



A. Personas

1. IT19155944

NAME
John Abraham


30 %

TYPE
Artisan



Background

John Abraham is an IT undergraduate who is doing an Internship.

He has a sister, a mother and a father.

He is still partially dependent on his parents for money.

He loves to learn new technologies and use new apps.


He is keen on experimenting with new things but gets frustrated when they go wrong


He is lazy to visit stores to purchase items

He is completely occupied with his academics and internship. So don't have time to spend with his family

He loves attractive user interfaces

Demographic

 Male years

 Colombo, Sri Lanka

Goals

Discover the latest trending clothes

Should be able to easily return items when they don't fit

Get the item delivered within 1-2 days

Having everything in one place and always at hand

Skills

Tech Savy

0 25 50 75 100

Financial Literacy

0 25 50 75 100

Computers

0 25 50 75 100

Social Networking

0 25 50 75 100

Motivations




Transparency and Honesty




All items in one place.

Easy return




Fast Delivery

Technology

Channels

Frustrations

Over pricing

Process is too complicated



Non-Supportive Customer Service

Difficult to purchase in a matter of few clicks

Difficult to find all clothing and accessories at one place.





















Out of stock

Browsers


Google Chrome
 Firefox

2. IT19170244


NAME ALEXA MATHEW		MARKET SIZE  40 %	TYPE Rational
		Background Alexa is a A/L student at the Gateway College Colombo , Her mother is a Doctor and her father is a Software Engineer . She has One younger brother , She loves to try out new fashions and she always looks for clothes and fashionable things. Her father gives her pocket money every week and she uses it for buying new clothes. She loves on line shopping because it saves her time as she is buy with her studies. She is impatient when she wants to buy something, she doesn't compare the prices with other stores . She spend money uselessly when buying something.	
Demographic Female 18 years No12,Malpara,Malabe Single Gateway college Colombo		Goals <ul style="list-style-type: none"> • Buy Trending Costumes and Accessories • Buy All fashion Accessories in one place • Need the Item within one two days 	
Skills Tech-sawy  Financial literacy  Fashion Skill  Social networks 		Motivations <ul style="list-style-type: none"> • Transparency and honesty. • Timely delivery of information. • Low prices. • Attractive Images • Branded Products • New Arrivals • Trending Products 	Frustrations <ul style="list-style-type: none"> • Out of Stock • Non -supportive customer service • Too complicated processes.
		Technology    	Browsers   Chrome Firefox
		Channels        	

3. IT19140544

NAME
Kyle Marshall

MARKET SIZE

20 %

TYPE
Rational




Background


Kyle is a penetration tester at the cyber security firm Nova Corp, in Colombo. He has worked several years in the industry and is a very **tech-savvy** person.

He is married, and has two **kids**. Even though he is a **very busy** person, when he is not working, he spends most of his time with his **family**, taking them outside to engage in various leisure time activities. For other day-to-day activities such as shopping, he tries to **spend as little time as possible**.

Kyle tends to be a **conservative spender** when it comes to everyday items. He tries to spend as little as possible, in order to **save money** for the future of his family and kids. He is quite **financially literate**, and he **tracks discounts and special offers** in his favorite online stores. Kyle also tries to find the **best quality** products when possible, especially for his kids.

Demographic

 Male 31 years

 Colombo, Sri Lanka

Married

Penetration Tester

Goals

- Find suitable attires for the job with ease.
- Find clothes for kids and family without having to spend much time.
- Discover offers and discounts.

Motivations

- Low prices..
- Discounts.
- Standardized products.
- Quick service.

Frustrations

- Overpricing.
- Spam.
- Too time consuming processes.

Skills

Tech-savvy

0 25 50 75 100




Financial literacy




0 25 50 75 100

Computers





0 25 50 75 100



Technology








Channels

Browsers


Google Chrome Firefox Safari

4. IT19168500

NAME

Anoma Wijesinghe


MARKET SIZE



20 %

TYPE

Artisan



Background


Anoma is a housewife.


She lives with her husband and two children.

After A/Ls, she did a part time job and she decided to marry. Before marriage, she resigned from the job. Then she had two kids. They are at 14 and 16.

Anoma has a lot to do in the house. So she loves online shopping instead of real shopping.

Demographic

 Female 40 years

 Peradeniya, Kandy, Sri Lanka

Married

GCE Advanced Level passed

Goals

- Buy online instead of real shopping
- Find quality and low price items
- Get advice from family, friends and reviews.

Skills

Tech-savvy

50

0 25 50 75 100

Financial literacy

100

0 25 50 75 100

Video games

0

0 25 50 75 100

Computers

50

0 25 50 75 100


Motivations

- Transparency and honesty.
- Timely delivery.
- seeks advice
- Low prices.
- Frequently researches features and service
- fully satisfaction.

Frustrations



- Too much time spent.
- No quick response

Browsers






Safari

Technology

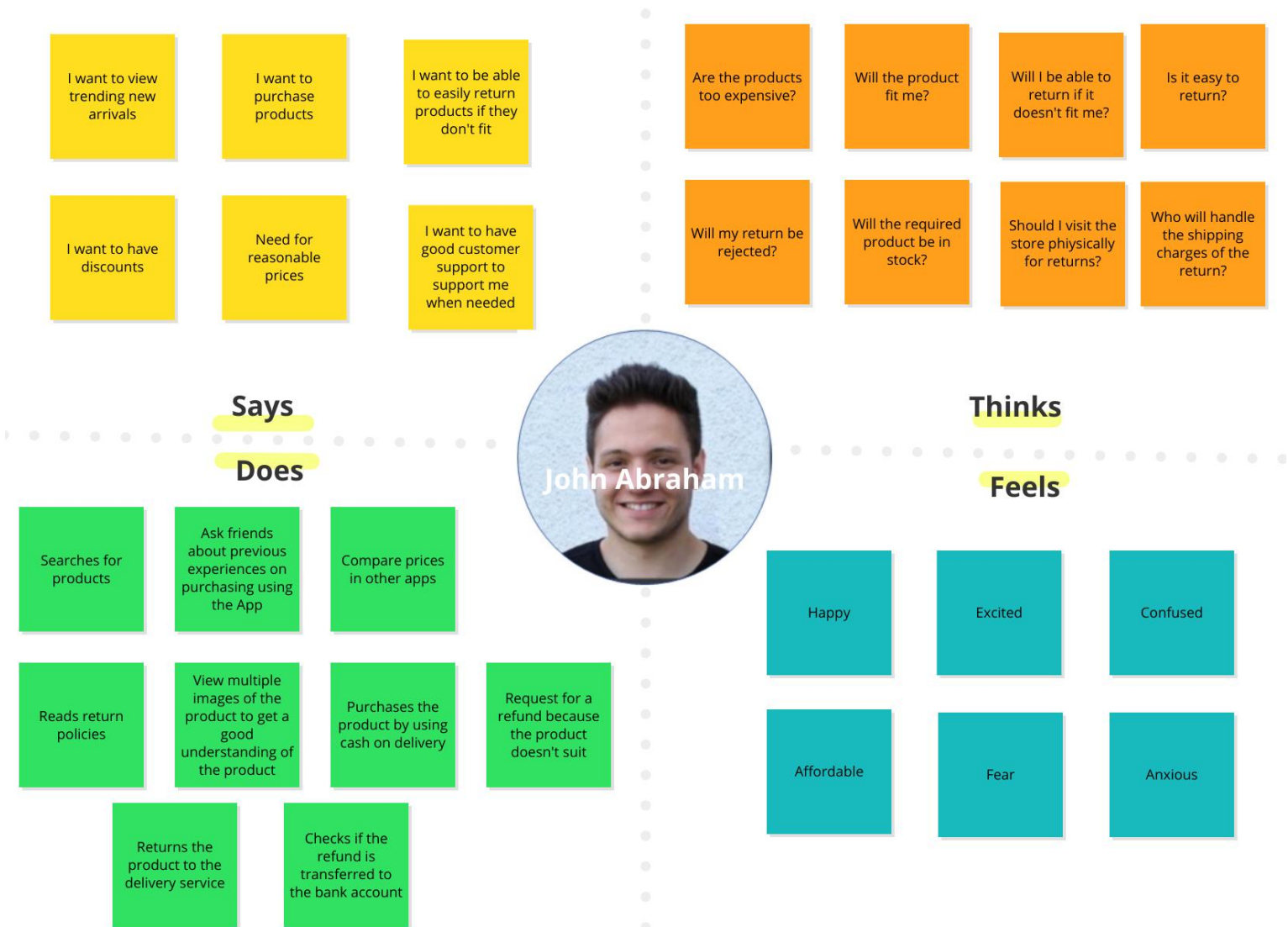



Channels

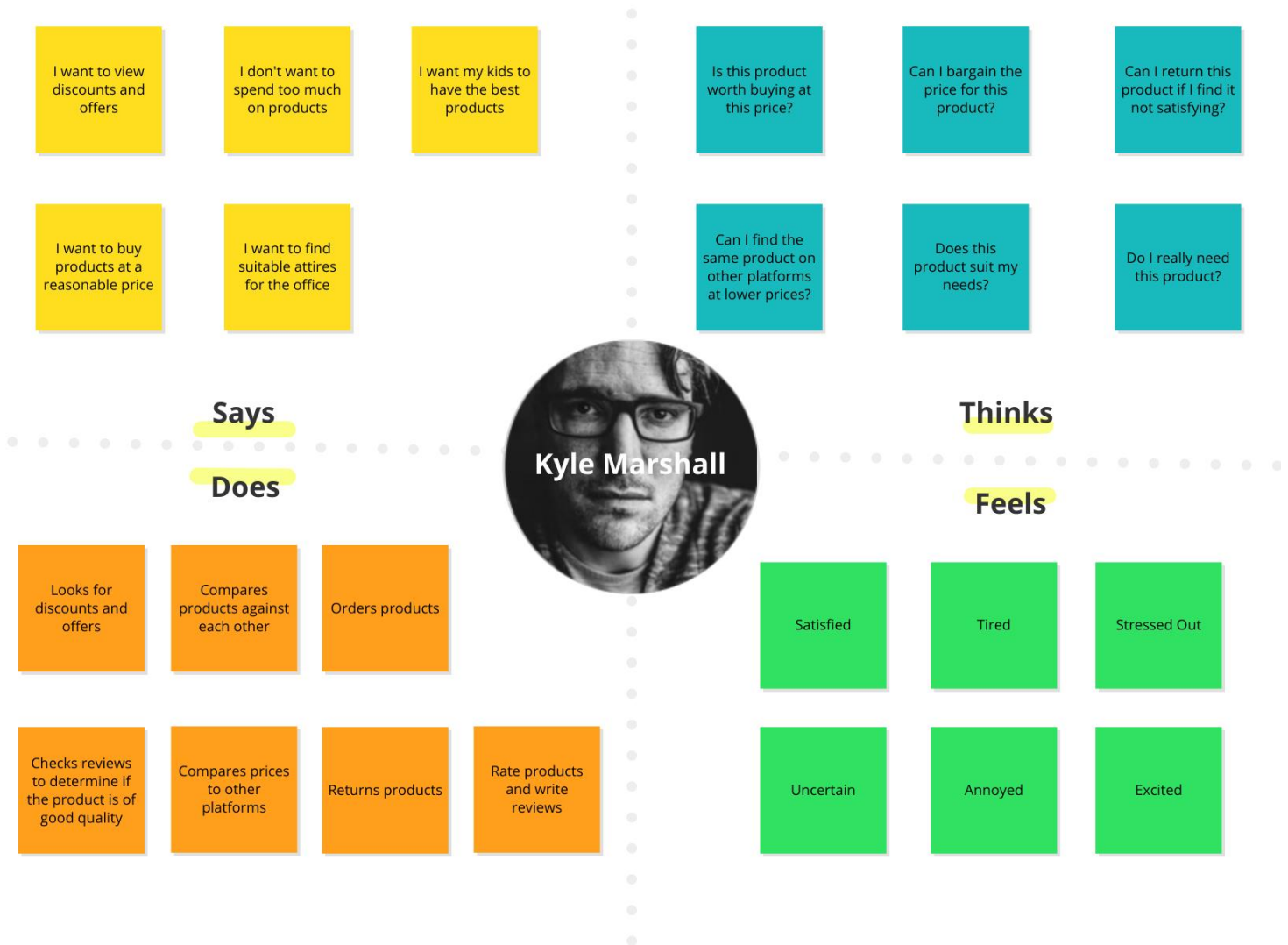




B. Empathy Maps

1. IT19155944



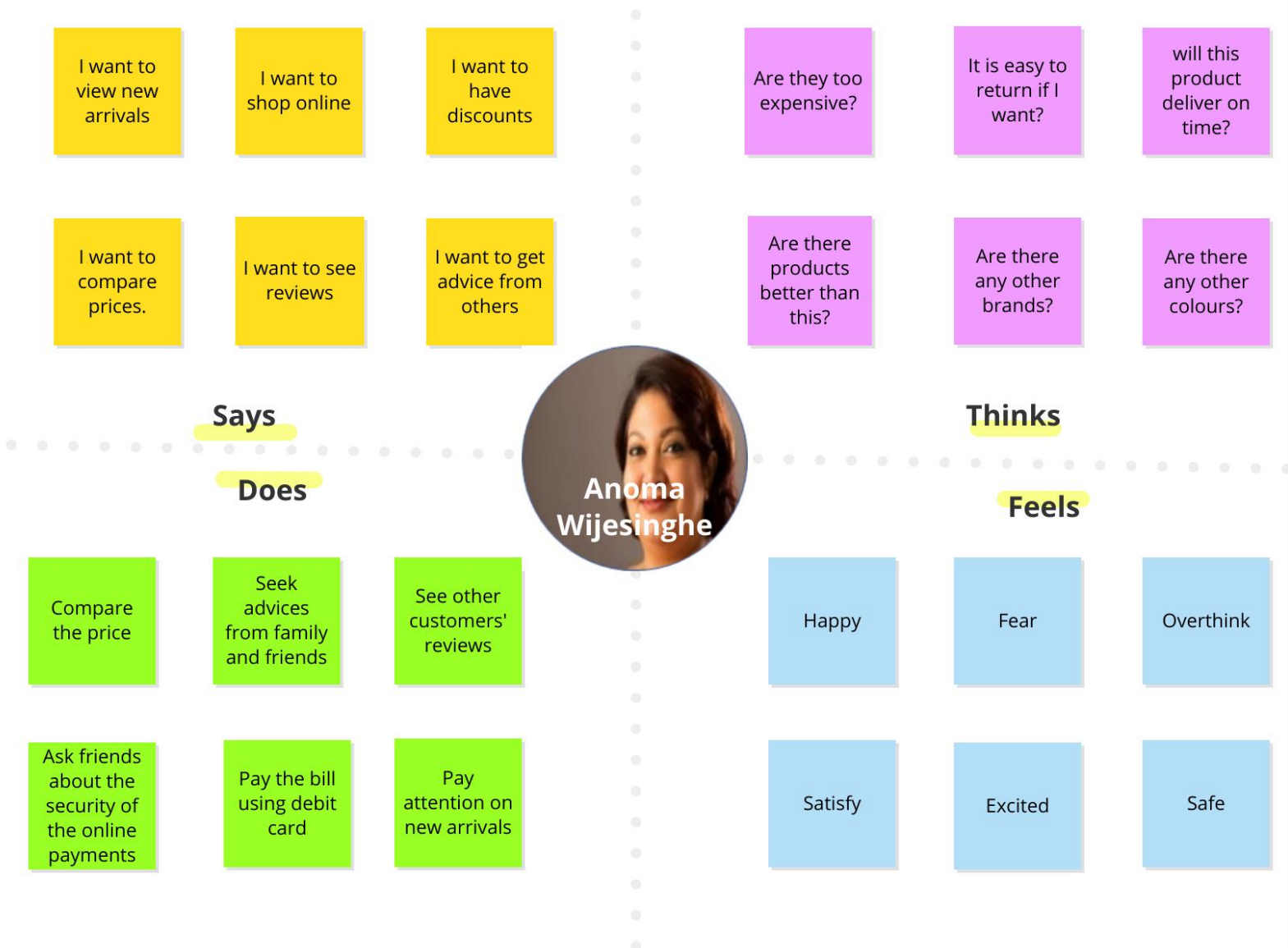
2. IT19140544



3. IT19170244



4. IT19168500



C. User Stories

1. IT19140544

Title: Customer Signs Up to the Application

As a customer

I want to sign up to the application

So that I can view products and purchase them

Scenario A: User should confirm their email

Given that they have provided a valid email

When the user enters their details

Then the user is navigated to the registration successful screen

2. IT19155944

Title: Customer Purchases a Product

As a customer

I want to purchase clothes

So that I can wear them to my office

Scenario A: Customer adds products to the cart and click Place Order

Given that the checkout page will be displayed

When the customer enters their details and payment information

Then the order is placed successfully and the customer is navigated to the order success screen

3. IT19170244

Title: Customer views brands

As a customer

I want to view all the brands and their products

So that I can buy branded products

Scenario A: Customer clicks the brands options

Given that the brands will be displayed

When the customer selects a brand

Then the products in that brand will be displayed

4. IT19168500

Title: Customer views offers

As a customer

I want to view offers

So that I can purchase items at a discounted price

Scenario A: Customer clicks on an offer

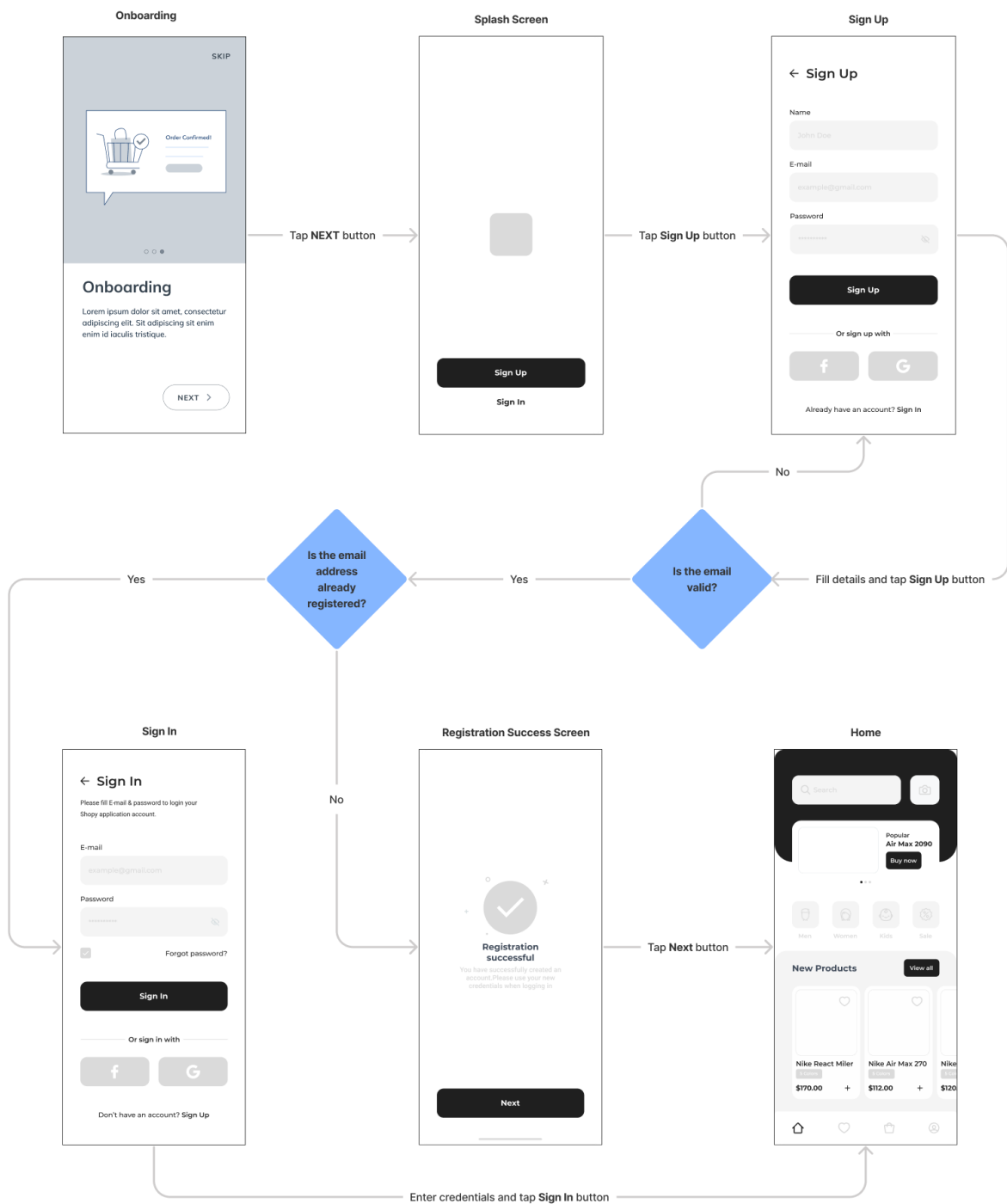
Given that the offer conditions will be displayed

When the customer purchases a product with an offer

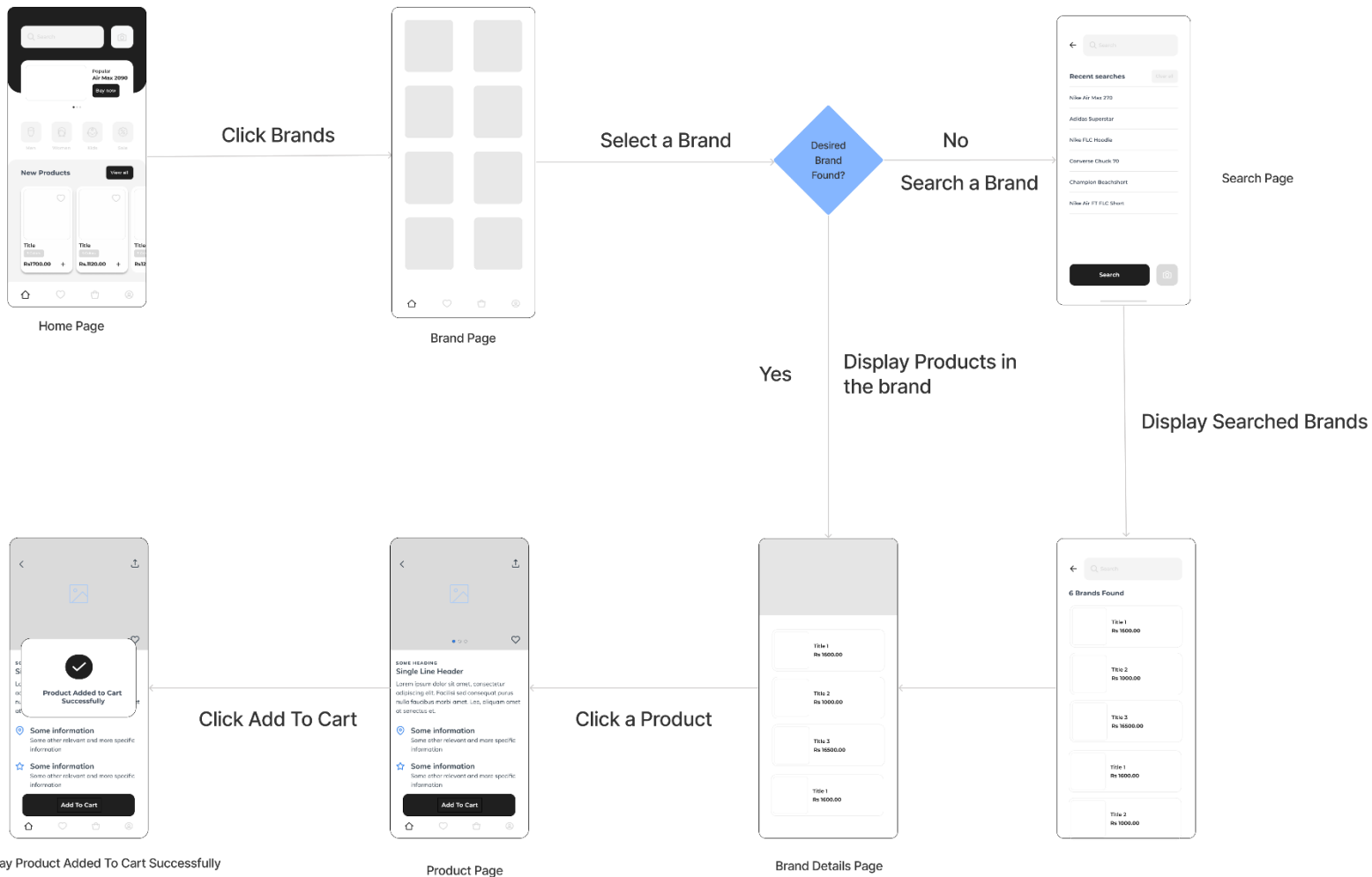
Then the discount will be automatically applied.

D. User flows

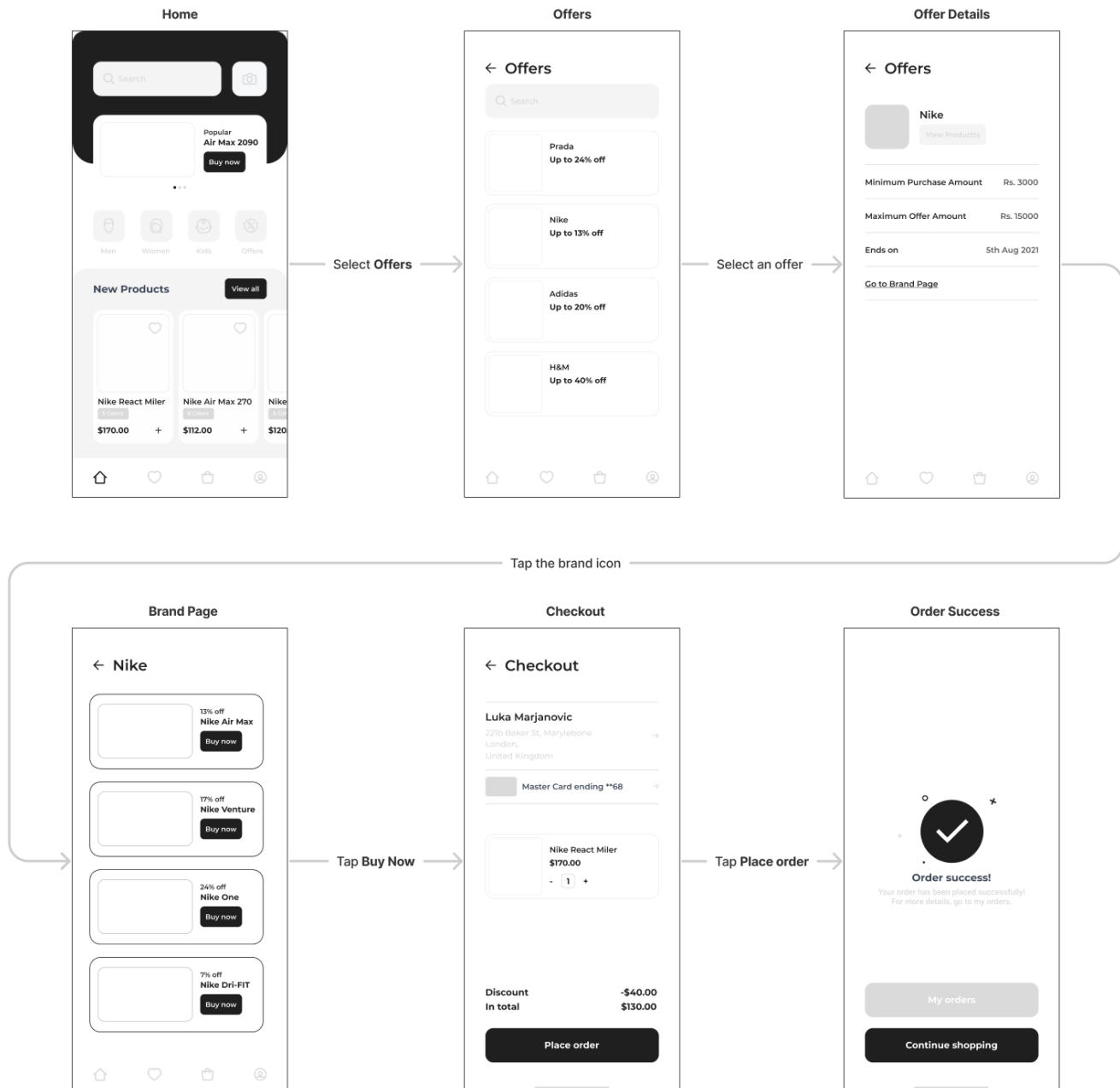
1. Sign Up – IT19140544



2. Viewing Brands and its Products – IT19170244



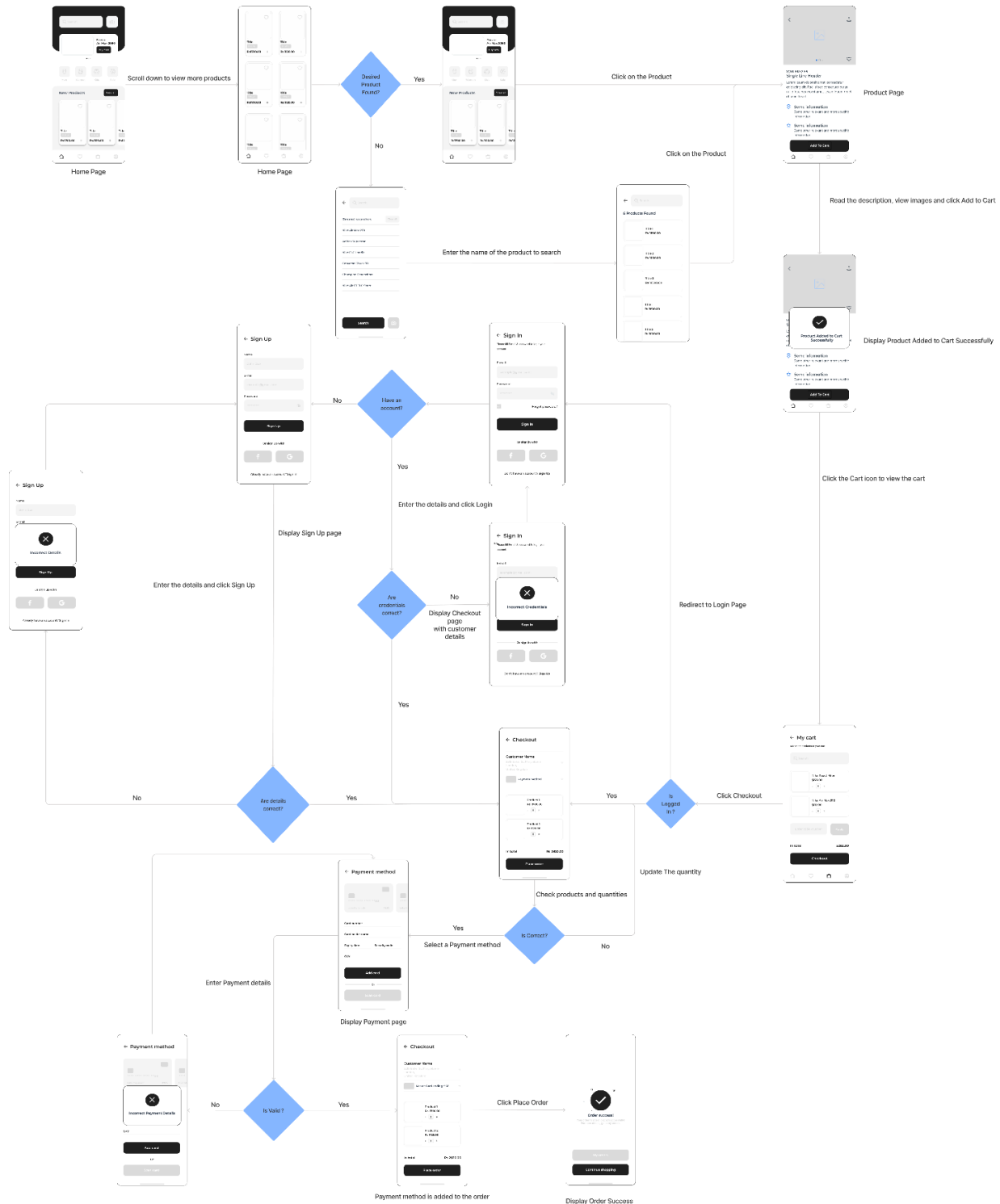
3. View Offers – IT19168500



4. Purchasing a Product – IT19155944

Note- If the diagram is not clear please use the following link to access the diagram

<https://drive.google.com/file/d/169OyBejFXtTAhU7jKlryThs-g71pDAUa/view?usp=sharing>



E. Service Blueprint

