



Domino's Pizza Sri Lanka

Group ID: 2021S2_REG_WE_15

Lab - 03

Table of Contents


| | |
|----------------------------|----|
| 1. Personas..... | 3 |
| 2. Empathy Maps | 7 |
| 3. User Stories | 11 |
| 4. User Flows..... | 12 |
| 5. Service Blueprint | 16 |


Table of Figures

| | |
|-------------------------------------|----|
| Figure 1.1 – Persona..... | 3 |
| Figure 1.2 - Persona | 4 |
| Figure 1.3 - Persona | 5 |
| Figure 1.4 - Persona | 6 |
| Figure 2.1 - Empathy Map..... | 7 |
| Figure 2.2 - Empathy Map..... | 8 |
| Figure 2.3 - Empathy Map..... | 9 |
| Figure 2.4 - Empathy Map..... | 10 |
| Figure 4.1 - User Flow | 12 |
| Figure 4.2 - User Flow | 13 |
| Figure 4.3 - User Flow | 14 |
| Figure 4.4 - User Flow | 15 |
| Figure 5.1 - Service Blueprint..... | 16 |
| Figure 4.2 - User Flow | 13 |
| Figure 4.3 - User Flow | 14 |
| Figure 4.4 - User Flow | 15 |
| Figure 5.1 - Service Blueprint..... | 16 |

IT19236742

Figure 1.1 – Persona

NAME
Maheshi Purnima
MARKET SIZE

80 %



Goals

- Give her best on the work and impressed the surrounding including the user and the client.
- Develop creative thinking manner with ongoing trends.
- Learn as much as she can relevant to her field.

Quote

I would put my effort on my work and make it done in the best way.

Background

Maheshi is a very responsible and detail oriented UI/UX engineer who has a 5 Year experience in 2 reputed company. Currently she is the in charge of the Design part of their ongoing project.

she is very creative and has hands on experience on new UI/UX trends and new tools and technologies.

She is capable of working with a team and even she is working independently.

Demographic

Female 23 years

Gampaha

Single

Skills

Creative thinking

0 25 50 75 100

Visualizing

0 25 50 75 100

Out of box thinking

0 25 50 75 100

React Js / Angular

0 25 50 75 100



Motivations

- Find a productive way to present the work to the client.
- love to have a calm and quite atmosphere to analyze the ideas.
- hands on experience on new UI/UX tools.
- Have work with well experienced seniors.





Frustrations





- Cannot work in noisy rush atmosphere.
- Have to analyze others opinions and bring the best.
- Obstacles comes when come up with a new different ideas

Brands and influencers








Technology









Social

Browsers






Chrome
Firefox
Edge

Figure 1.2 - Persona

NAME
Perusha Wanniarachchi

"I Enjoy Lot With My Work & Hate Wasting My Time"



Goals
Perusha wants to **add delivery details**, **payment details easily** and **have more time** for work by getting rid of the tiresome cooking routine.

Background

- Perusha is passionate about new inventions and his job. She spends a lot of time working and deepening her knowledge of the subject matter.
- Perusha has a very busy life.
- She loves travelling , photography and eat delicious foods.
- Perusha never leaves home without her smartphone and she wants to stay touch with her friends and family.
- Perusha has a very busy life. So she likes to do every thing quickly and easily.

Demographic
Female 23 years
Sri- Lanka
Single
Engineer


Expectations
Perusha expects to make the **delivery process** and **payment process easier** and **faster**.
Thereby **saving her time**.

Motivations
Social
0 25 50 75 100
Creativity
0 25 50 75 100
Achievement
0 25 50 75 100
Save Time
0 25 50 75 100

Frustrations

- Impatience.
- Security/ trust issues.
- Pressure (Needs to make decision fast but is not sure which option to select.)

Technology
IT and Internet
0 25 50 75 100
Software
0 25 50 75 100
Mobile Apps
0 25 50 75 100
Social Networks
0 25 50 75 100

Technology





Channels


Figure 1.3 - Persona

IT19236810

| | | | |
|----------------|--|--|--------------|
| NAME | | MARKET SIZE | TYPE |
| Kavinya Perera | |  35 % | New Customer |




Bio


Kavinya is recently a graduate in Quantity Surveyor who lives in subs of the city of Colombo. Since her childhood, she passionate about gardening and flowering whereas now she owns a Floral Shop. She often goes out with her friends, co-workers and family whilst she loves to eat convenient foods with them. She is specifically looking for highly customizable designs that can be used for various bouquets. She is motivated to be more creative and have her work stand out.

Goals

- To have a virtual marketplace.
- System for customers to provide my service as much as quickly without wasting their time.
- To grow an industry reputation.

Demographic info

 Female 28 years

 Sri Lanka

Single

Chief Operator Officer

ABC Company (Pvt) Ltd

Motivations

- Growth
- Social
- Convenience
- Speed
- Preferences
- Socialize

Frustrations

- Wasting time when going out with friends when ordering.
- Waiting for feedback and reflecting on the changes.
- Conflicting inputs between suppliers and clients.





Expectations





- System output which is not wasting time to get the service.
- Pleasant, user attractive outcome.

Quote


Every flower blooms in its own time, so do Hope. Wherever the life plants you efflorescence with grace.


Preferred channels







Personality


Creative 

Organized 

Friendly 

Technology

IT & Internet 

Software 


Social Networks 

Figure 1.4 - Persona

2. Empathy Maps

IT19236742

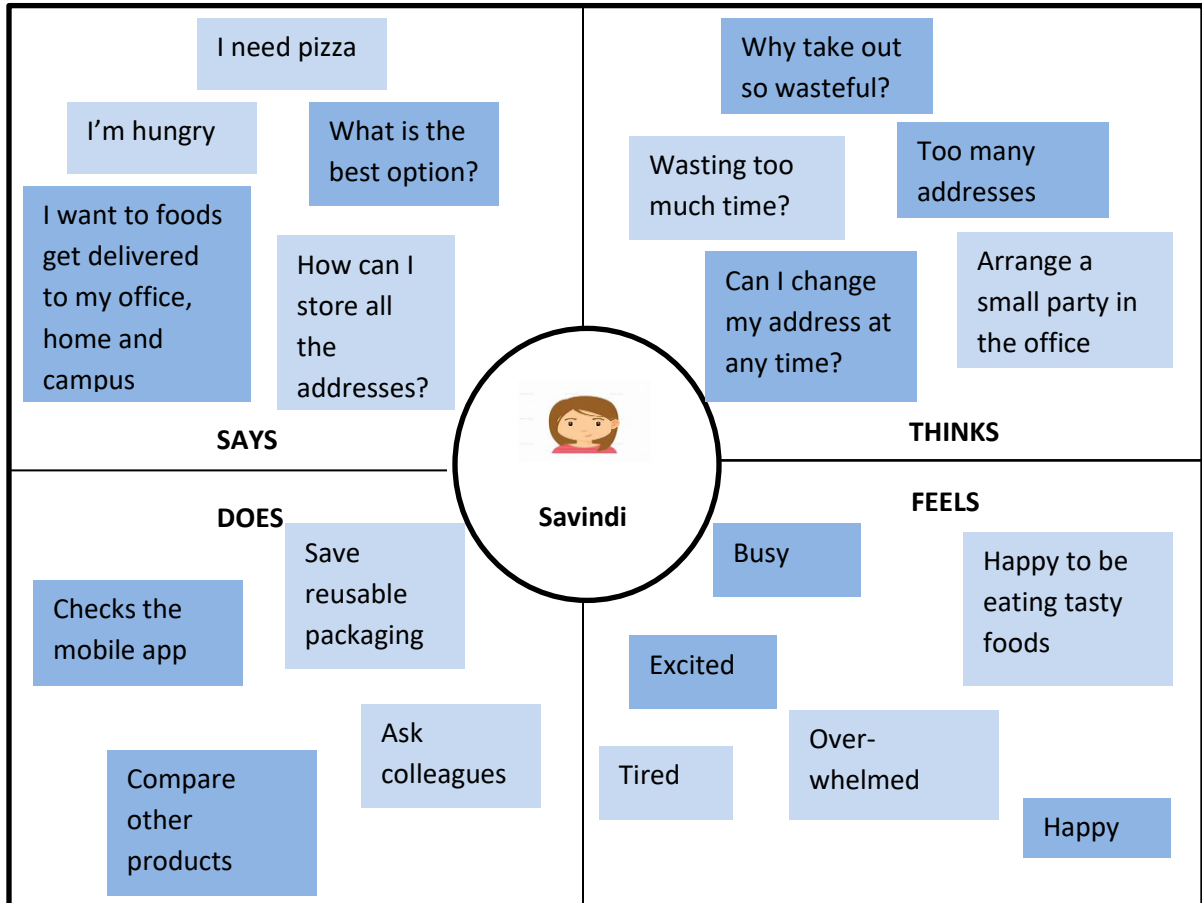


Figure 2.1 - Empathy Map

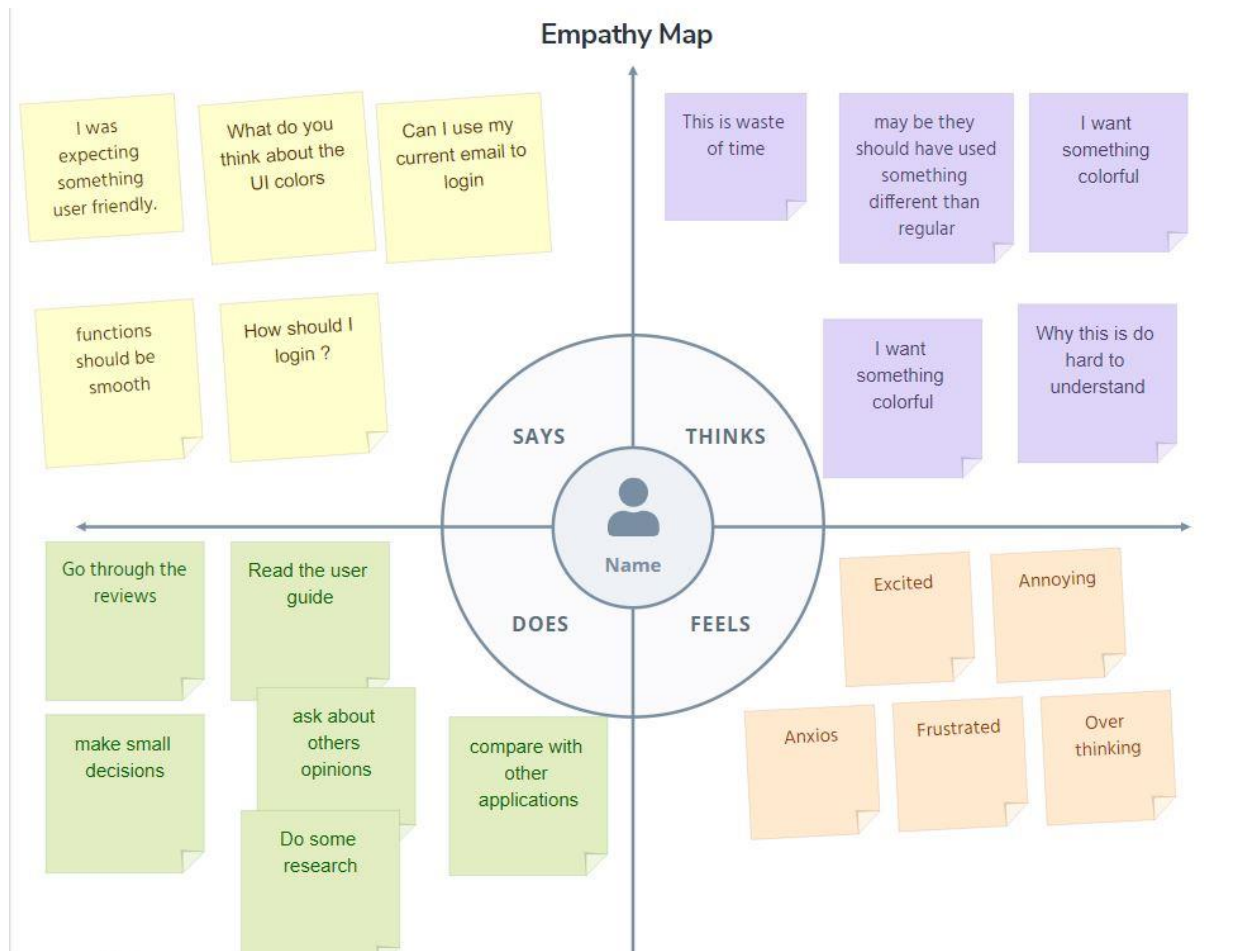


Figure 2.2 - Empathy Map

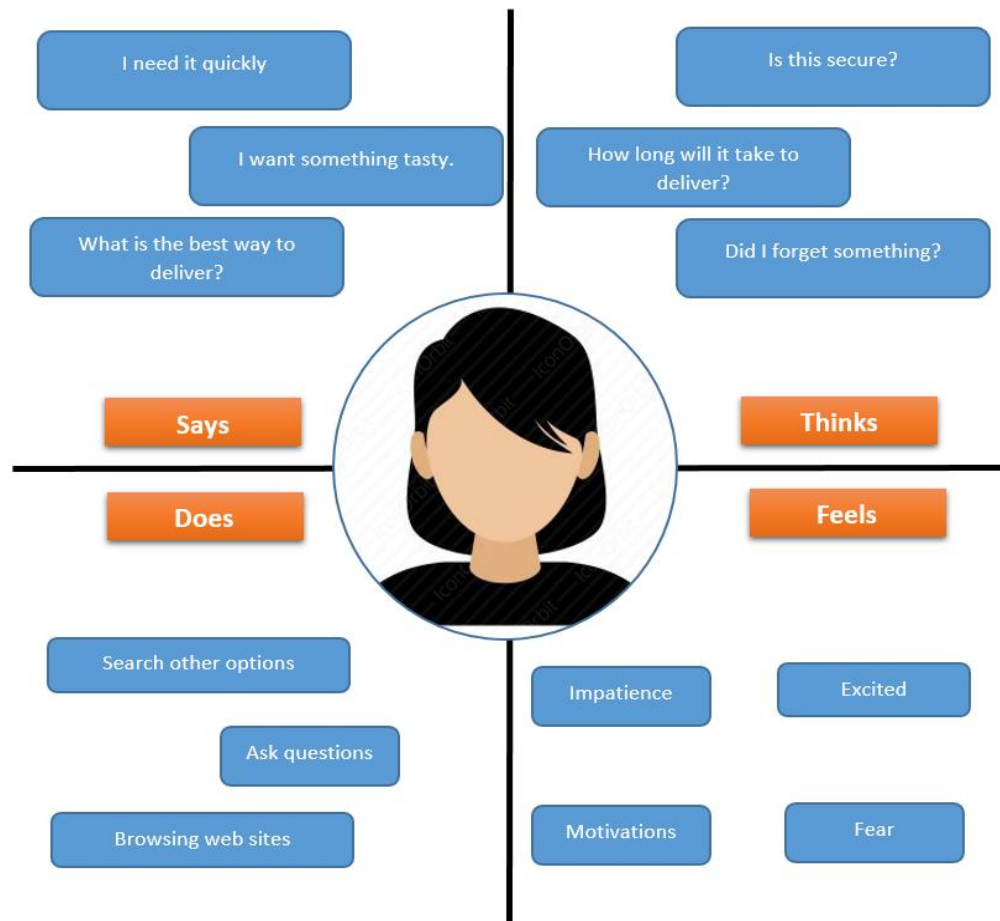


Figure 2.3 - Empathy Map



Figure 2.4 - Empathy Map

3. User Stories

IT19236742 - As a user I want to store all my addresses So that I can easily order foods from anywhere

IT19212982 - As a User I want to login to the system using my current email and the password so that it6 would be easy to manage my login details

IT19234908 - As a customer I want to add my delivery details for delivery in an easier way So that I can save my time and do my other works in that time.

IT19236810 - As a new user I want to view the items and add selected items into cart So that I would be able to discover more items and purchase selected items at once.

4. User Flows

IT19236742

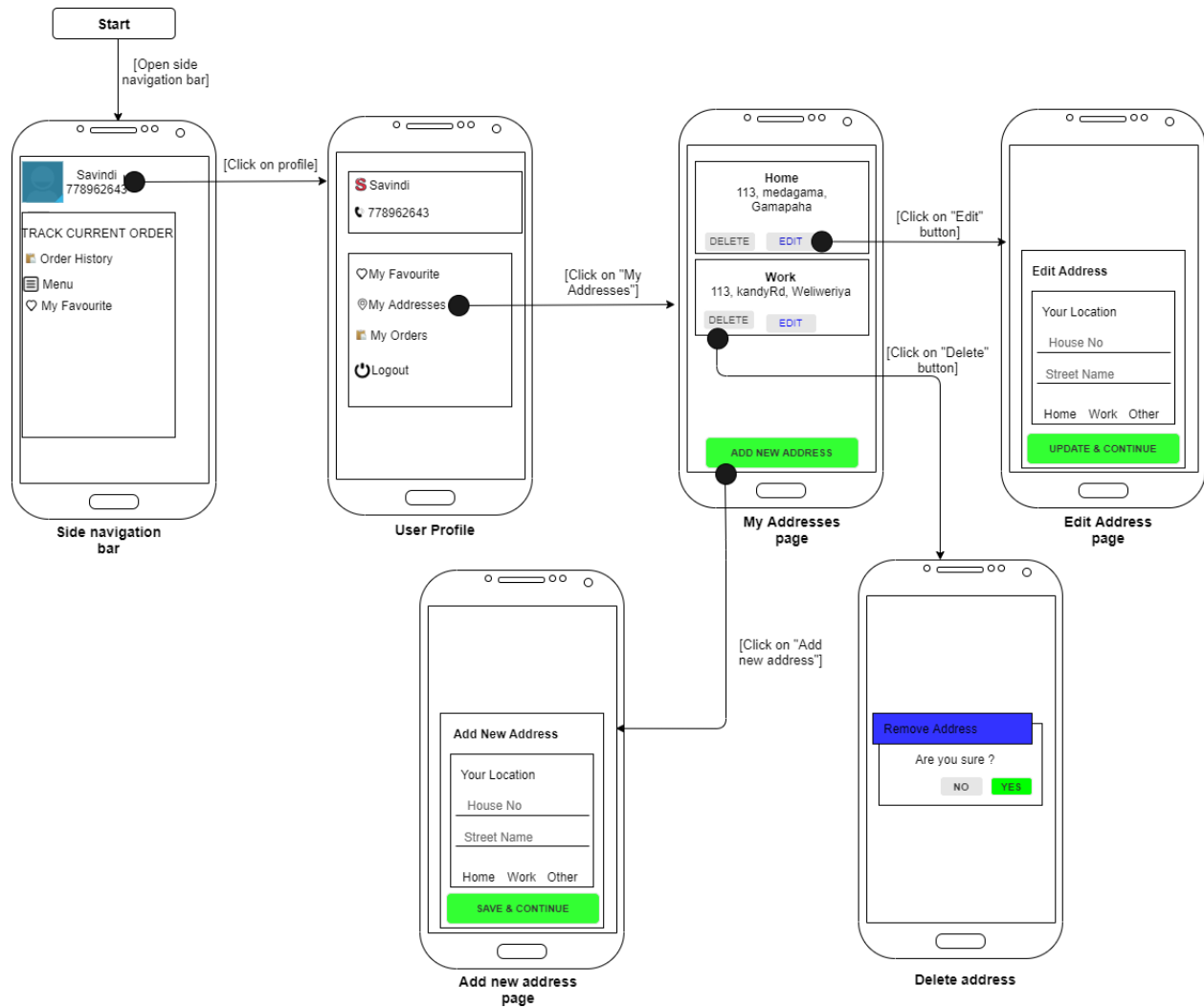


Figure 4.1 - User Flow

IT19212982

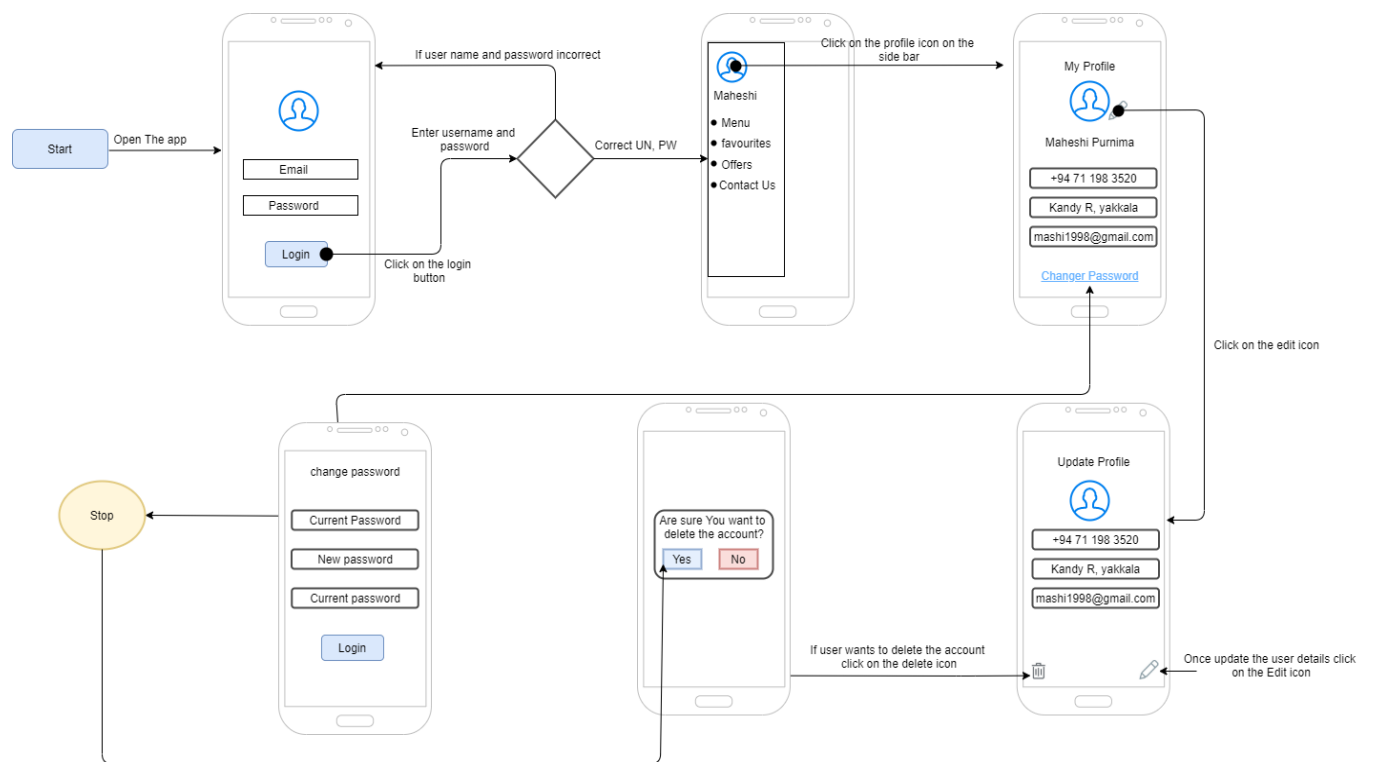


Figure 4.2 - User Flow

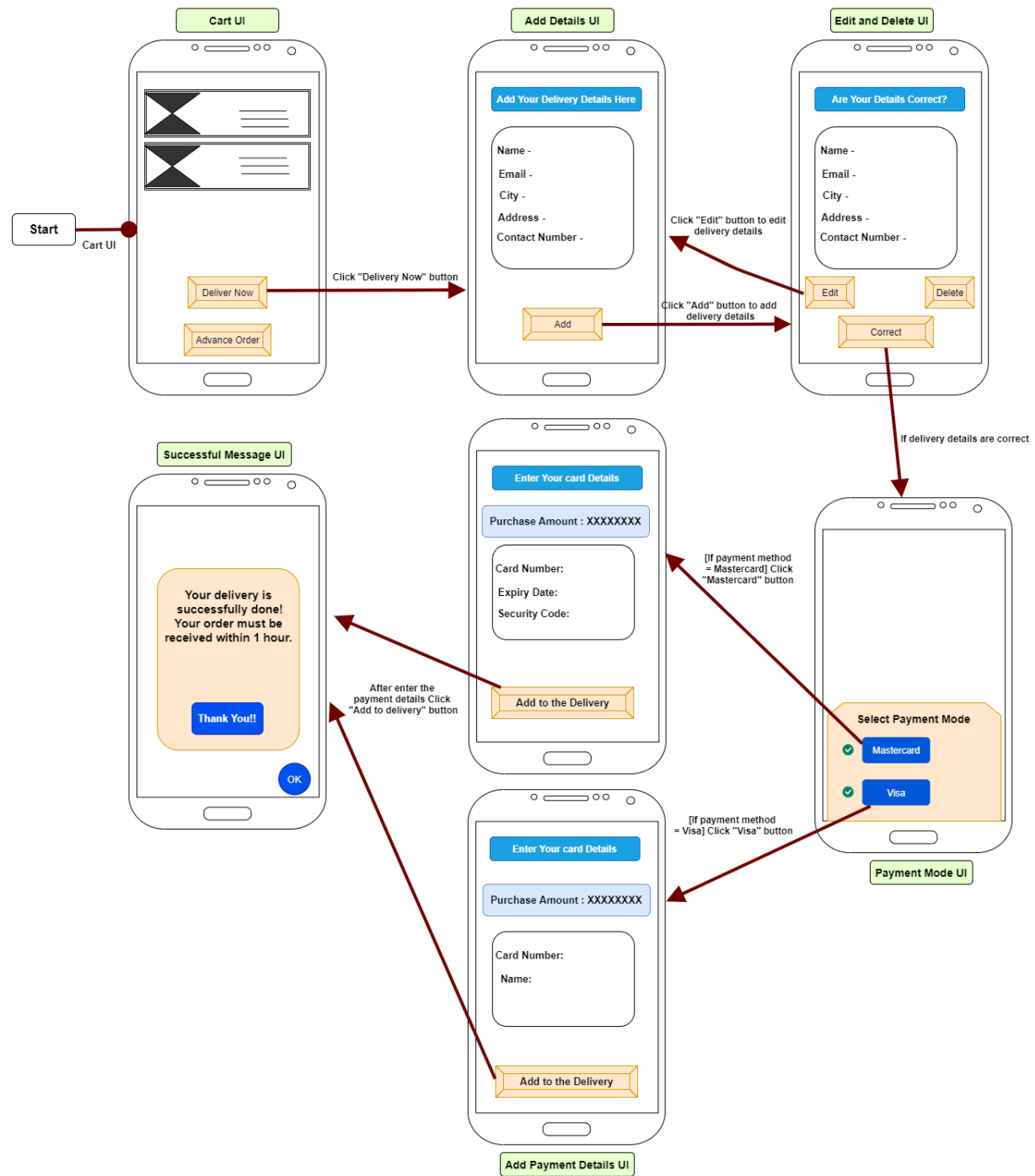


Figure 4.3 - User Flow

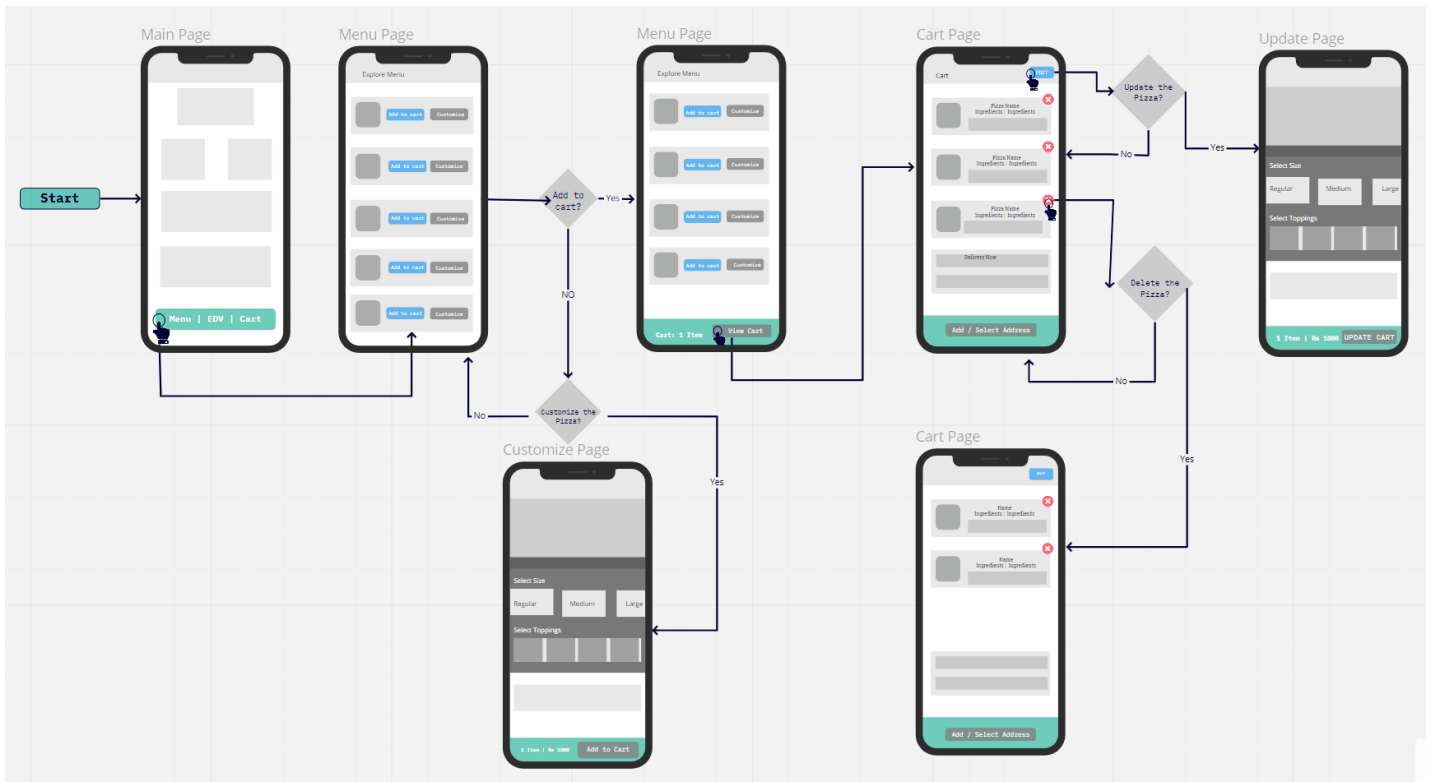


Figure 4.4 - User Flow

5. Service Blueprint

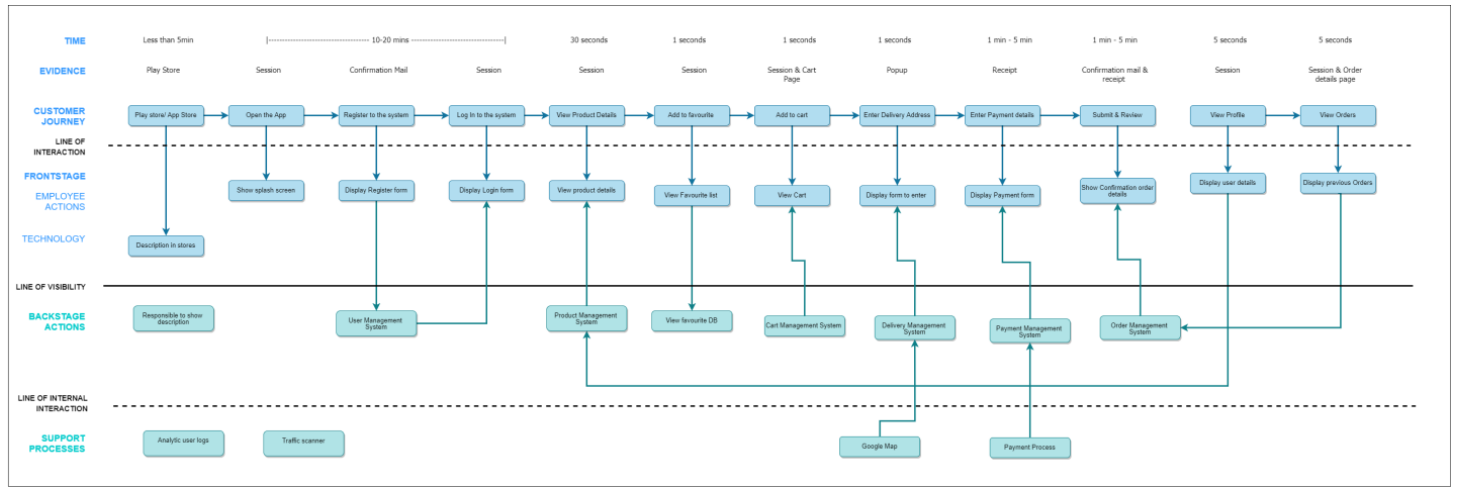


Figure 5.1 - Service Blueprint