



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

PROJECT: SaaS customer persona PERSONA: SaaS customer persona

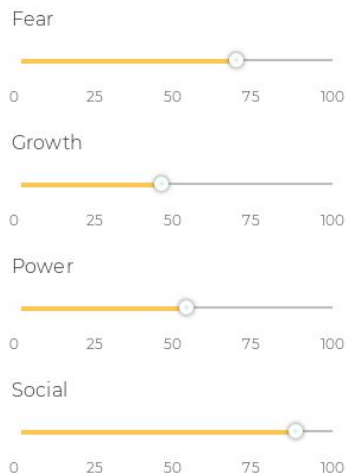


#### Demographic

Male 36 years

England

#### Motivation



#### Sabesan

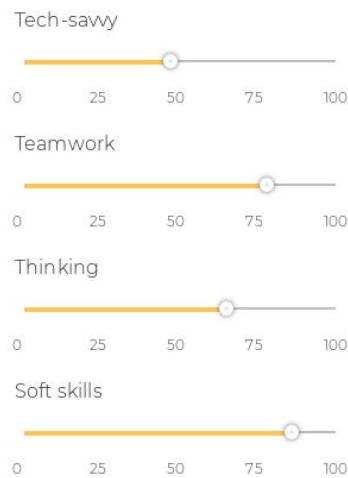
##### Goals

- Invite Guest
- Maintain Guest Details

##### Background

- Sabesan is an actor
- He likes to organize parties
- He wants to invite only his friends and family
- Since he is a famous actor he finds it difficult to invite guests on time

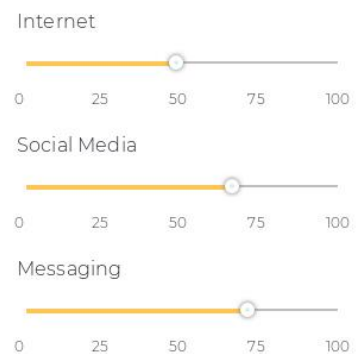
##### Skills



##### Frustrations

- Hard to manage many guest details
- Inviting the guest on time.

##### Tech



UXPRESSIA

This persona was built in [uxpressia.com](https://uxpressia.com)

## 2. Segar. A. J – IT19056630

PROJECT: SaaS customer persona PERSONA: SaaS customer persona



### Demographic

Male 22 years

England

### Motivation

Fear



Growth



Power



Social



### 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

#### Skills

Tech-savvy



Teamwork



Thinking



Soft skills



#### 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



Social Media



Messaging



UXPRESSIA

This persona was built in [uxpressia.com](https://uxpressia.com)

### 3. Mathursan. B - IT19058788



## Mark Knight

### Goals

- Need to do tasks perfectly
- Align the tasks in order
- Keep a reminder of tasks to make sure they are completed on time

### Background

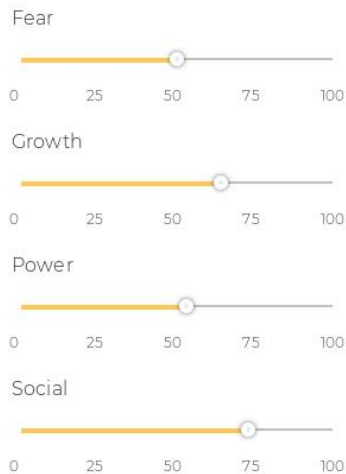
- Mark is a Businessman who runs a wedding planning organization.
- He wants to keep track of the tasks of each of the wedding events.
- Since Mark's organization is low on employees count he finds it quite difficult to manage the tasks of multiple weddings at a time or even forget it.

### Demographic

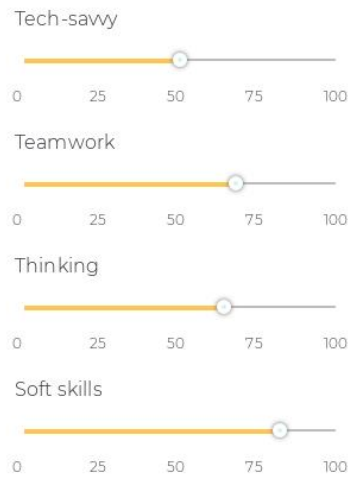
♂ Male 29 years

📍 Australia

### Motivation



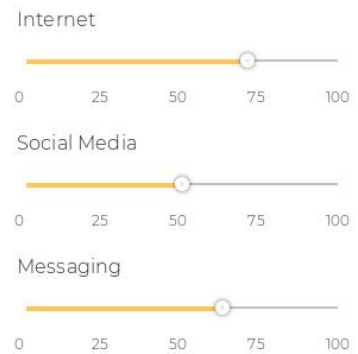
### Skills



### Frustrations

- Forget the deadline of tasks.
- Task management is stressful.
- The pressure of satisfying customers.

### Tech



UXPRESSIA

This persona was built in [uxpressia.com](https://uxpressia.com)

#### 4. V. Yahdhursheika - IT19186948

PROJECT: SaaS customer persona PERSONA: SaaS customer persona



### Demographic

♂ Male 25 years

📍 England

### Motivation



### Elrod

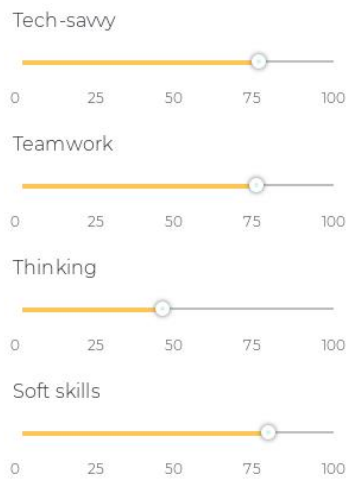
#### Goals

- 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.

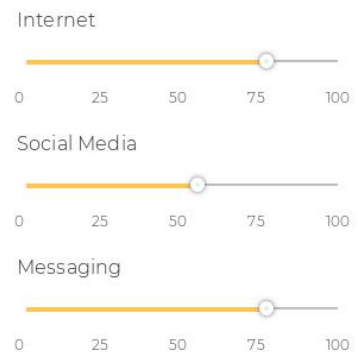
#### Skills



#### Frustrations

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

#### Tech

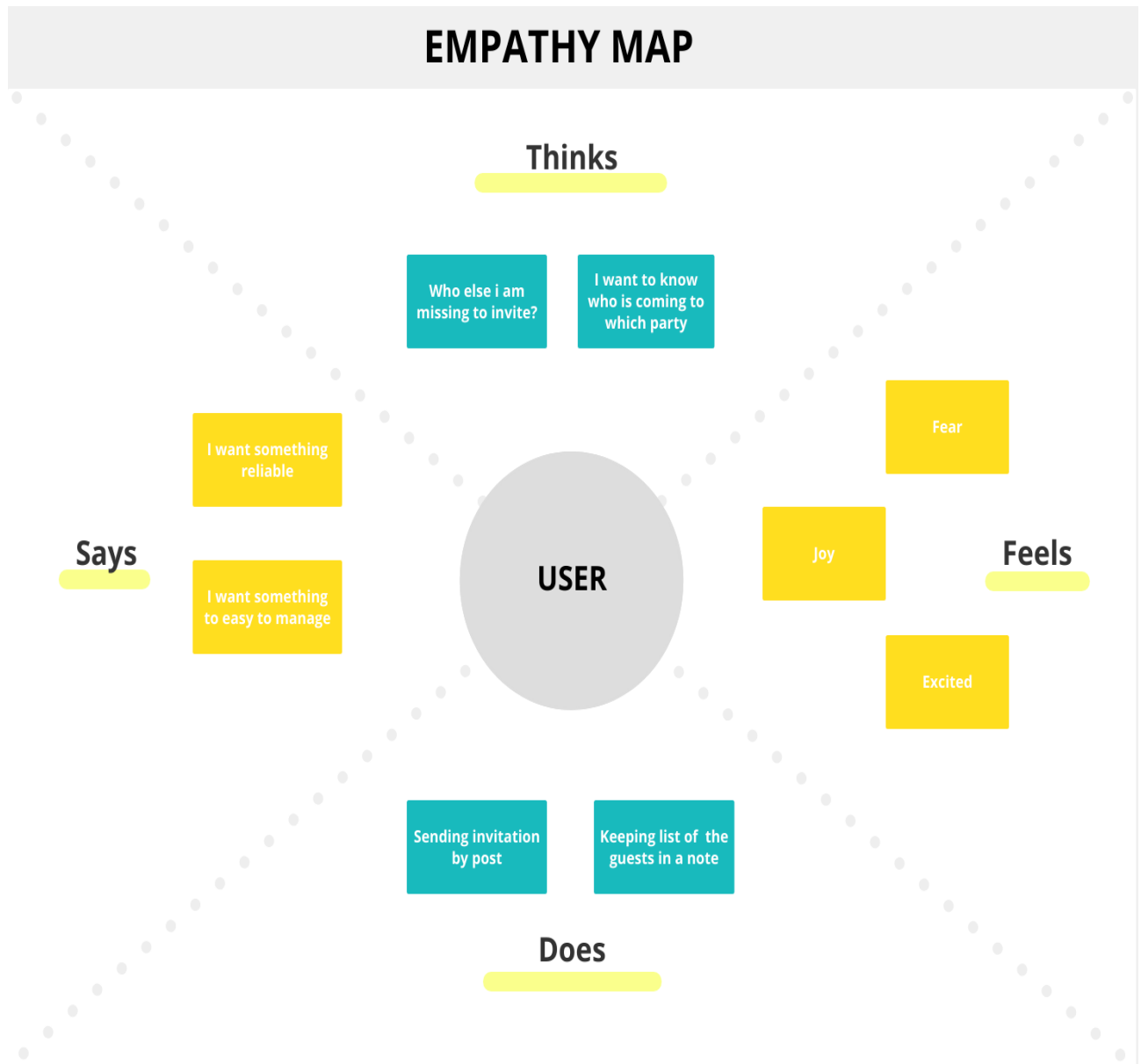


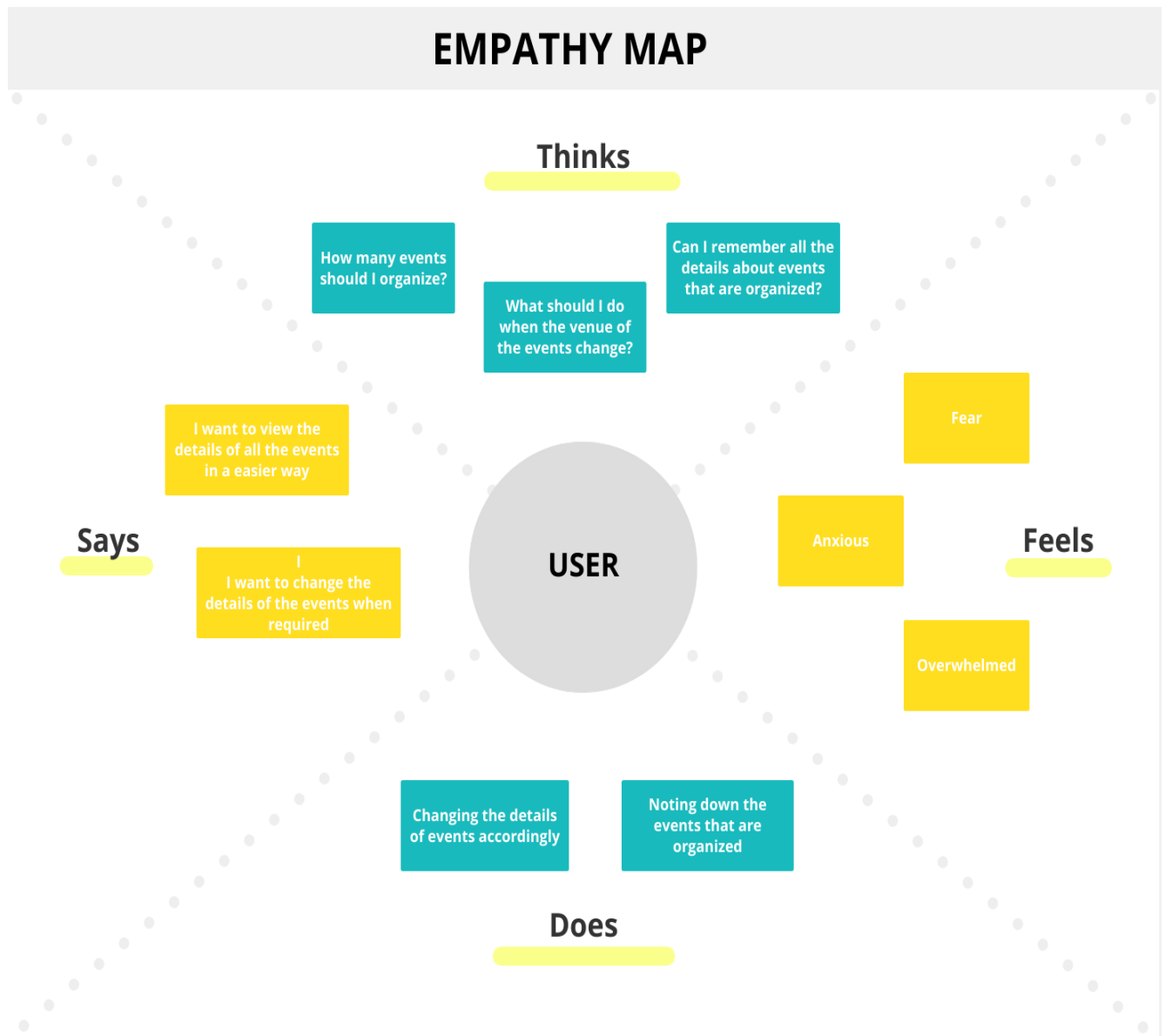
UXPRESSIA

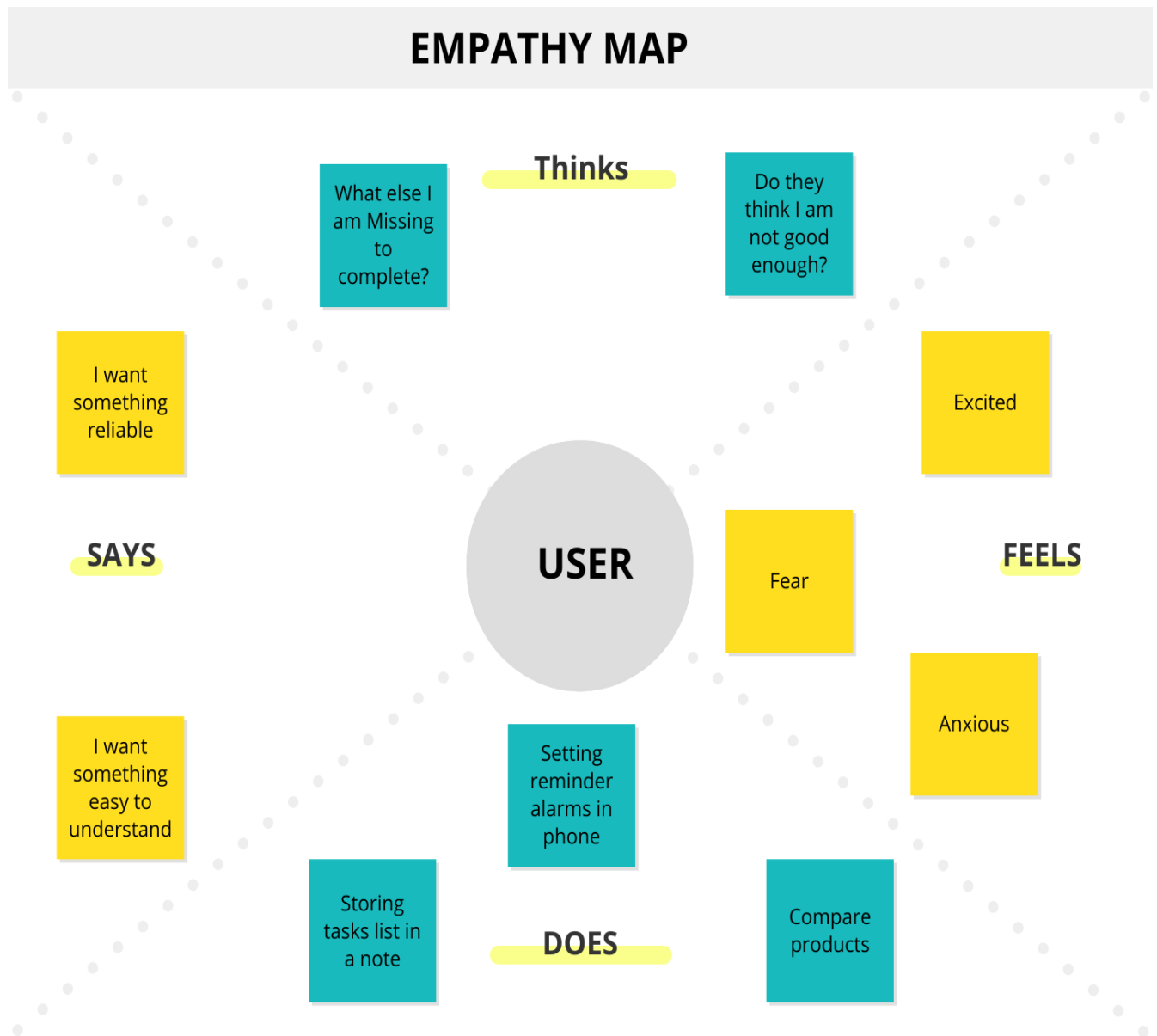
This persona was built in [uxpressia.com](https://uxpressia.com)

## Empathy Maps

### 1. Sabesan. G - IT19129822

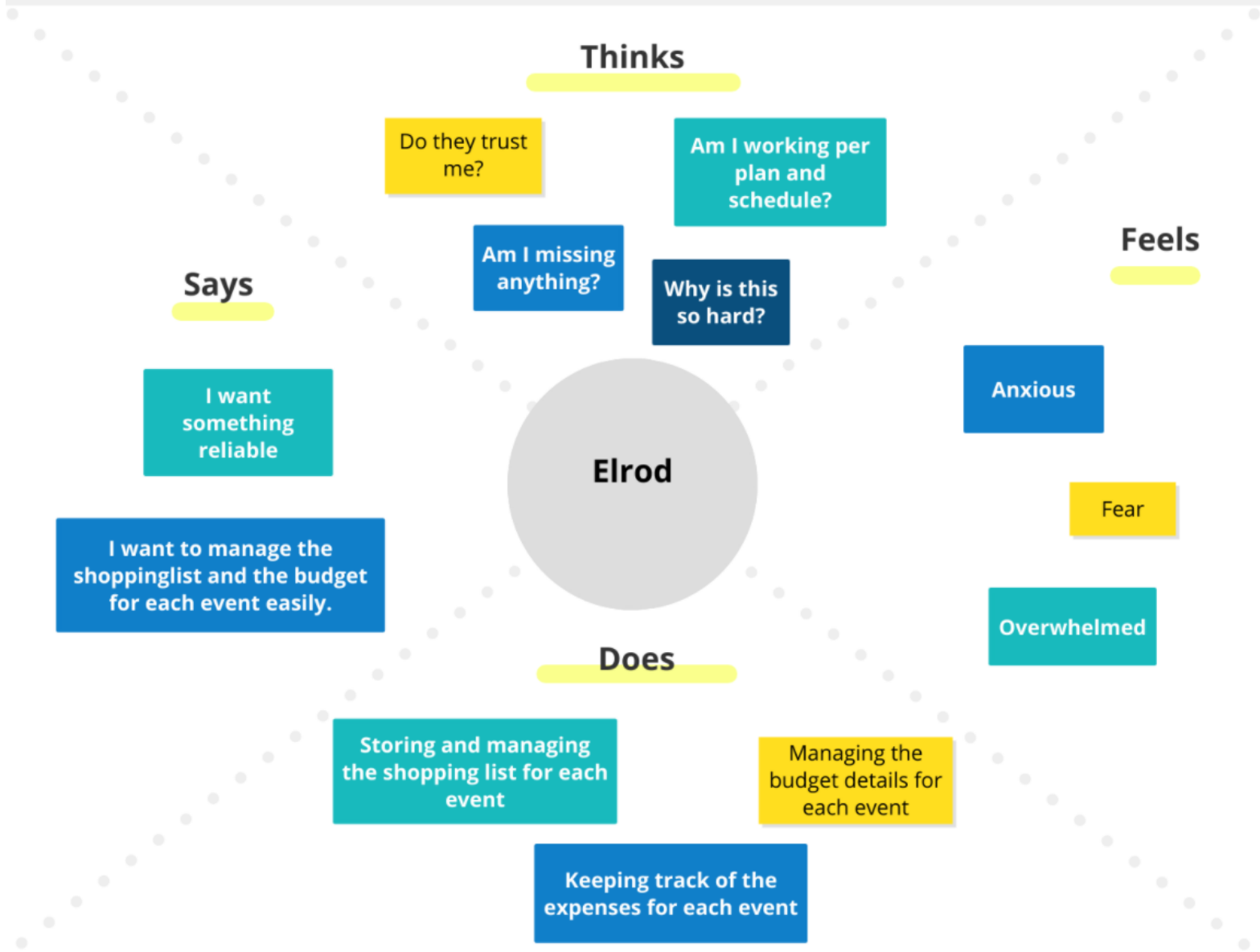








## EMPATHY MAP



## **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**

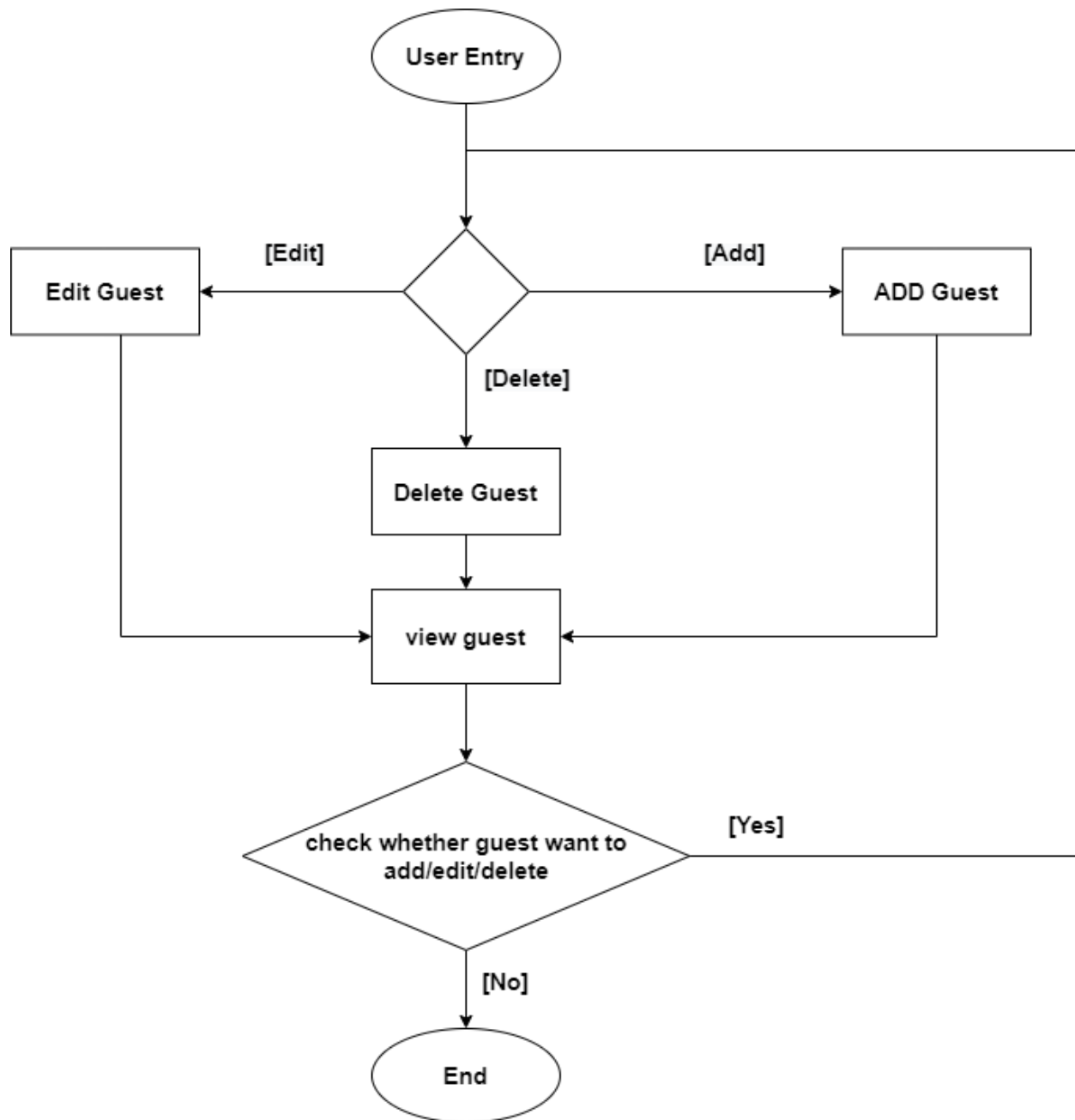
1. As a Wedding planner I want to add to do lists for specific weddings so that I can plan my tasks accordingly.
2. As a Wedding planner I want to assign deadlines for each task so that I can work according to the time.

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

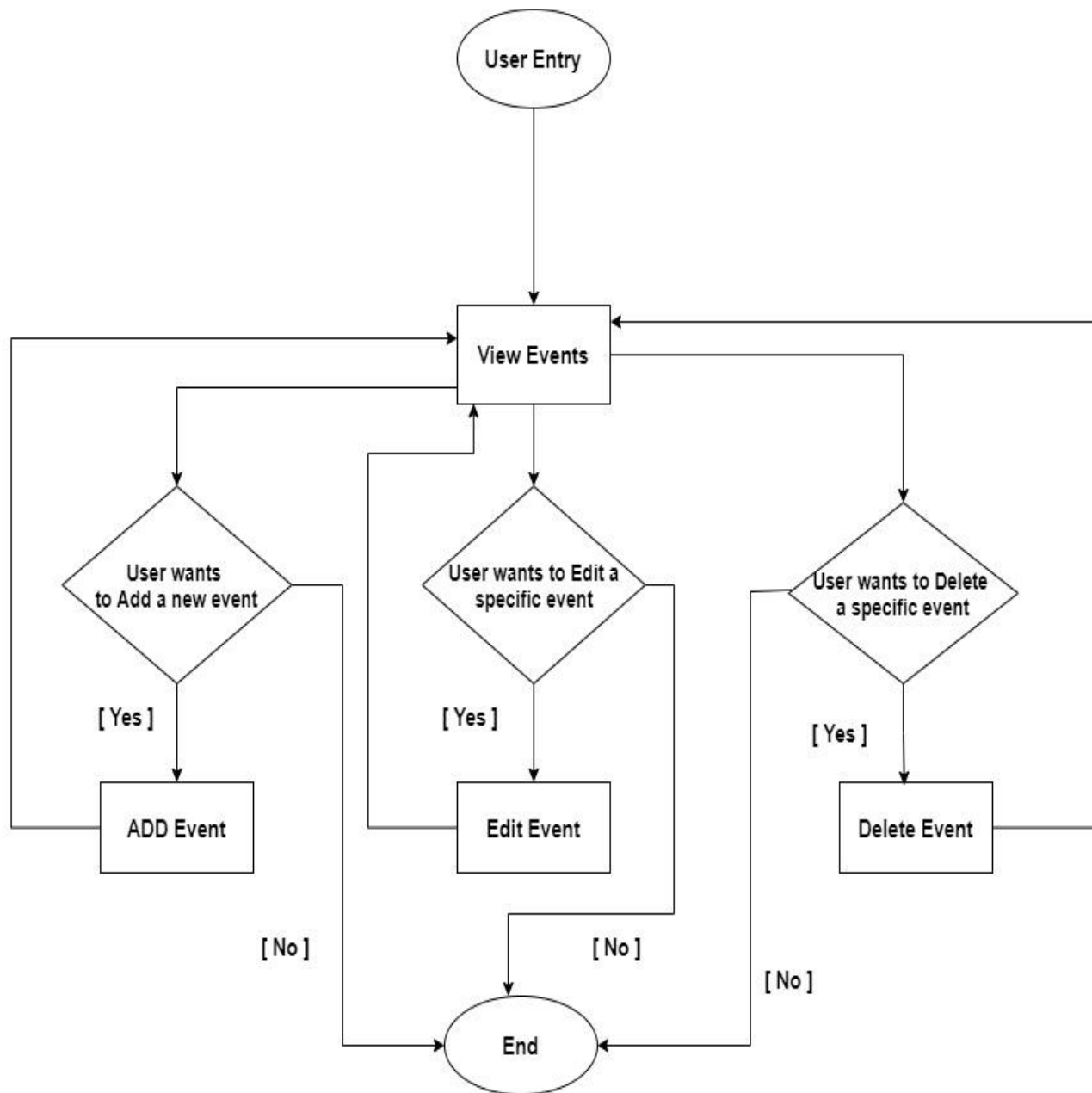
1. As a family fiduciary professional, I want to add items to the shopping list for each event, so that I can keep track of the money that needs to be spent for shopping.
2. As a family fiduciary professional, I want to edit the shopping item details for each event, so that I can edit the status of the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

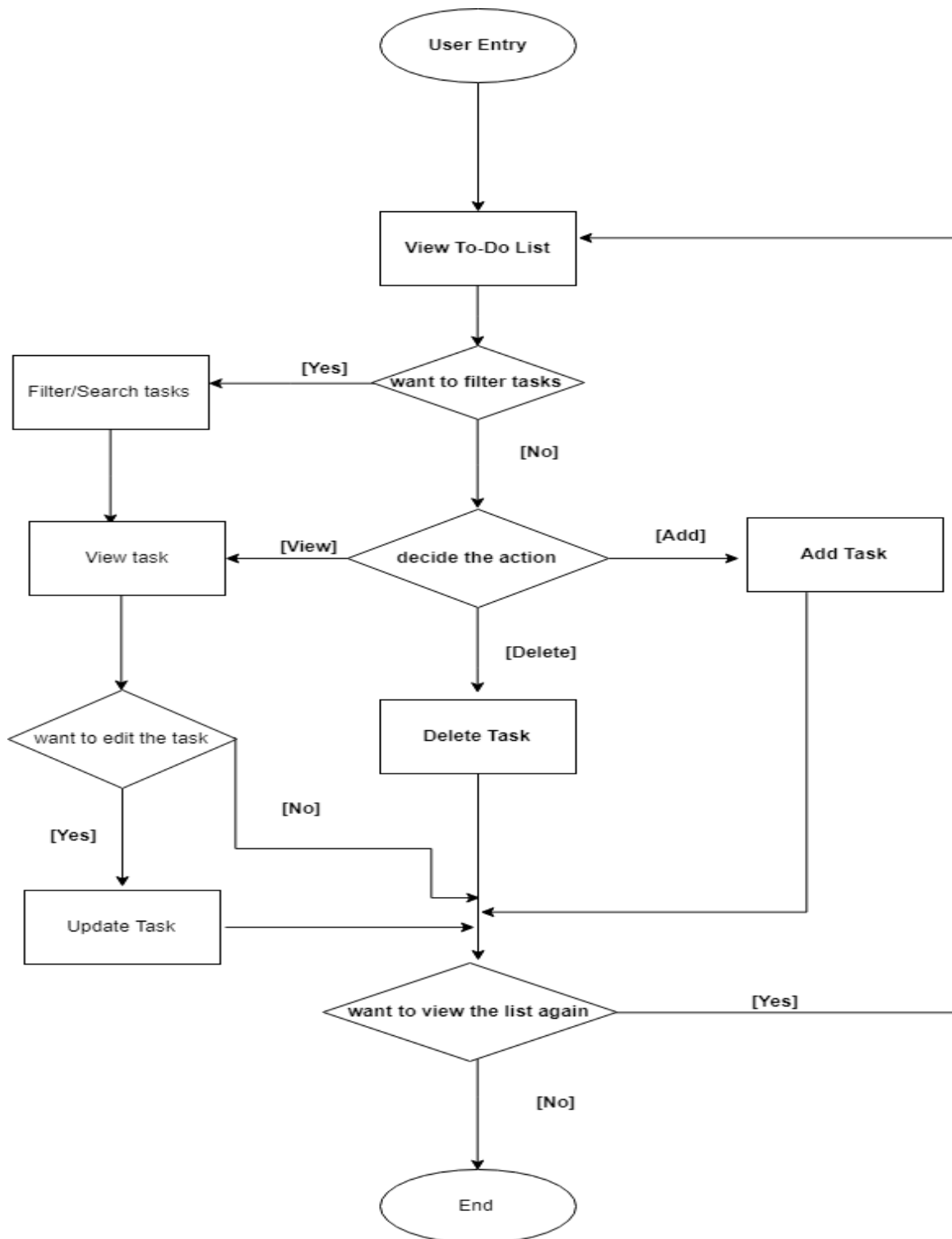
1. Sabesan. G - IT19129822



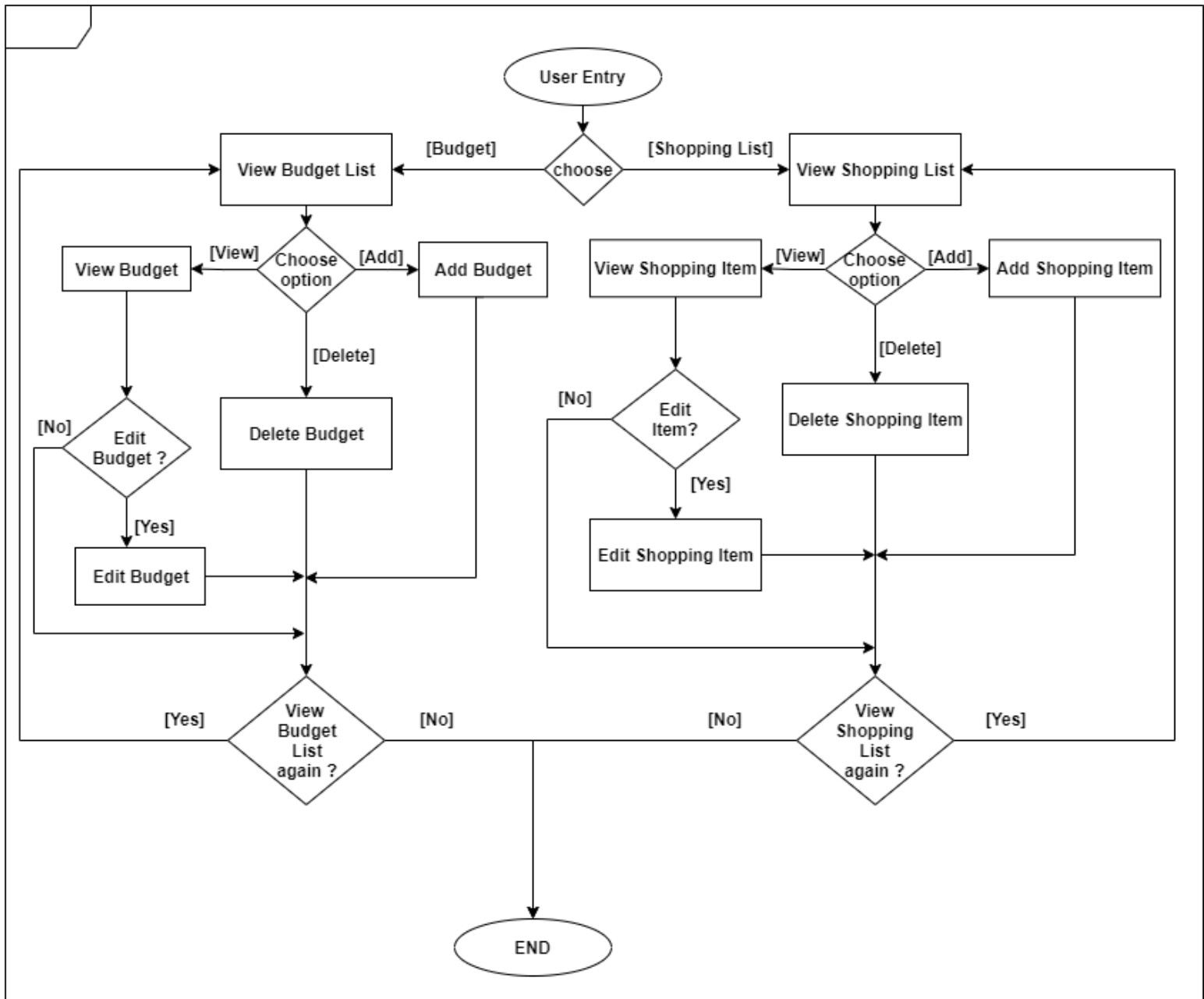
2. Segar. A. J - IT19056630



3. Mathursan. B - IT19058788



4. V. Yahdhursheika - IT19186948



## Service Blueprint

