Sri Lanka Institute of Information Technology

B.Sc. Honors Degree in Information Technology

Specialized in Software Engineering

Year 3, Semester 1 (2021)

SE3050 – User Experience Engineering

Labsheet 3

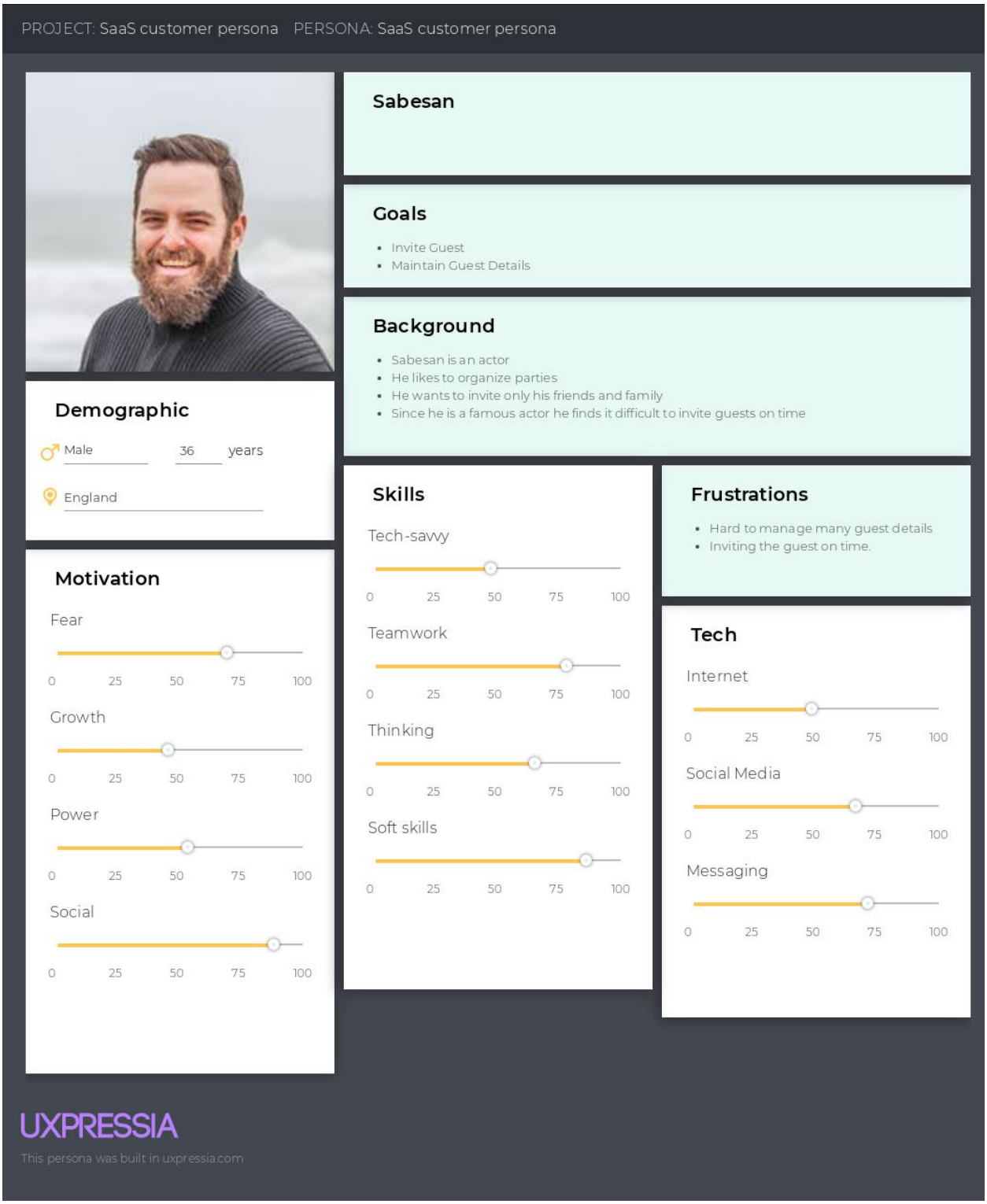
Group ID: 2021S1_REG_WE_11

Group Name: LYNX

Student ID	Student Name
IT19056630	Segar A. J
IT19128922	Sabesan. G
IT19058788	Mathursan. B
IT19186948	V. Yahdhursheika

Personas

1. *Sabesan. G - IT19129822*



2. ***Segar. A. J – IT19056630***

PROJECT: SaaS customer persona PERSONA: SaaS customer persona

Kevin Perera

Goals

- Keep track of all the events that are organized
- Add multiple events
- Edit the details if the event details change

Background

- Kevin is an undergraduate student who's also the president of the Rotaract club
- He organizes many events for the club every month
- He tries to organize many events to increase funds of the society

Demographic

Male 22 years

England

Motivation

Fear

0 25 50 75 100

Growth

0 25 50 75 100

Power

0 25 50 75 100

Social

0 25 50 75 100

Skills

Tech-savvy

0 25 50 75 100

Teamwork

0 25 50 75 100

Thinking

0 25 50 75 100

Soft skills

0 25 50 75 100

Frustrations

- Inability to manage multiple events at the same time.
- Hard to keep in mind all the details of all the events that are organized.

Tech

Internet

0 25 50 75 100

Social Media

0 25 50 75 100

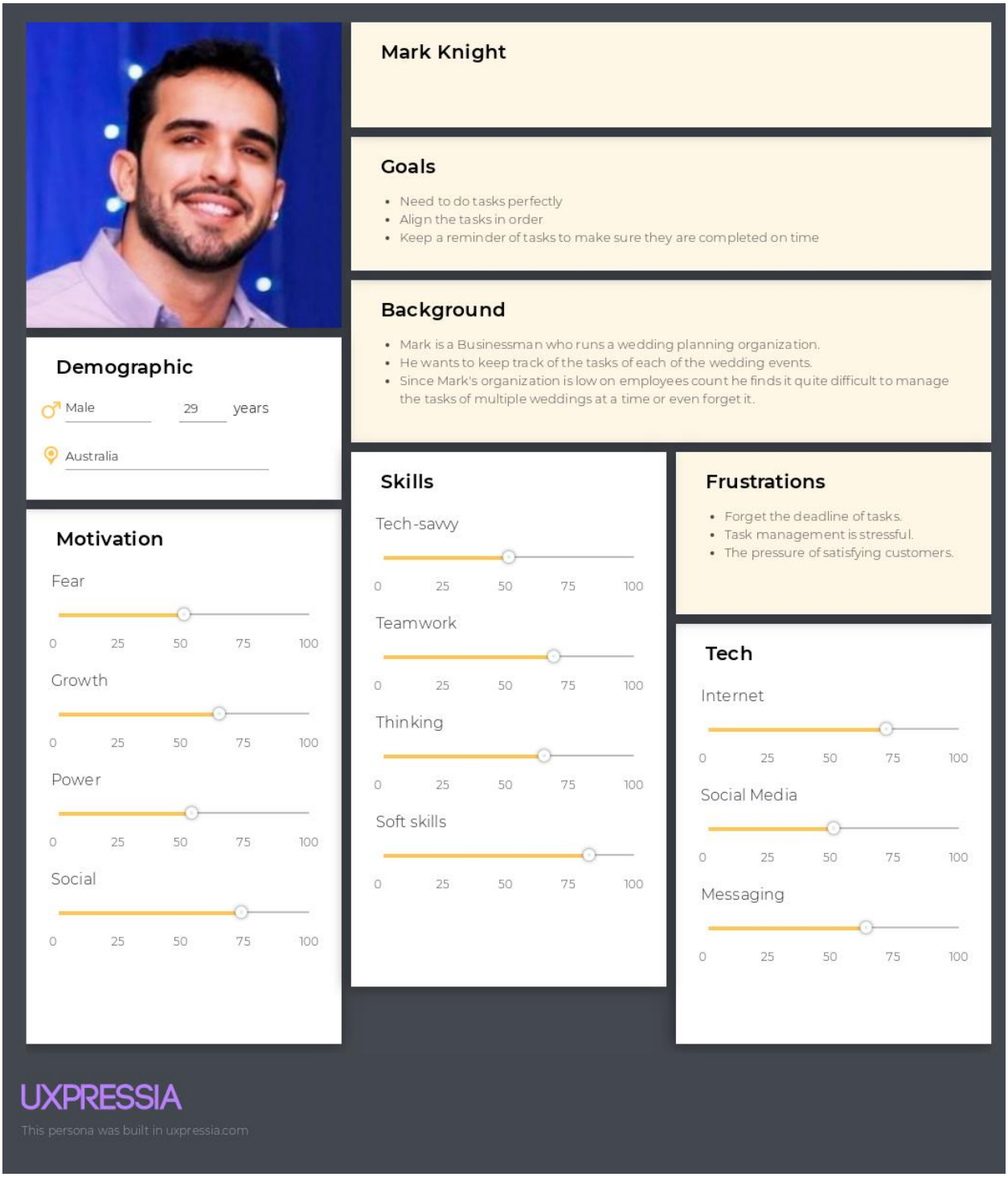
Messaging

0 25 50 75 100

UXPRESSIA

This persona was built in uxpressia.com

3. Mathursan. B - IT19058788



4. V. Yahdhursheika - IT19186948

PROJECT: SaaS customer persona PERSONA: SaaS customer persona

Elrod

Goals

- Need to manage shopping list for the events
- Add budget for each of the events.
- Keep track of expenditures and cross-check with my budget.

Background

- Elrod is a family fiduciary professional working for Hal's family.
- he handles the finance for the events organized by Hal's family.
- He ensures that the expenses of the planned event will be managed within the budget for each event.

Demographic

Male 25 years

England

Motivation

Fear

0 25 50 75 100

Growth

0 25 50 75 100

Power

0 25 50 75 100

Social

0 25 50 75 100

Skills

Tech-savvy

0 25 50 75 100

Teamwork

0 25 50 75 100

Thinking

0 25 50 75 100

Soft skills

0 25 50 75 100

Frustrations

- Inability to manage the purchase within the budget.
- Difficult to remember the items that need to be purchased.

Tech

Internet

0 25 50 75 100

Social Media

0 25 50 75 100

Messaging

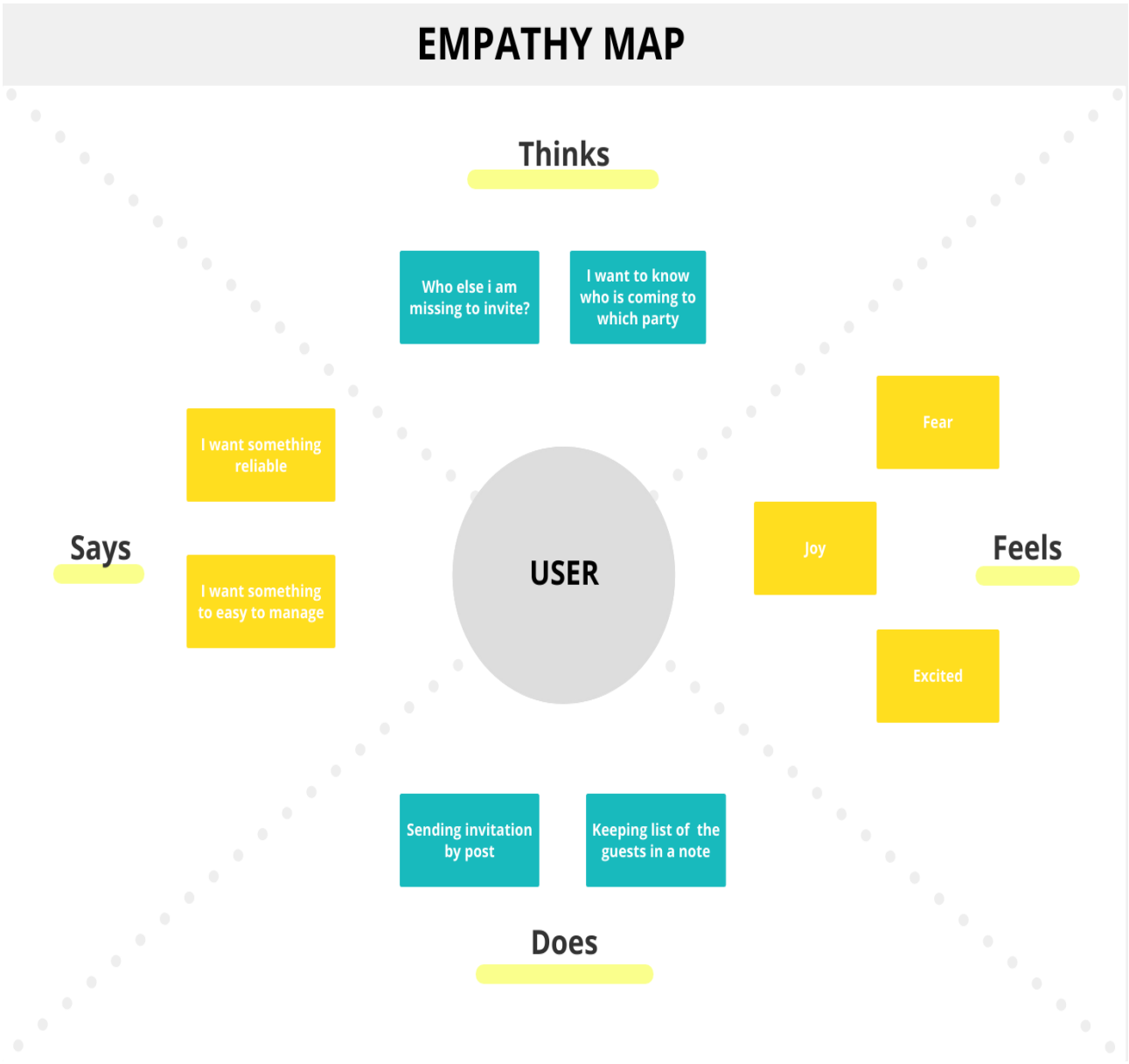
0 25 50 75 100

UXPRESSIA

This persona was built in uxpressia.com

Empathy Maps

1. ***Sabesan. G - IT19129822***



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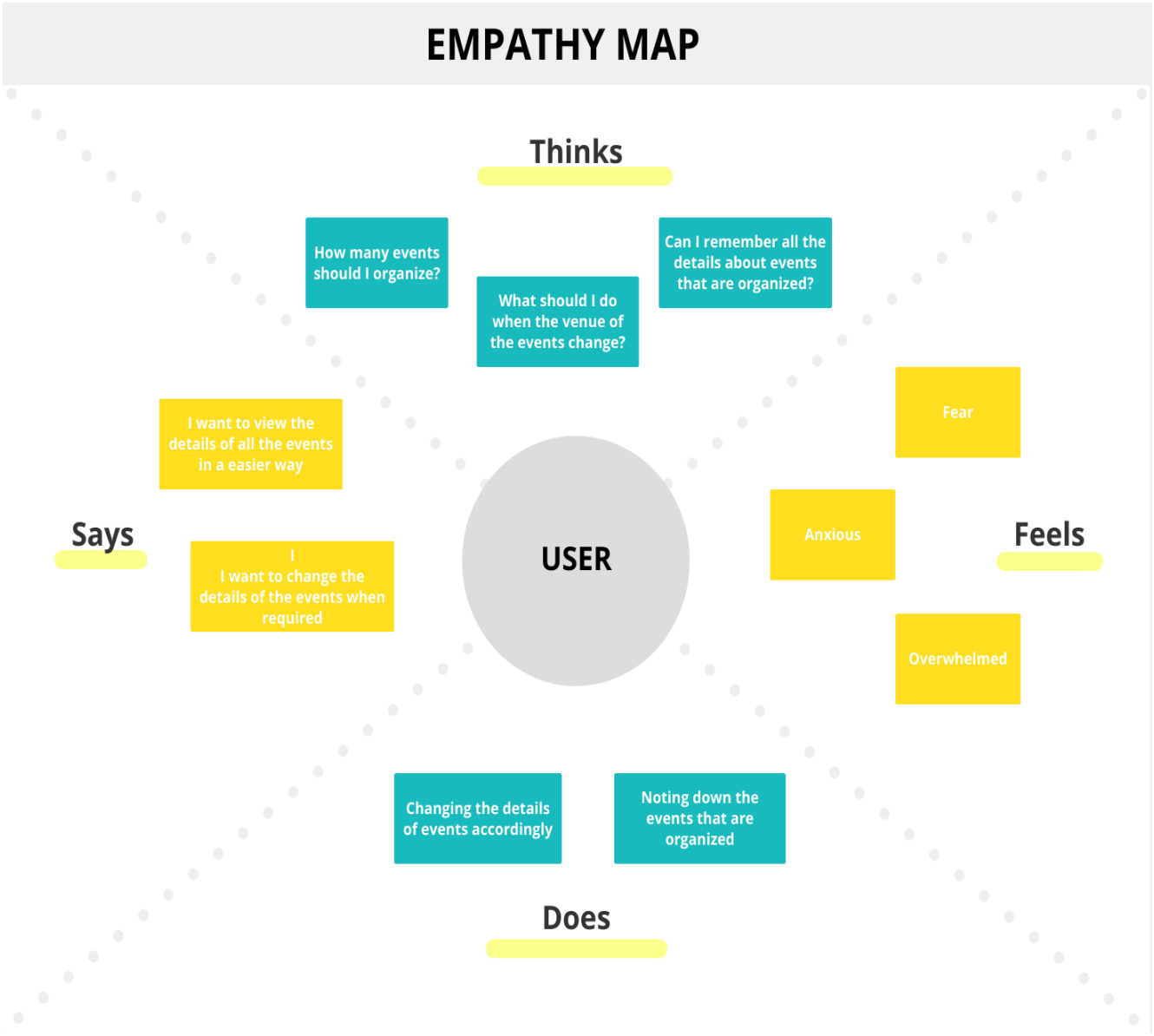

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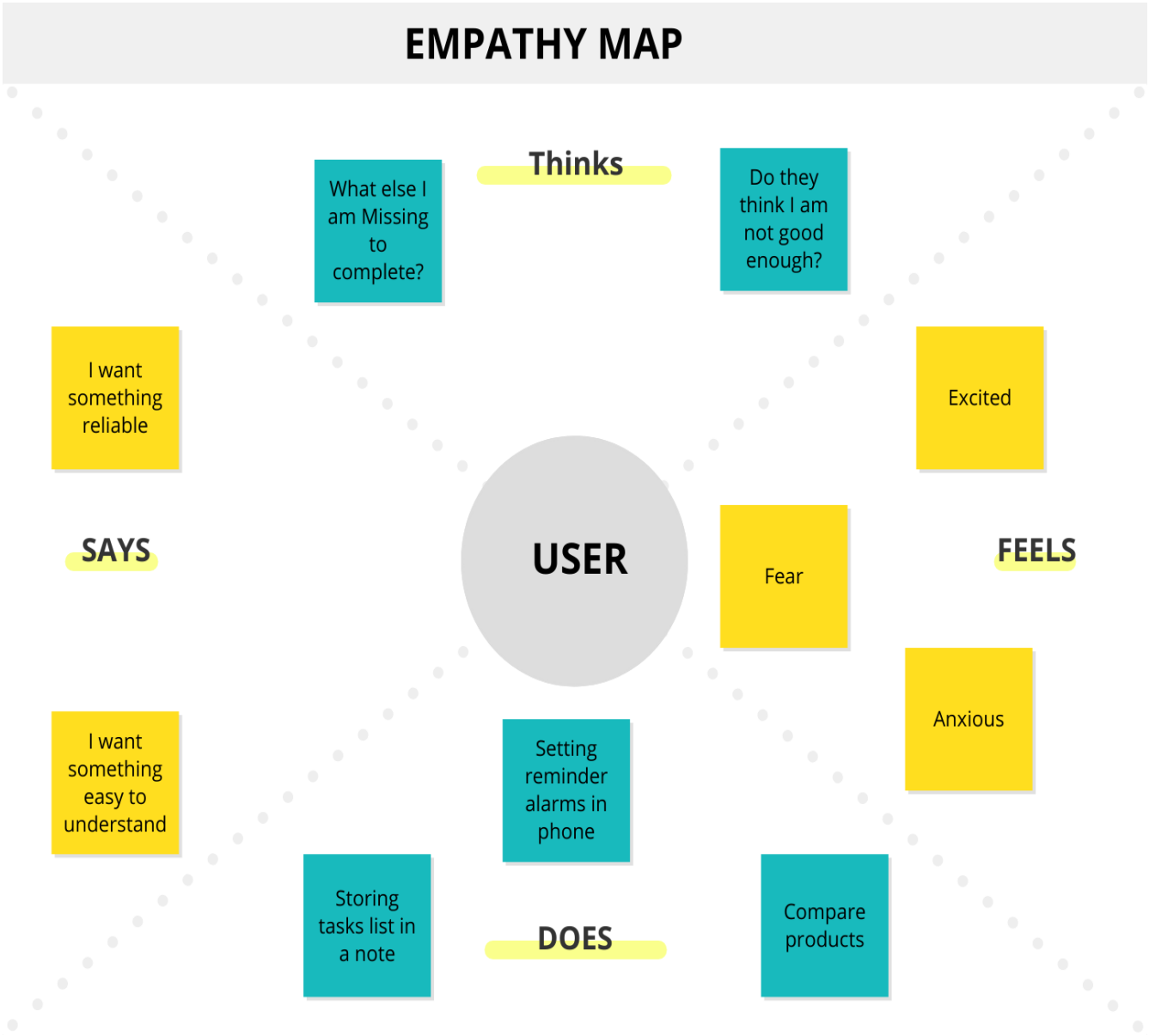
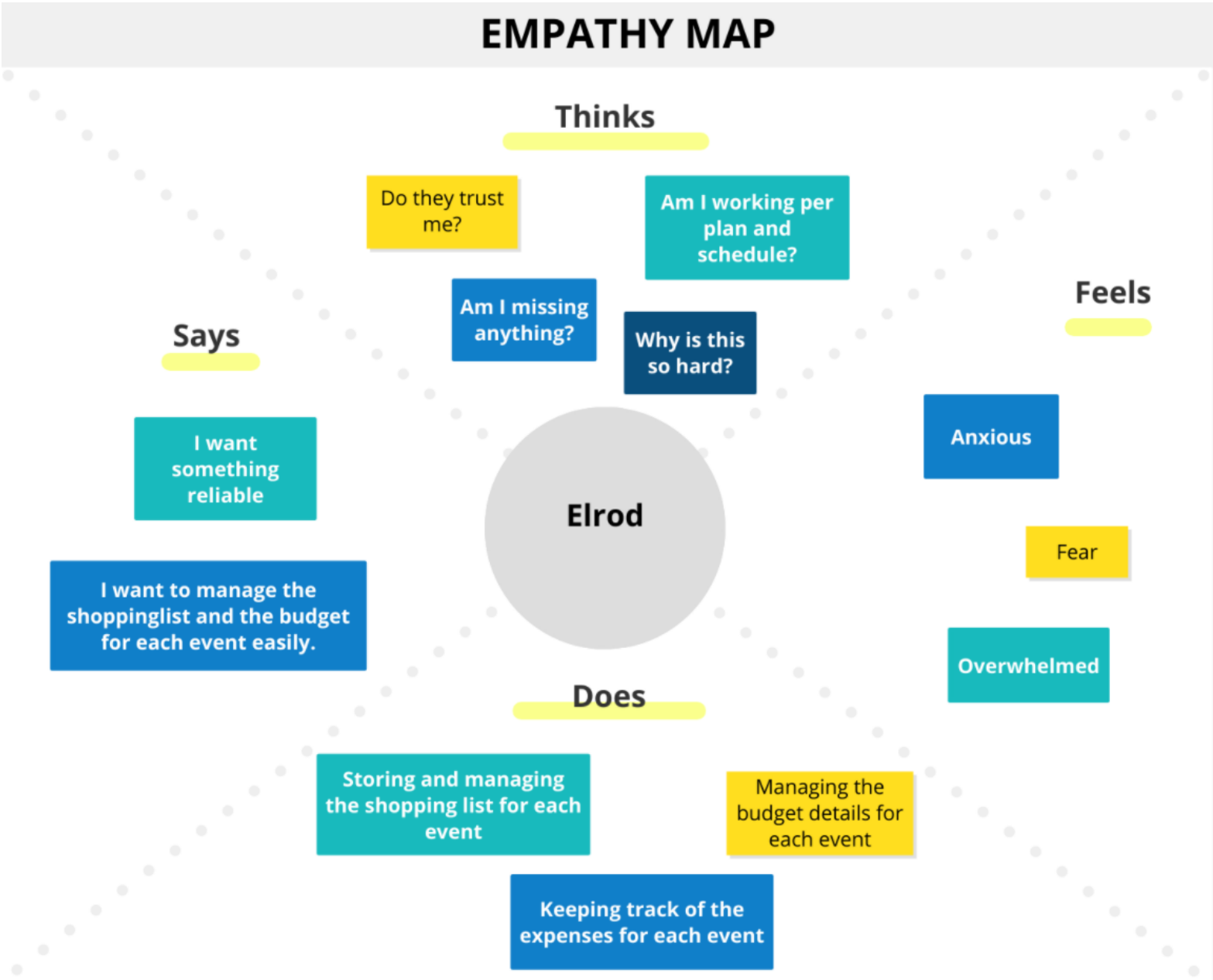


4. V. Yahdhursheika - IT19186948



User stories

1. Sabesan. G - IT19129822

1. As an Actor I want to add information about the guests so that I can invite them.
2. As an Actor I want to manage guests so that I can maintain a list of guests who are coming to the party.

2. Segar. A. J - IT19056630

1. As a University student I want to add as many events as I want so that I can manage all the events that I organize.
2. As a University student I want to edit the details of the events so that when the venue changes I can change the relevant details.

3. Mathursan. B - IT19058788

1. As a Wedding planner I want to add to do lists for specific weddings so that I can plan my tasks accordingly.
2. As a Wedding planner I want to assign deadlines for each task so that I can work according to the time.

4. V. Yahdhursheika - IT19186948

1. As a family fiduciary professional, I want to add items to the shopping list for each event, so that I can keep track of the money that needs to be spent for shopping.

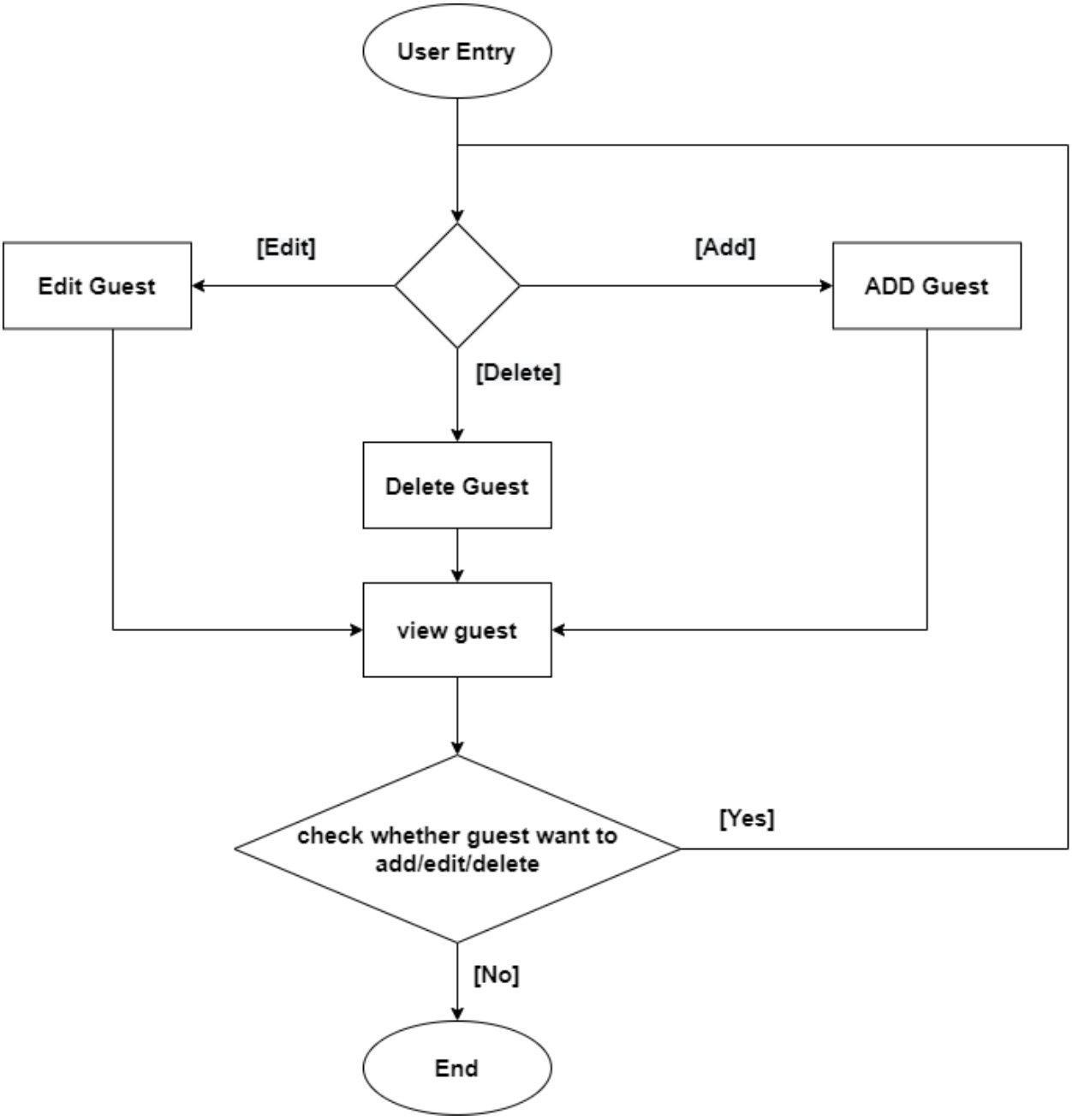
2. As a family fiduciary professional, I want to edit the shopping item details for each event, so that I can edit the status of the items which are bought.

3. As a family fiduciary professional, I want to view the budget details of each event, so that I can keep track of the amount that is already spent and the amount that needs to be spent for the purchases.

4. As a family fiduciary professional, I want to edit the budget details of each event, so that I can edit the amount paid for the purchases in an event.

User flow

1. ***Sabesan. G - IT19129822***



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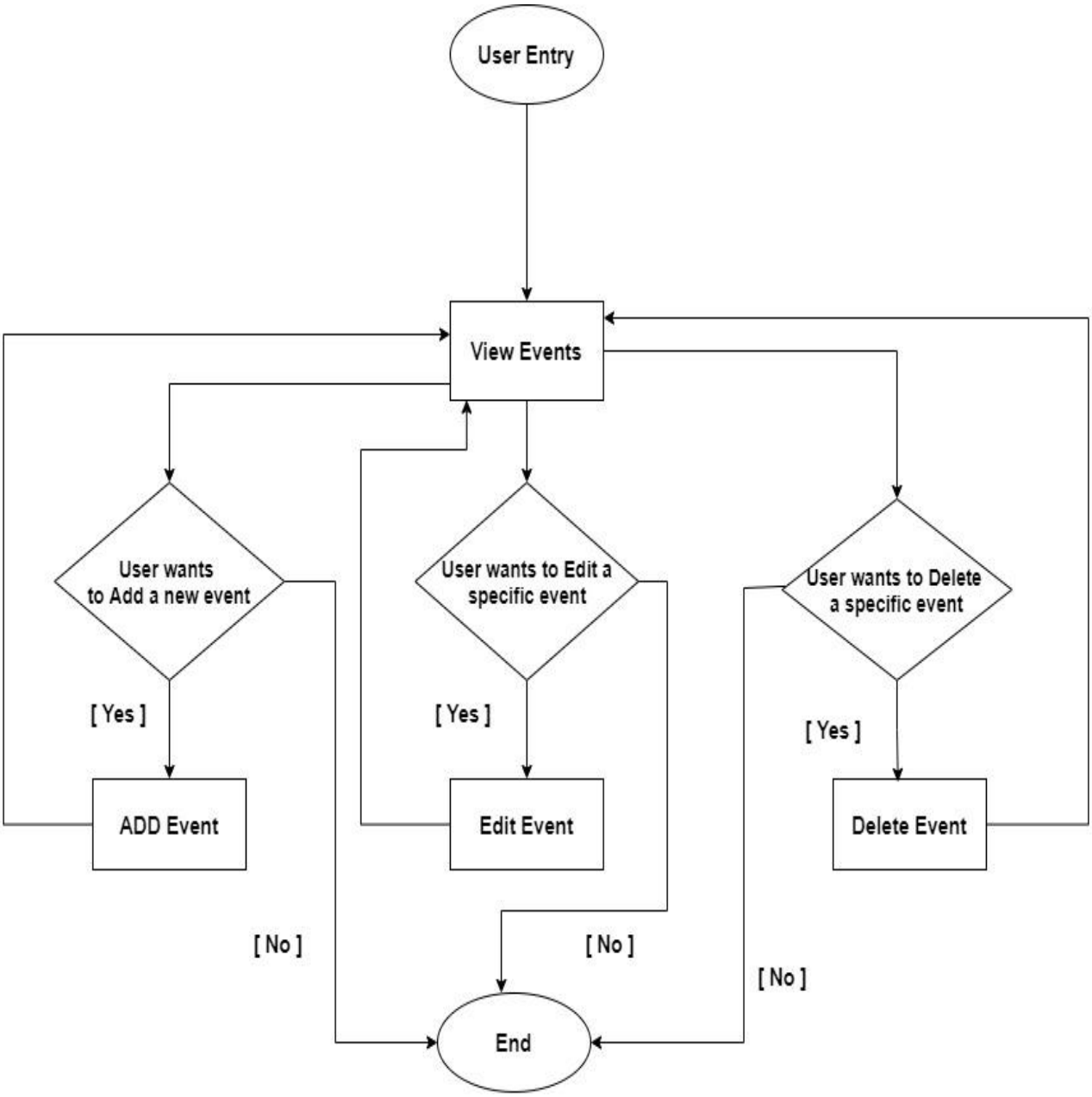

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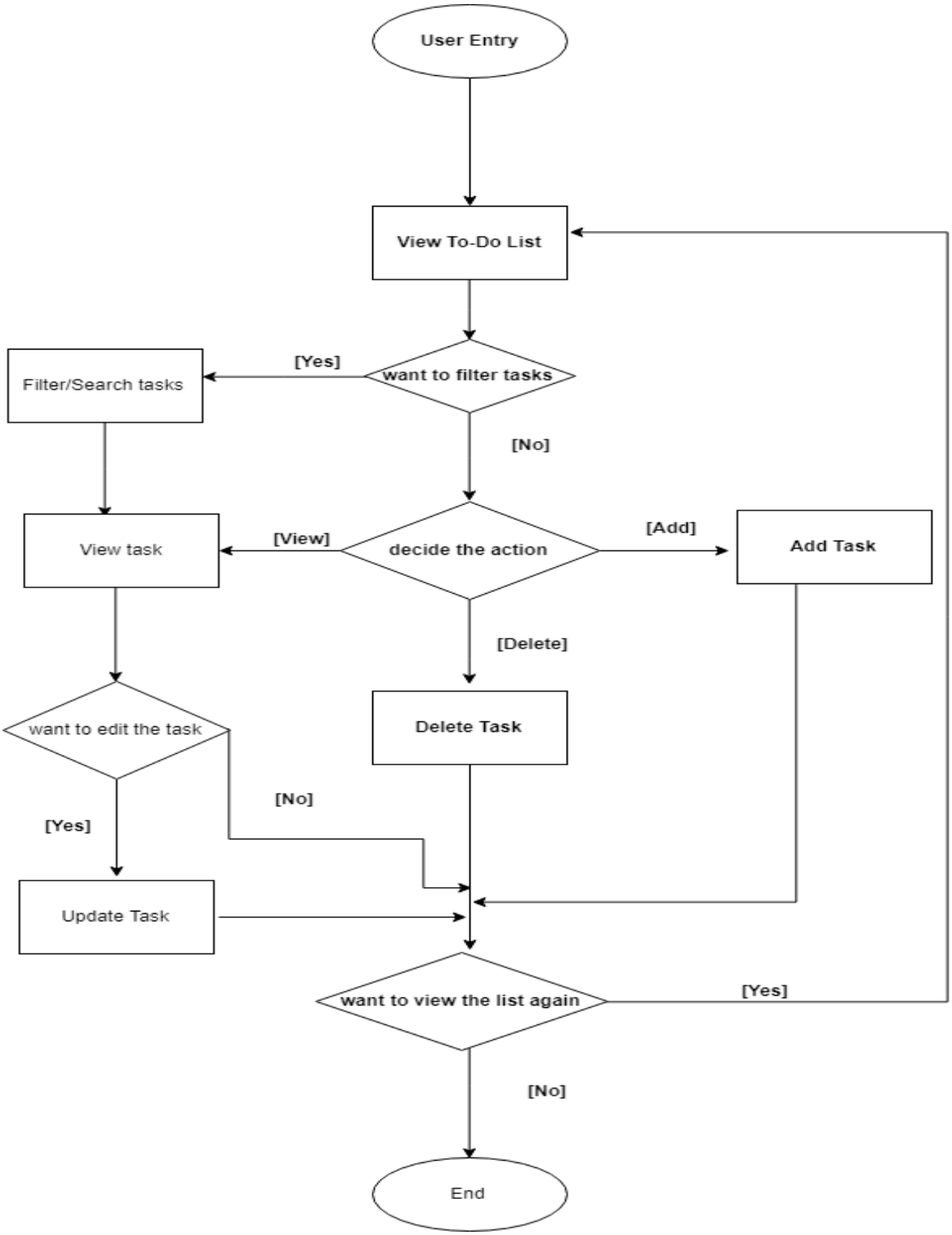
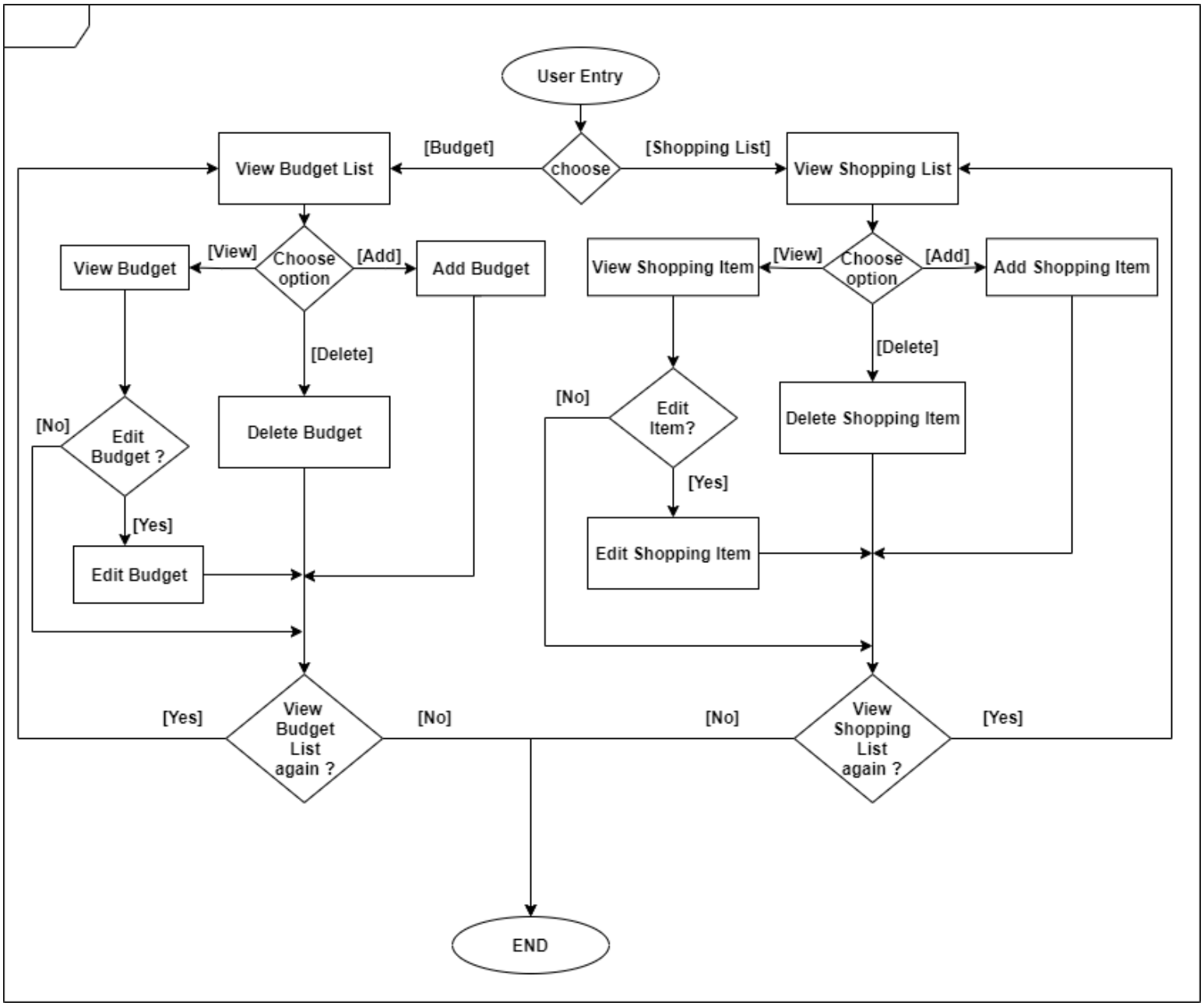
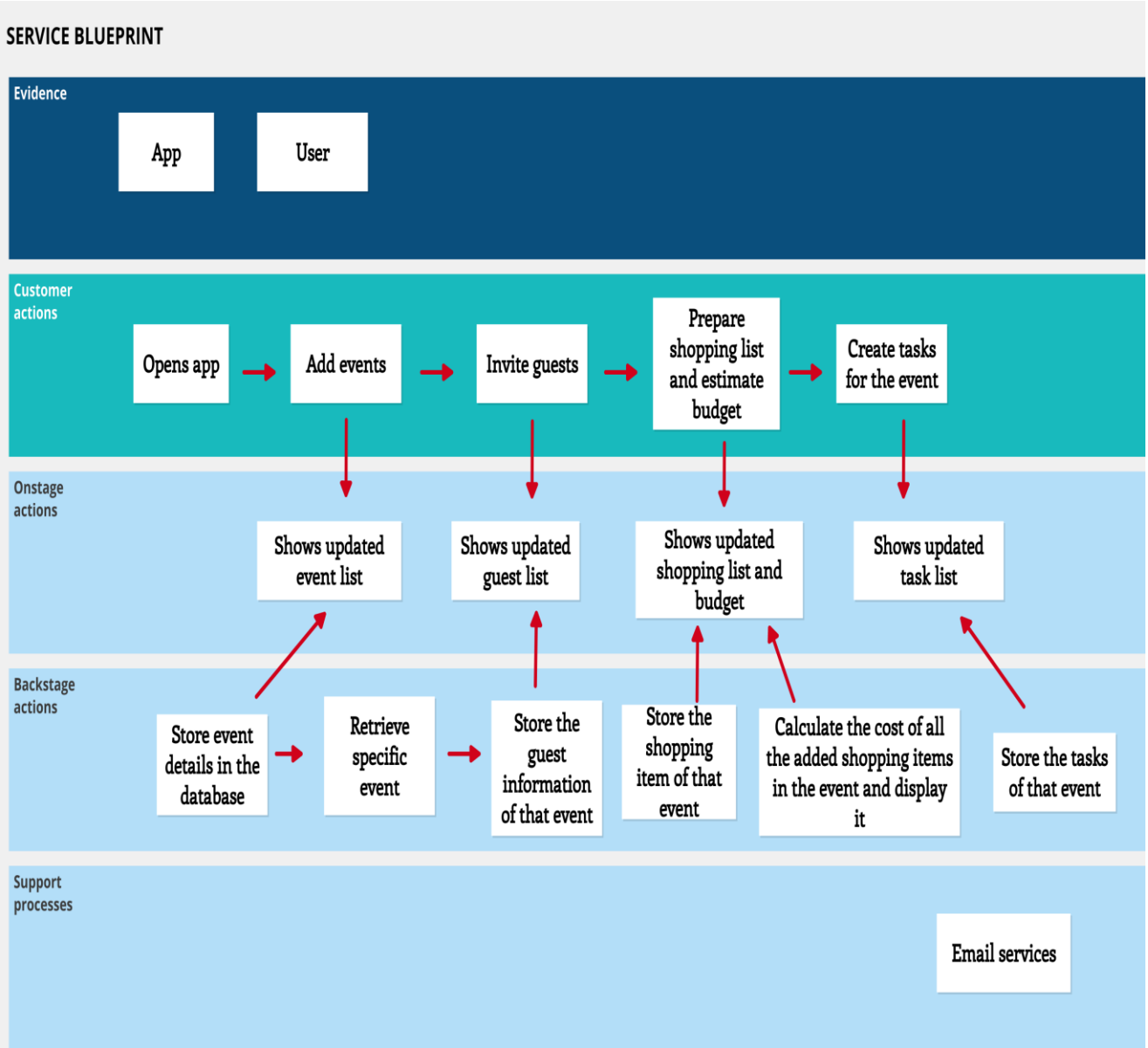


4. ***V. Yahdhursheika - IT19186948***



Service Blueprint