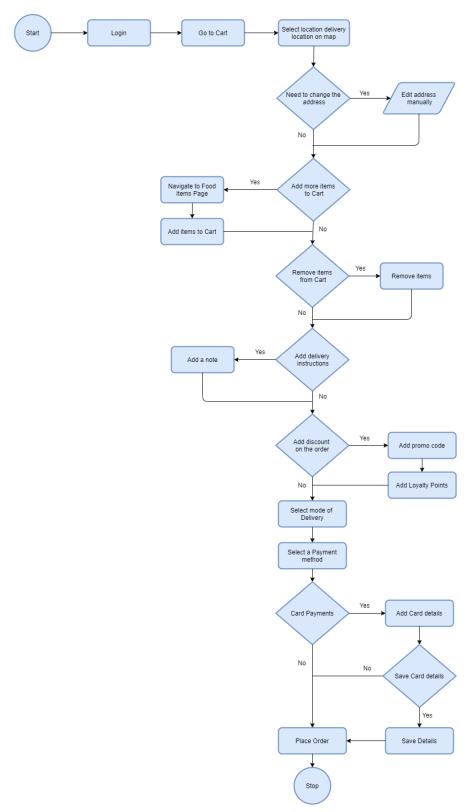


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> Service Blueprint

