PERSONAS

PROJECT: untitled PERSONA: Gamindu Sahan

NAME

Gamindu Sahan

TYPE

Seller

Goals

- Selling the vehicles to a customer soon and to a best price.

Background

Gamindu is an vehicle seller in srilanka

Motivations

Finding the best price.

Frustrations

when the vehicle are not selling

when people only coming for the test drives.

Technology

Quote

I want a platform which I can sell Vehicle to the customer to the best prices

Demographic

Male 55 years

Kandy

Married

Business

RS 300,000

Browsers

UXPRESSIA

This persona was built in uxpressia.com

NAME

Sunil Sirisena

TYPE

Buyer

Demographic

Male 32 years

Kandy

Married

Business

More than Rs. 100000 per month

Technology

Browsers

Goals

- Find vehicles at best prices that has a good fuel economy and a good market price.

Quote

I want a platform which I can find vehicles from all around the country which has the best prices. So that I can buy them and sell at a good price while keeping a decent profit

Background

- Vehicle businessmen. Earns a decent profit by buying and selling vehicles.

Motivations

- Finding needs at best prices from online platforms.

Frustrations

- Buying low quality products at higher prices.

PROJECT: untitled PERSONA: Chris Sugathapala

NAME

Chris Sugathapala

TYPE

Buyer

Demographic

Male 32 years

Australia

Married

QA Tester

Goals

Being able to work on time with less distractions and predict future technical bottlenecks.

Use his own vehicle for transportation instead of public transport

Background

Chris is a QA tester in a big software firm and he responsible for automating the testing process in his ongoing projects.

He goes to work daily using his own vehicle so he can avoid traffic which would make him depressed and tired.

Motivations

- Automate ongoing testing projects
- Make the deliveries optimized for better quality
- Predict possible technical bottlenecks that would arise in future
- Working precisely on time

Frustrations

- Doesn't like to get late for work
- Gets frustrated when his car breaks down
- Gets sad when he cannot spare parts quickly and easily

Expectations

- Find solutions easy and fast
- Work on time
- Reduce the time wastage

Technology

NAME

Vijay Nayakkara

TYPE

Seller

Goals

- Sell spare parts to the buyers and meet bestsellers to buy spare parts items with a discount.
- Meet genuine buyers and sellers and deal with them without any financial issues.
- Sell all spare parts items in a single application
- Access the ads that I place at any time and any location
- The application should support all devices.

Quote

I want to buy and sell my shop vehicle spare parts to genuine people

Demographic

Male 27 years

12/2, Kandy Road, Kaduwela

Married

Owner Vehicle Spare LK (pvt) Ltd.

Background

Vijay Nayakkara is a spare parts shop owner who owns Vehicle Spare LK (Pvt) Ltd.

For vehicle spare parts he imports them from countries like Japan, China, and etc.

He wonders if there is a way to sell his items directly to the buyers and also he wants a platform to buy more spare parts items from the local sellers. He also feels that to perform his actions via portable devices.

Technology

Motivations

- Increase efficiency and relianility.
- Keep in touch with the application
- Easy and more userfriendly platform to handle all the tasks

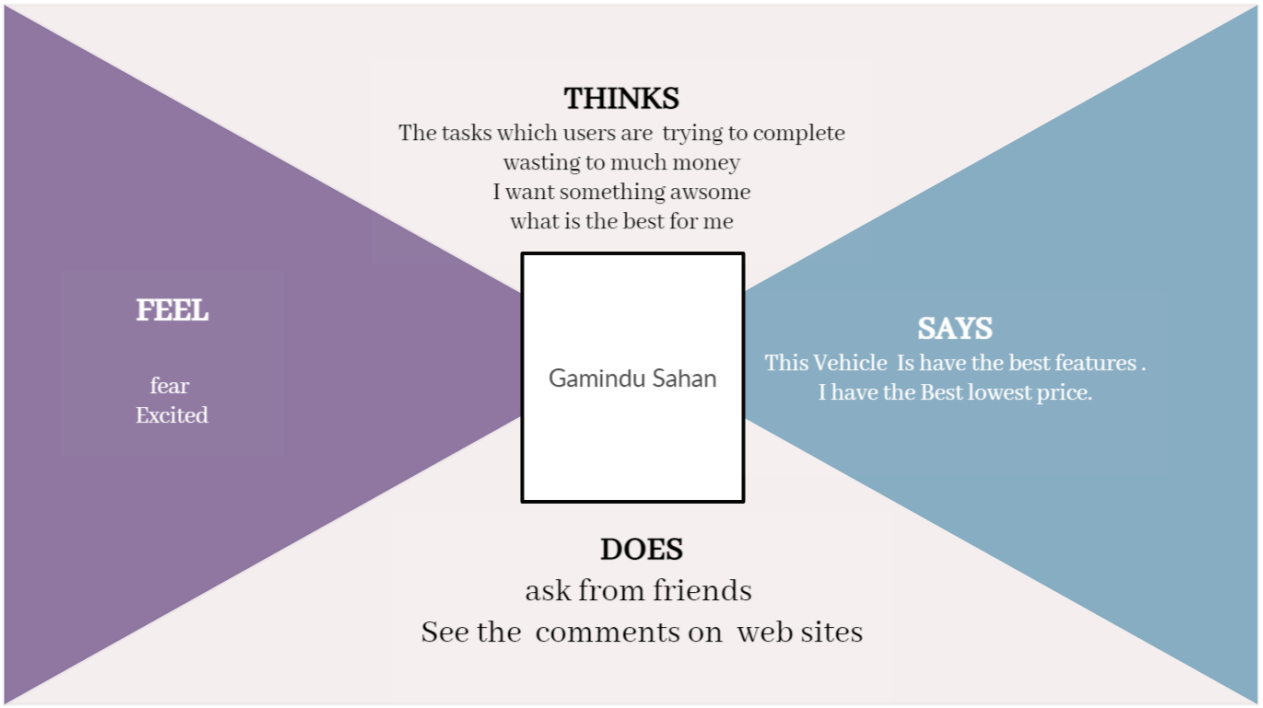
Frustrations

- Receive the spare part via the application and cancel the order in the middle of the process.
- Waste more time/money

Browsers

Channels

EMPATHY MAPS



EMPATHY MAP (Buying spare parts for the car)

THINKS

Do they think i'm stupid, Will this part fix
Is this the only place
Too pricey

FEELS

Excited
Unsure who to trust
Fear
Sad
Stressed

Chris Sugathapala

SAYS

What do you think?
Can you lower the price?
Is this an original part
I want something reliable

DOES

Checks the website
More research
Asks a friend

SAYS

Where I want to start ?
Who going to buy my products?
What price range the current market holds?

FEELS

Unsatisfaction
Excited
nervous
disturbed

DOES

Clients meetups and more reserches
Compare with other spare parts buyers
List down pros and cons

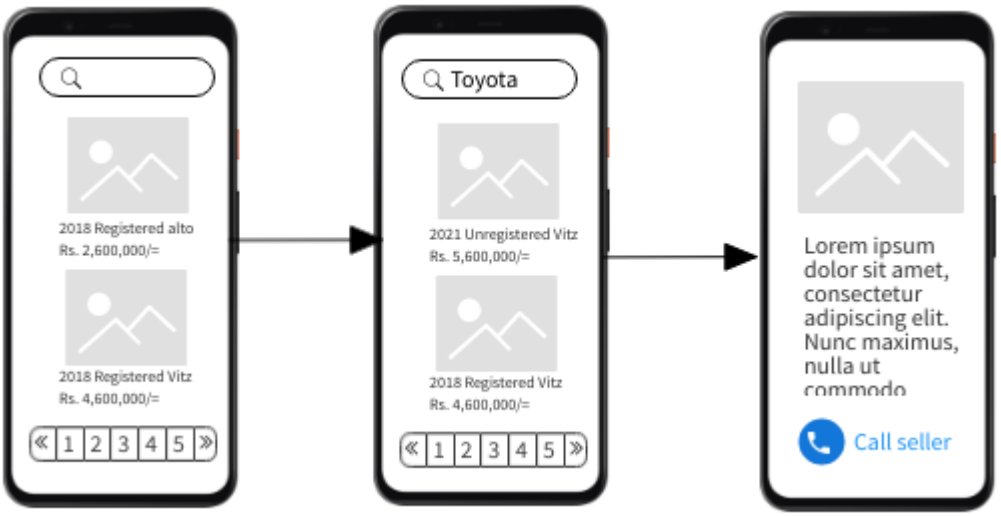
THINKS

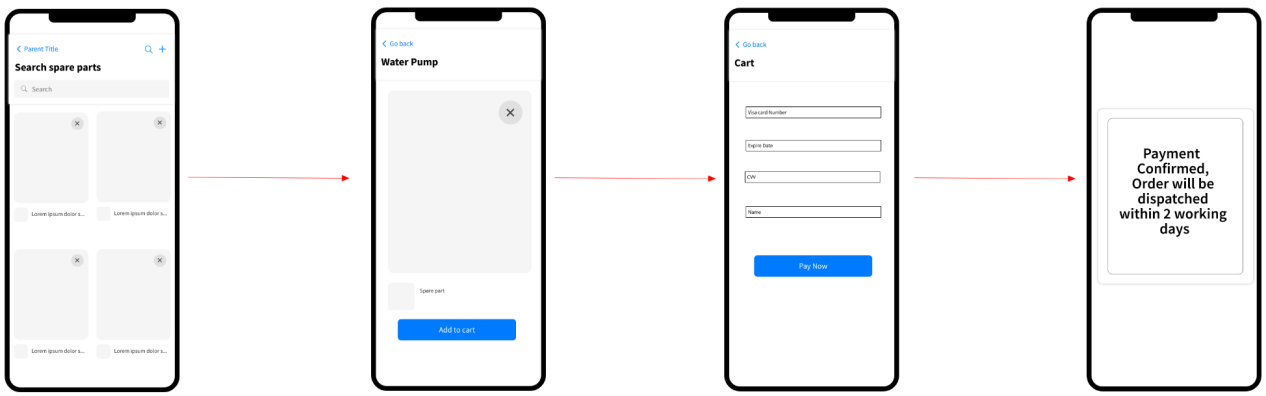
Where I will met the genuing buyers?
Can I sell my product direct to users?
Wasting too much time and money?
Is this compulsory arn't there any other methods?

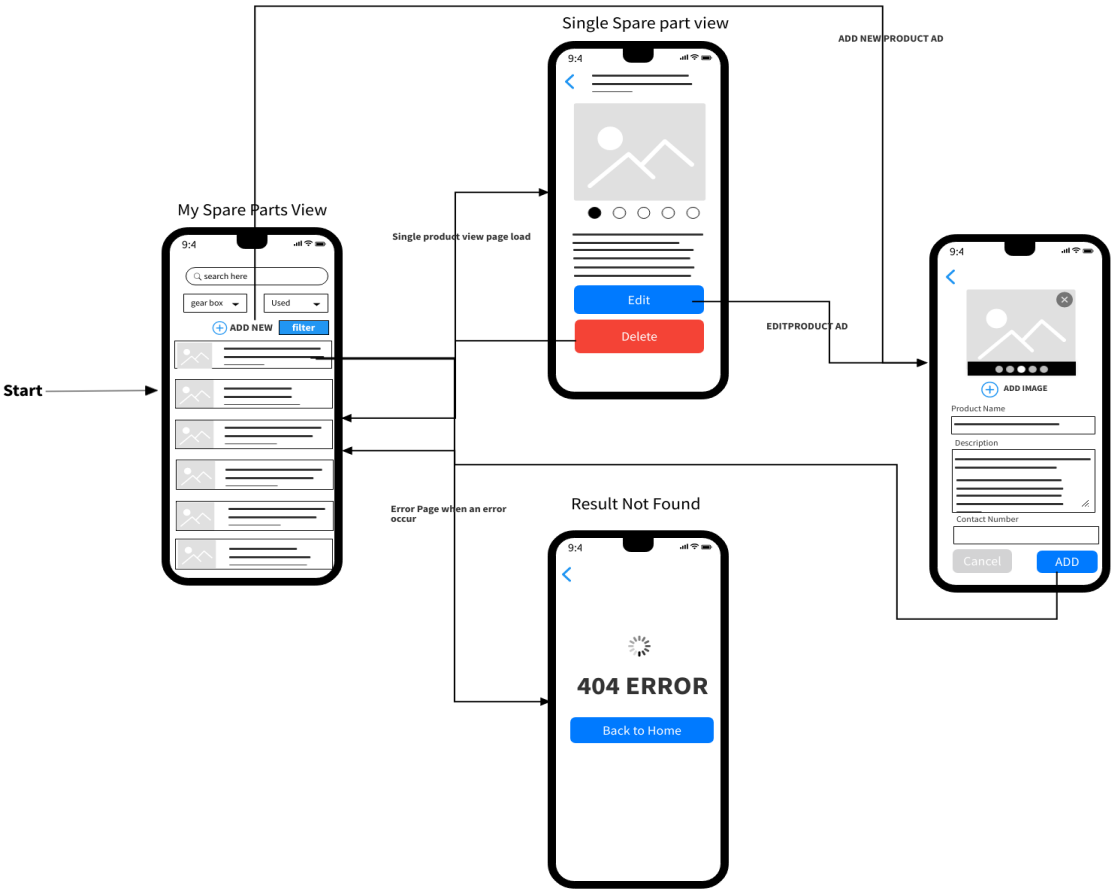
USER STORY

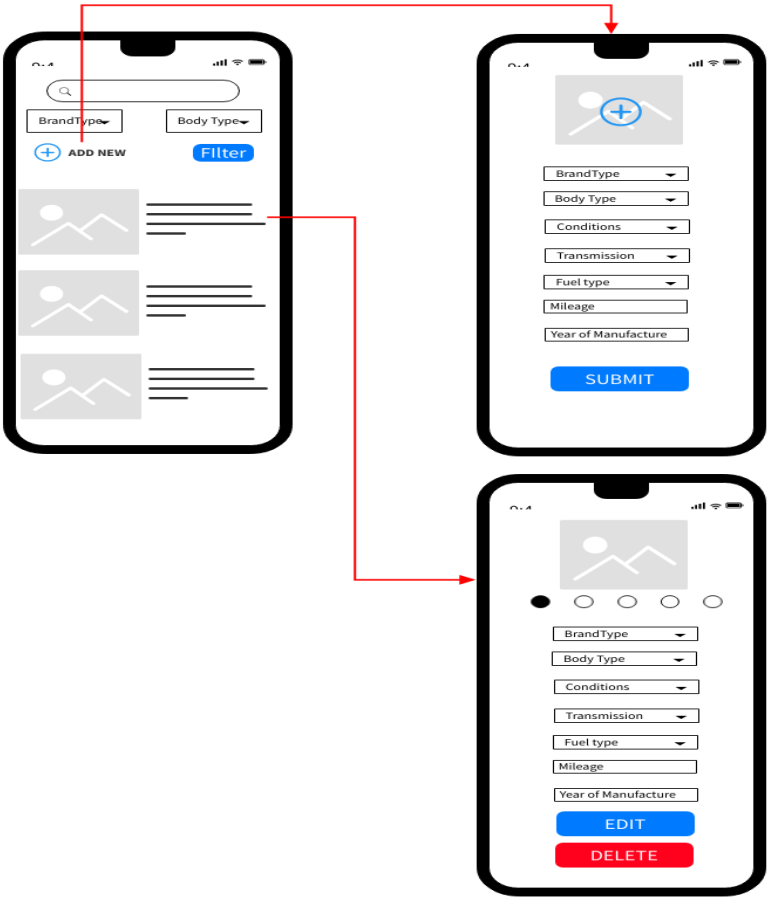
- As a **Vehicle buyer** I want to **Search a vehicle by name**. So that **I can choose my intended vehicle at the best price and contact the seller**.
- As a **Vehicle Seller** I want to **Add vehicles Adds**. So that I can sell the vehicle **To a best Price**.
- As a **spare parts buyer** I want to **search for the part by name**. So that i can buy the **quality and reliable products for a cheap price from the seller**
- As a **Vehicle spare part shop owner** I want to **post my spareparts advertisements**.So that I can sell my products at the best price.

USER FLOWS






Single Spare part view
ADD NEW/PRODUCT AD
My Spare Parts View
Single product view page load
Start
search here
gear box
Used
ADD NEW
filter
Edit
Delete
EDITPRODUCT AD
ADD IMAGE
Product Name
Description
Contact Number
Cancel
ADD
Error Page when an error occur
Result Not Found
404 ERROR
Back to Home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BrandType
Body Type
Conditions
Transmission
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Mileage
Year of Manufacture
SUBMIT
BrandType
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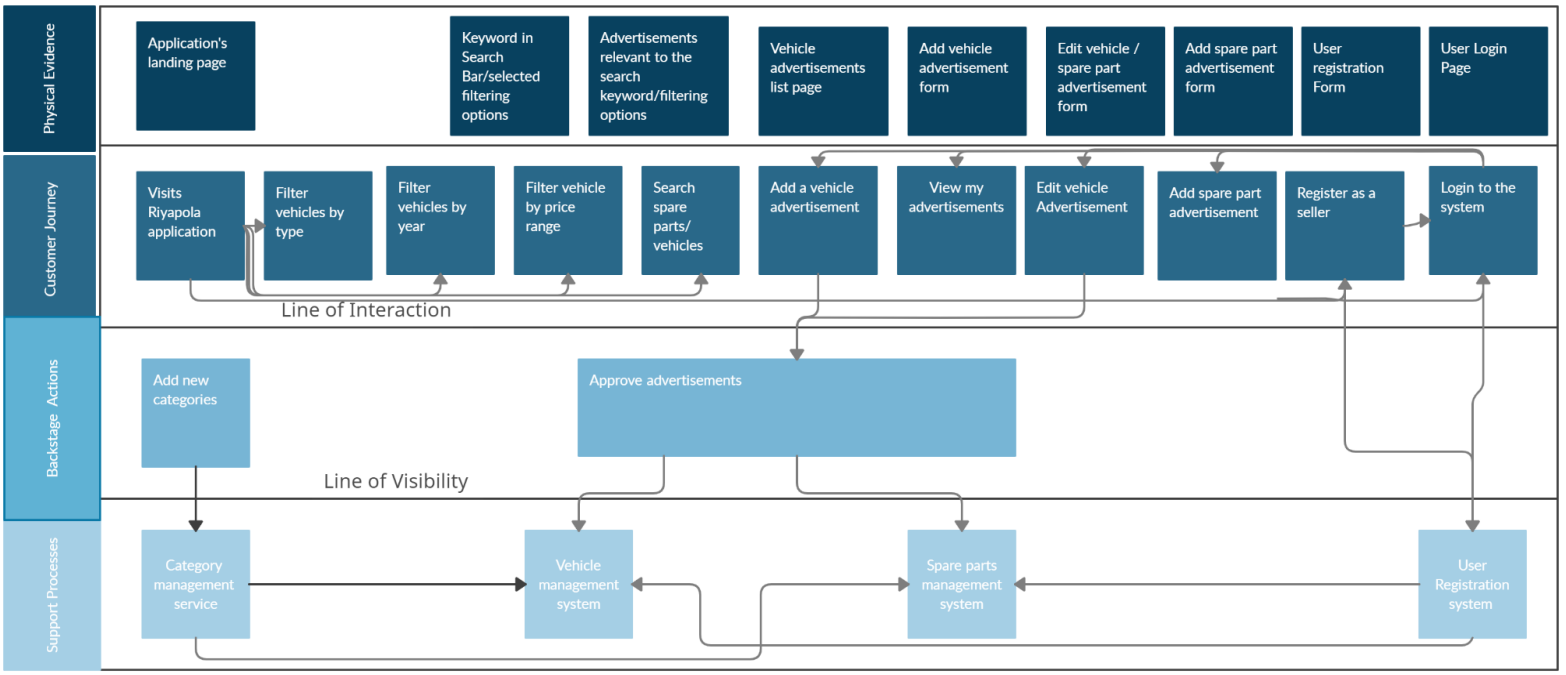
Year of Manufacture
EDIT
DELETE

SERVICE BLUEPRINT