



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

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

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## Personas

### 1. Sabesan. G - IT19129822

PROJECT: SaaS customer persona PERSONA: SaaS customer persona



**Sabesan**

**Demographic**

Male 36 years  
England

**Motivation**

Fear: 75  
Growth: 50  
Power: 50  
Social: 85

**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**

Tech-savvy: 50  
Teamwork: 80  
Thinking: 65  
Soft skills: 85

**Frustrations**

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

**Tech**

Internet: 50  
Social Media: 75  
Messaging: 75

**UXPRESSIA**

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

## 2. Segar. A. J – IT19056630

PROJECT: SaaS customer persona PERSONA: SaaS customer persona



**Kevin Perera**

**Demographic**

Male 22 years  
England

**Motivation**

Fear: 75  
Growth: 50  
Power: 60  
Social: 75

**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: 50  
Teamwork: 75  
Thinking: 60  
Soft skills: 75

**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: 65  
Social Media: 75  
Messaging: 70

**UXPRESSIA**

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

### 3. Mathursan. B - IT19058788



### Mark Knight

#### Demographic

Male 29 years  
Australia

#### Motivation

Motivation Type	Score (0-100)
Fear	50
Growth	70
Power	55
Social	75

#### 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.

#### Skills

Skill	Score (0-100)
Tech-savvy	50
Teamwork	70
Thinking	65
Soft skills	85

#### Frustrations

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

#### Tech

Tech Category	Score (0-100)
Internet	85
Social Media	55
Messaging	65

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

#### 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: 55  
Growth: 65  
Power: 50  
Social: 70

#### Skills

Tech-savvy: 75  
Teamwork: 75  
Thinking: 50  
Soft skills: 75

#### Frustrations

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

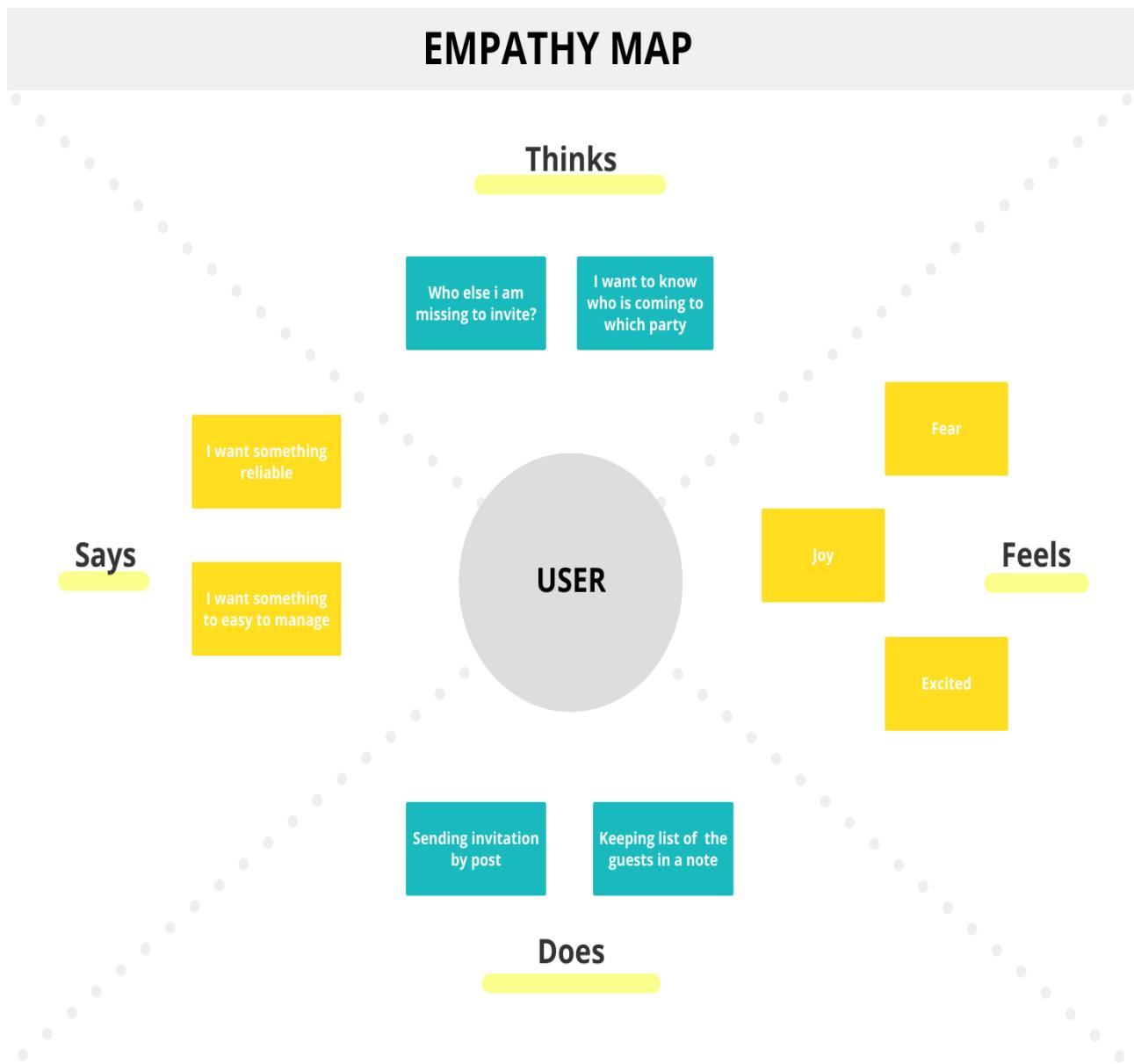
#### Tech

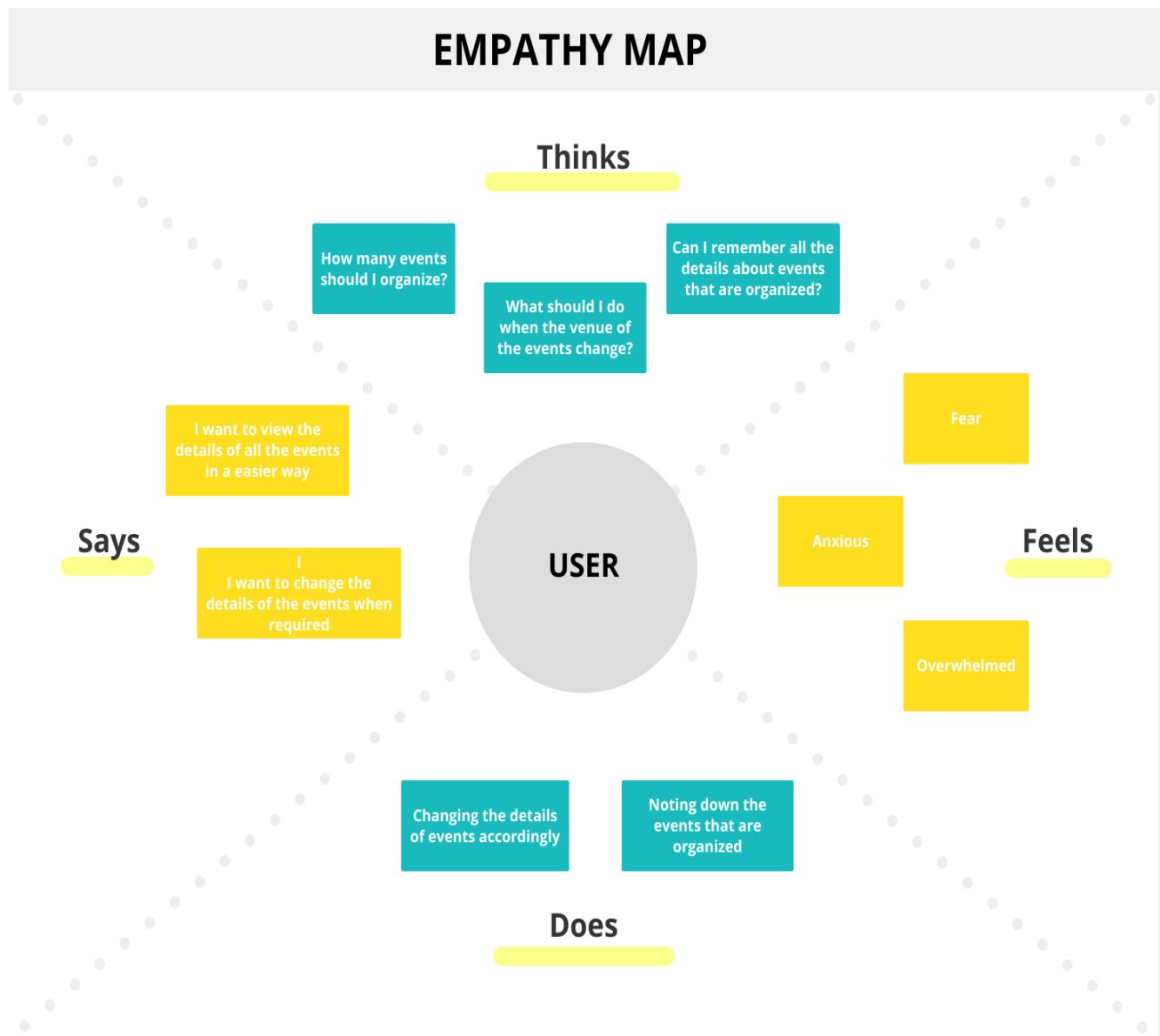
Internet: 85  
Social Media: 60  
Messaging: 75

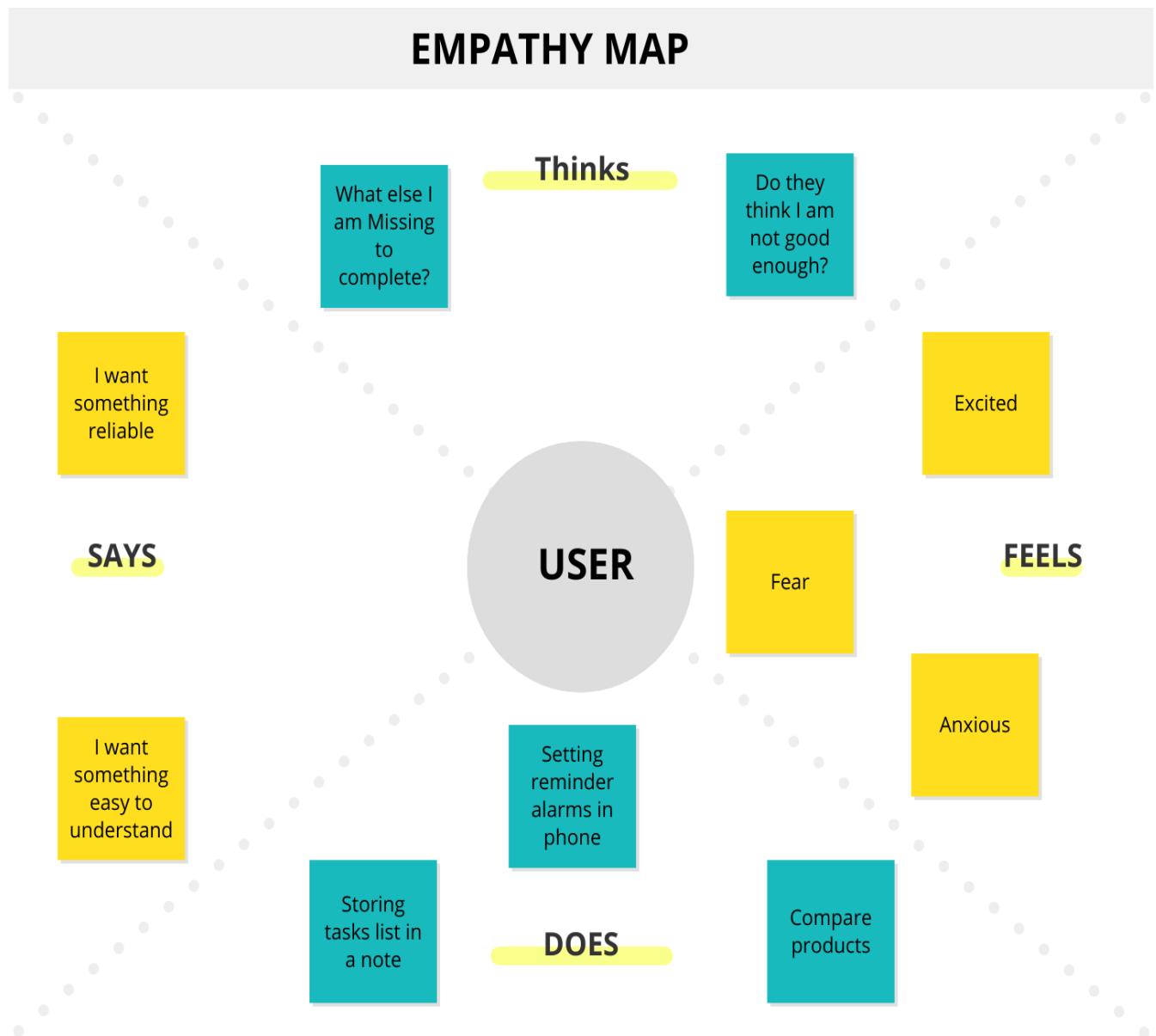
**UXPRESSIA**  
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## Empathy Maps

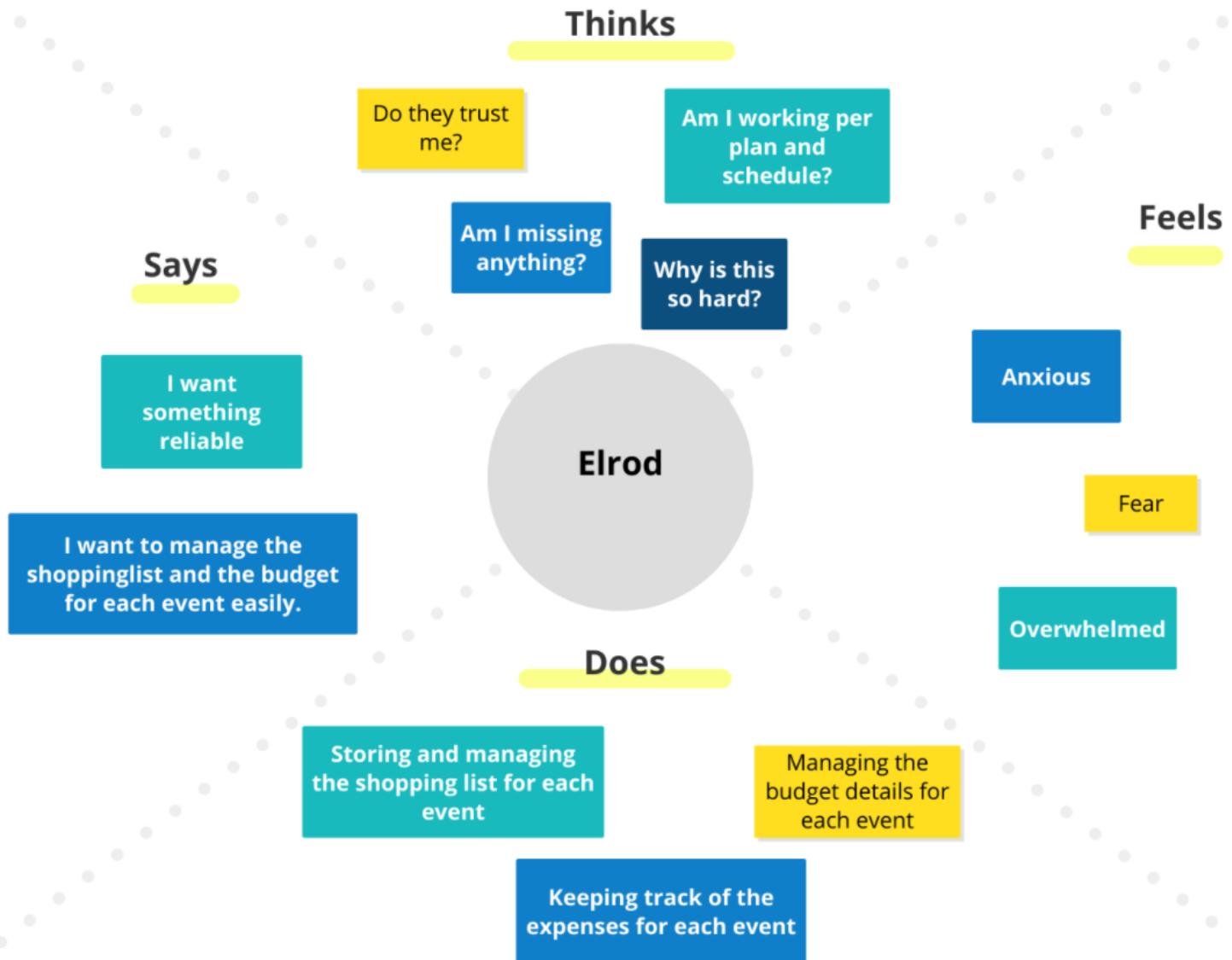
1. Sabesan. G - IT19129822







## EMPATHY MAP



## User stories

### **1. Sabetesan. 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**

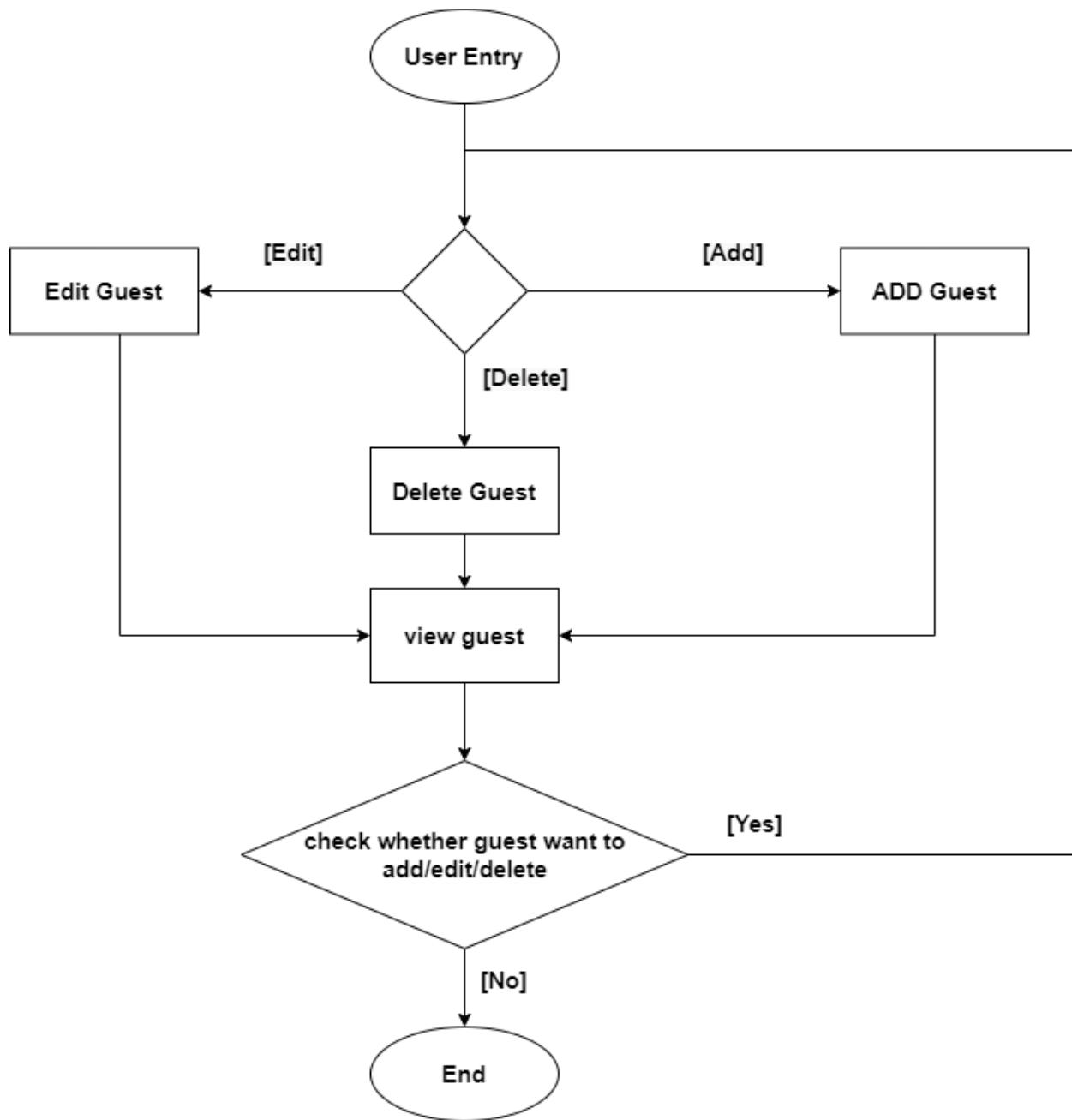
1. As a Wedding planner I want to add to do lists for specific weddings so that I can plan my tasks accordingly.
2. As a Wedding planner I want to assign deadlines for each task so that I can work according to the time.

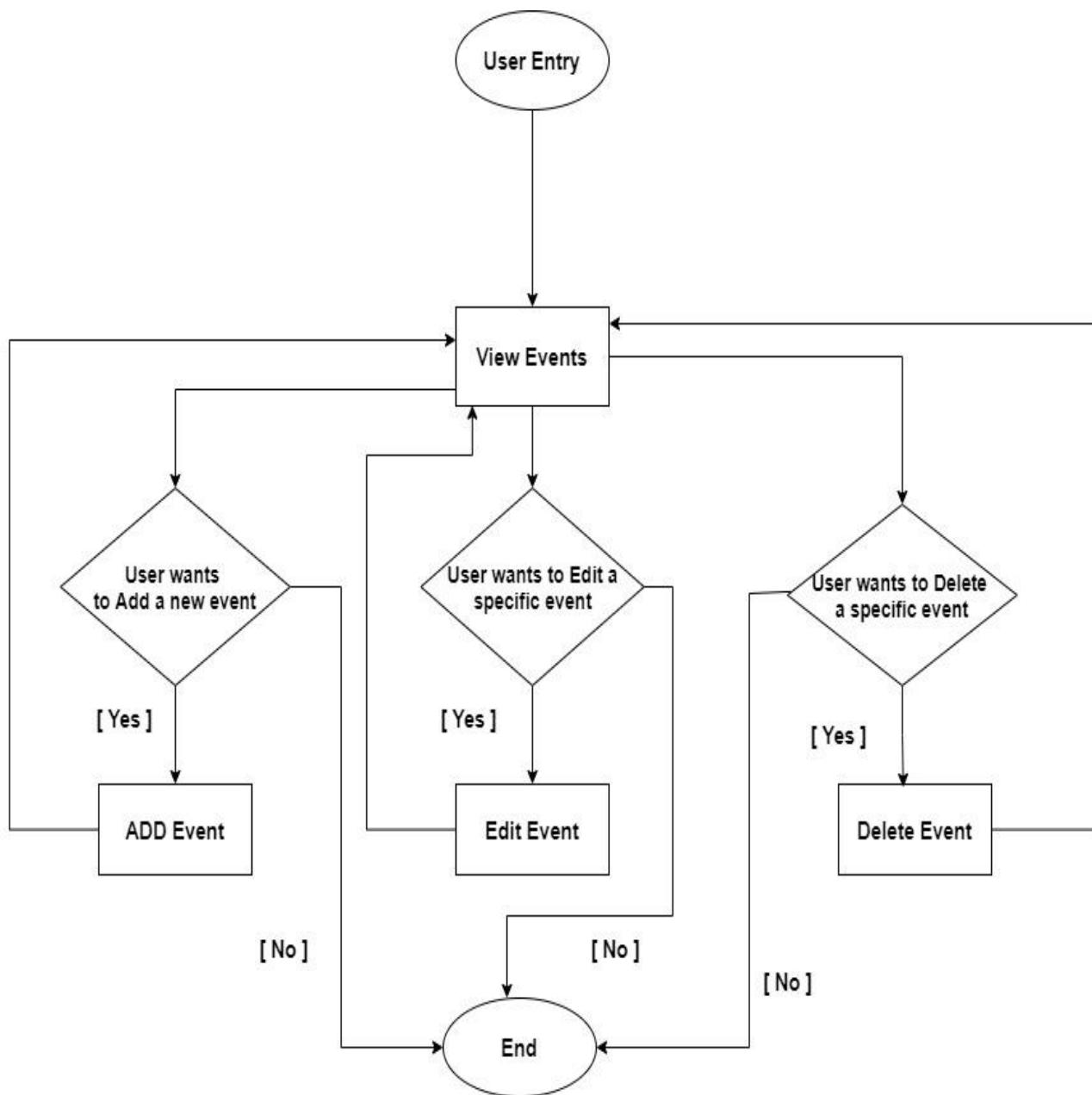
### **4. V. Yahdhursheika - IT19186948**

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.

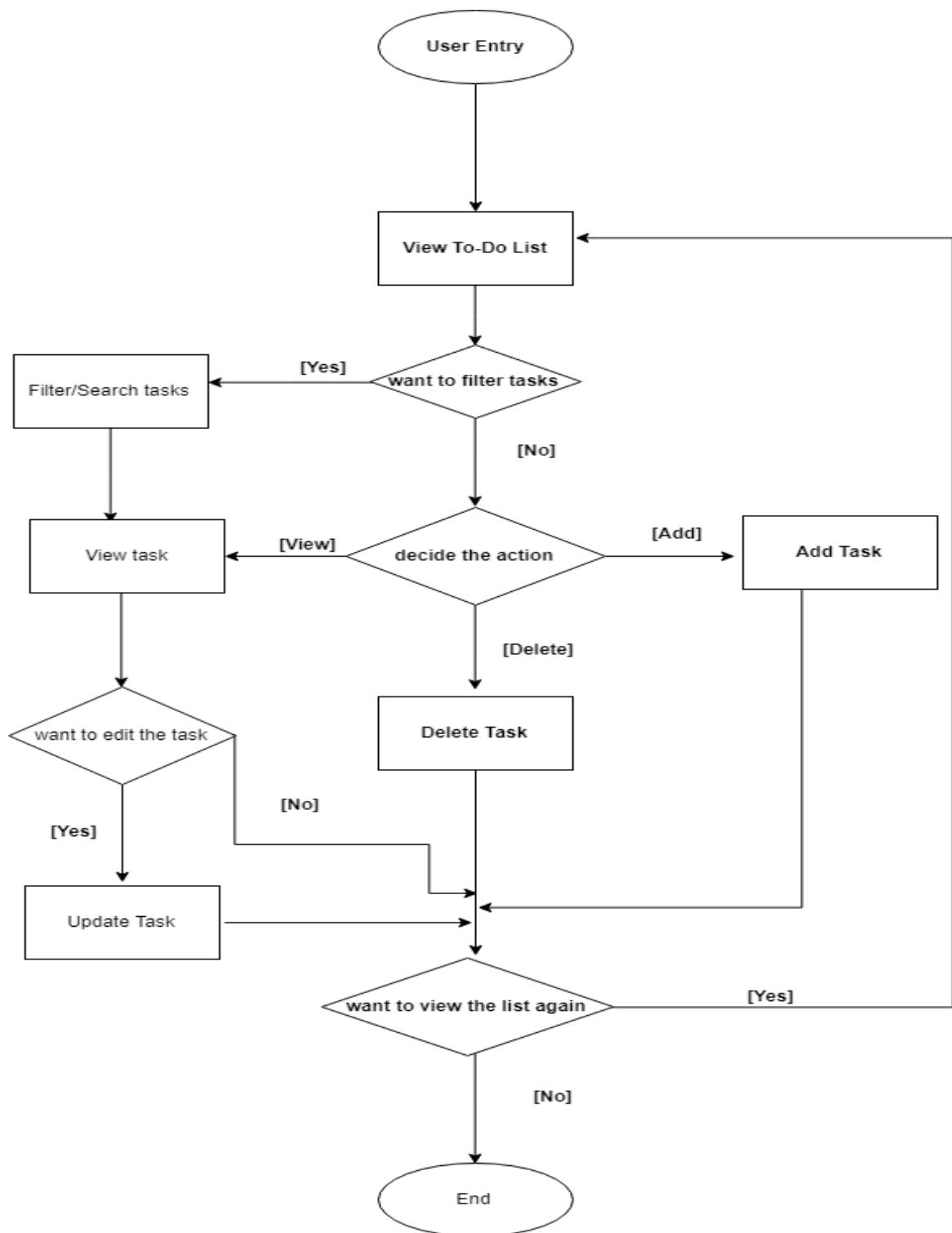
## User flow

1. Sabesan. G - IT19129822

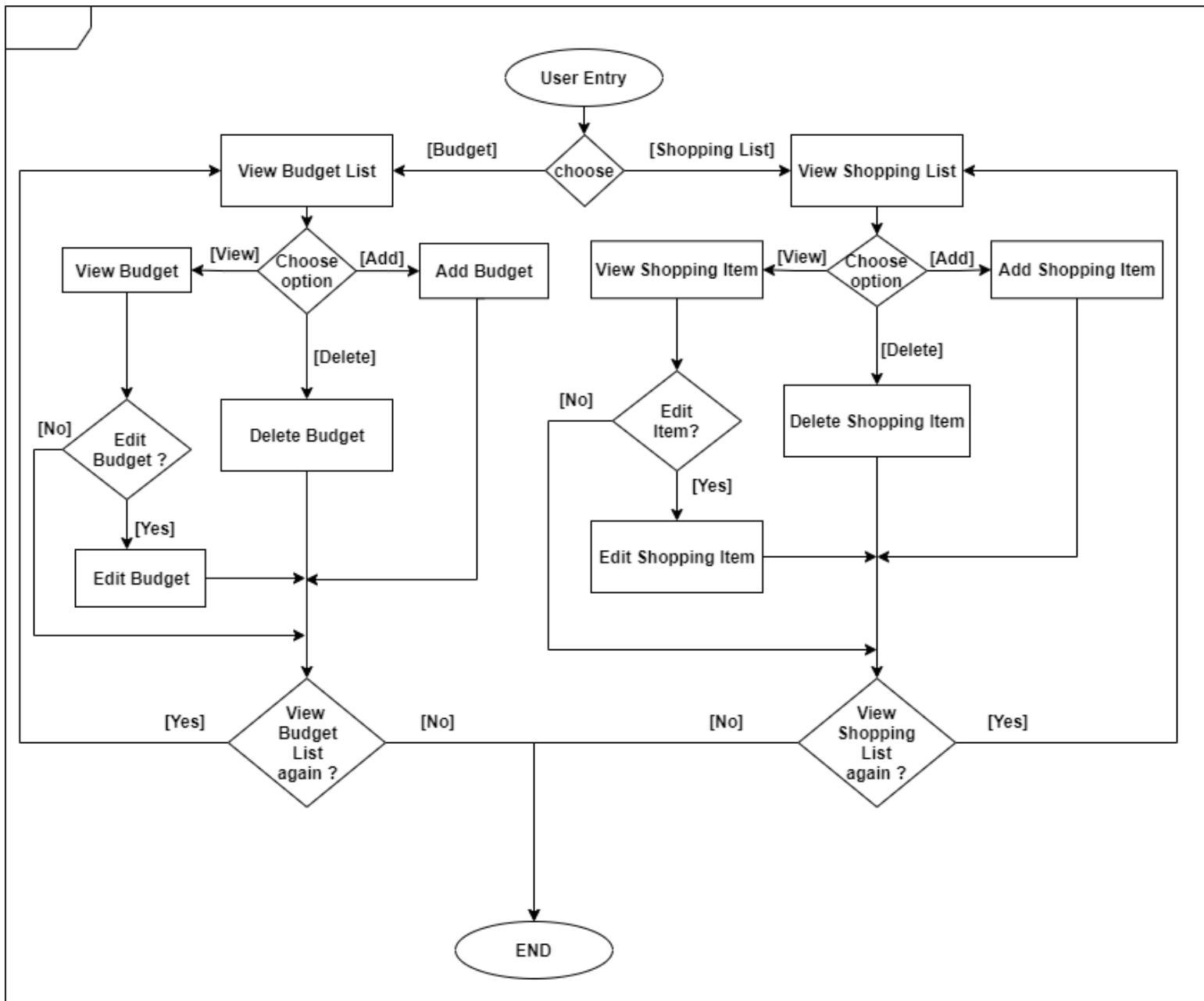




3. Mathursan. B - IT19058788



4. V. Yahdhursheika - IT19186948



## Service Blueprint

