

## Lab Practical 03 - Identify user groups

Your group has selected a mobile app and investigate during lab practical 2. Now you are going to identify different user groups for the selected Mobile app.

1. Draw following models to get a clear understand of user groups and their needs.

### Persona(s) – *04 personas from a group*

Personas are fictional characters, which you create based on your research to represent the different user types that might use your service, product, site, or brand in a similar way.

Creating personas will help you to understand your users' needs, experiences, behavior, and goals. Creating personas can help you step out of yourself. It can help you to recognize that different people have different needs and expectations, and it can also help you to identify with the user you are designing for. Personas make the design task at hand less complex, they guide your ideation processes, and they can help you to achieve the goal of creating a good user experience for your target user group.

As opposed to designing products, services, and solutions based upon the preferences of the design team, it has become standard practice within many human centered design disciplines to collate research and personify certain trends and patterns in the data as personas. Hence, personas do not describe real people, but you compose your personas based on real data collected from multiple individuals. Personas add the human touch to what would largely remain cold facts in your research. When you create persona profiles of typical or atypical (extreme) users, it will help you to understand patterns in your research, which synthesizes the types of people you seek to design for. Personas are also known as model characters or composite characters.

#### Visit

- <https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>
- <https://uxpressia.com/blog/how-to-create-persona-guide-examples>

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### Empathy map(s) – 04 Empathy maps from a group

As UX professionals, it is our job to advocate on behalf of the user. However, to do it, not only must we deeply understand our users, but we must also help our colleagues understand them and prioritize their needs. Empathy maps, widely used throughout agile and design communities, are a powerful, fundamental tool for accomplishing both.

Definition: An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users to

1) create a shared understanding of user needs, and 2)  
aid in decision making.

Visit:

<https://www.nngroup.com/articles/empathy-mapping/>

### User stories – 04 User stories from a group

User stories are short, simple descriptions of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system. User stories are part of an agile approach that helps shift the focus from writing about requirements to talking about them. All agile user stories include a written sentence or two and, more importantly, a series of conversations about the desired functionality.

Visit:

- <https://www.visual-paradigm.com/scrum/3c-and-invest-guide/>
- <https://www.visual-paradigm.com/guide/agile-software-development/what-is-userstory/>

### User flow(s) - 04 User flows from a group

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There are many different pathways a user can take when interacting with a product. A user flow is a visual representation, either written out or made digitally, of the many avenues that can be taken when using an app or website. The flowchart begins with the consumer's entry point on the product, like an onboarding screen or homepage, and ends with the final action or outcome, like purchasing a product or signing up for an account. Depicting this process allows designers to evaluate and optimize the user experience and therefore increase client conversion rates.

Visit:

- <https://careerfoundry.com/en/blog/ux-design/what-are-user-flows/>

### **Service Blueprint(s) – 01 Service Blueprint from a group**

Service design is the activity of planning and organizing a business's resources (people, props, and processes) in order to

- (1) directly improve the employee's experience, and
- (2) indirectly, the customer's experience. Service blueprinting is the primary mapping tool used in the service design process.

A service blueprint is a diagram that visualizes the relationships between different service components — people, props (physical or digital evidence), and processes — that are directly tied to touchpoints in a specific customer journey. Think of service blueprints as a part two to customer journey maps. Like customer-journey maps, blueprints are instrumental in complex scenarios spanning many service-related offerings. Blueprinting is an ideal approach to experiences that are omnichannel, involve multiple touchpoints, or require a cross functional effort (that is, coordination of multiple departments). A service blueprint corresponds to a specific customer journey and the specific user goals associated to that journey. This journey can vary in scope. Thus, for the same service, you may have multiple blueprints if there are several different scenarios that it can accommodate. For example, with a restaurant business, you may have separate service blueprints for the tasks of ordering food for takeout versus dining in the restaurant.


Service blueprints should always align to a business goal: reducing redundancies, improving the employee experience, or converging siloed processes.

Visit:

- <https://www.nngroup.com/articles/service-blueprints-definition/>

### Mobile App

#### A. Create Persona(s)



**Nishanthi Sadaleka**  
House Wife

Age: 40  
Town: Colombo  
Job: House Wife  
Living with family

**Bio**  
Personal information

Live with her family in colombo. Currently works as a housewife. Looking for a cookery app to learn new recipes since she has no big ideas about how to make traditional foods. And also she has an interest in making foods in other countries.

**Tech**  
Technical Knowledge

Online shopping ★★★★★

Internet ★★★★★

App ★★★★★

Early adopter ★★★★★

**Wants and Needs**  
Career Requirements

Wants to learn about new foods and how to make them that are trending in social media.

Wants a way to spend time as she always in house during covid season

Want to make new foods for children

**Goals**  
Future Plans and Goals

Wants to make new foods for the birthdays of children

Wants to make new foods in every weekends

Wants to do a self job in making foods and delivering them


**Frustrations**  
Personal hates

No much ideas to make new foods

No much ideas about the ingredients to make a food

Don't know how to prepare traditional foods

2 - IT19121048 - Ekanayake E.M.S.G.



**Mary Morstan**  
Intern Chef at ABC Hotel

Mary Morstan  
Intern chef at ABC hotel.  
Single  
Colombo, Sri Lanka  
Roaming.

**Bio**  
Personal information

I'm Mary Morstan, Currently following intern at ABC Hotel. I live in Colombo , Sri Lanka, Im 22 years old and living with my parent. I would like to learn and master cooking skills in depth, Which then ultimately help me to enhanced my career

**Wants and Needs**  
Personal information

Someone to teach me traditional and Sri lankan recipes. I want to open an open restaurant with the help of my friends.

Start a youtube channel, That helps others to cook.

**Offline Resources**  
Personal information

Recipe books provided by the course. Getting help from friends and mom. Articles from the newspapers and books.

**Goals**  
Future Plans and Goals

To deliver the best possible recipes to customers.

Find online materials that help me to learn to cook.


Compete with other fellow chefs. Love to cook with others. Together.

**Frustrations**  
Personal information

Online recipes are not contiguous. Not enough details regarding traditional Sri lankan foods.

Hard get promoted into a working chef.

1 - IT19086408 – Anawaratne M.A.N.A.



**Nathasha Silva**  
Undergraduate Girl

Nathasha Silva  
Age - 19  
Town: Malabe  
Job: Undergraduate student

**Bio**  
Personal information

Live in a rented boarding house, with her friend.  
Studies in a campus. After a long day of studying she likes to learn new recipes.  
Her hobby is cooking new recipes and uploads photos on instagram.

**Tech**  
Technical Knowledge

Online shopping ★★★★★

Internet ★★★★★

Social Media ★★★★★

Early adopter ★★★★★

**Wants and Needs**  
Career Requirements

I want to learn new recipes and cook those in my leisure time.

I want to make trending recipes and uploads images on instagram.

**Goals**  
Future Plans and Goals

Want to make new foods in leisure time.

Want to make trending food and upload on instagram and like to get feedback.


Want to improve cooking skills and start youtube channel for publish the recipes.

**Frustrations**  
Personal hates

No much ideas how to make trending foods

Even though know how to make some recipes but no idea about the tips to make the recipe properly.

3 - IT19099514 - Chandrasena T.K.T.A



**Amila Prasad**  
Student

Amila Prasad  
21  
Awissawella  
student  
Living with parents

**Bio**  
Personal information

I live with my parents and I'm learning to be a chef at William Angliss Institute at SLIIT. I always wanted to be a chef and I really like to serve people with good food and I like to create new foods and learn new types of food recipes.

**Tech**  
Technical Knowledge

Online shopping ★★★★★

Internet ★★★★★

Social Media ★★★★★

Early adopter ★★★★★

**Offline Resources**  
Resources

Getting help from Teachers, Friends and Parents.

Recipe books and articles

**Goals**  
Future Plans and Goals

I want to be a great chef.

I like to make my family happy during special occasions by serving them delicious foods.

I would like to start a restaurant so that I can serve people with my food.

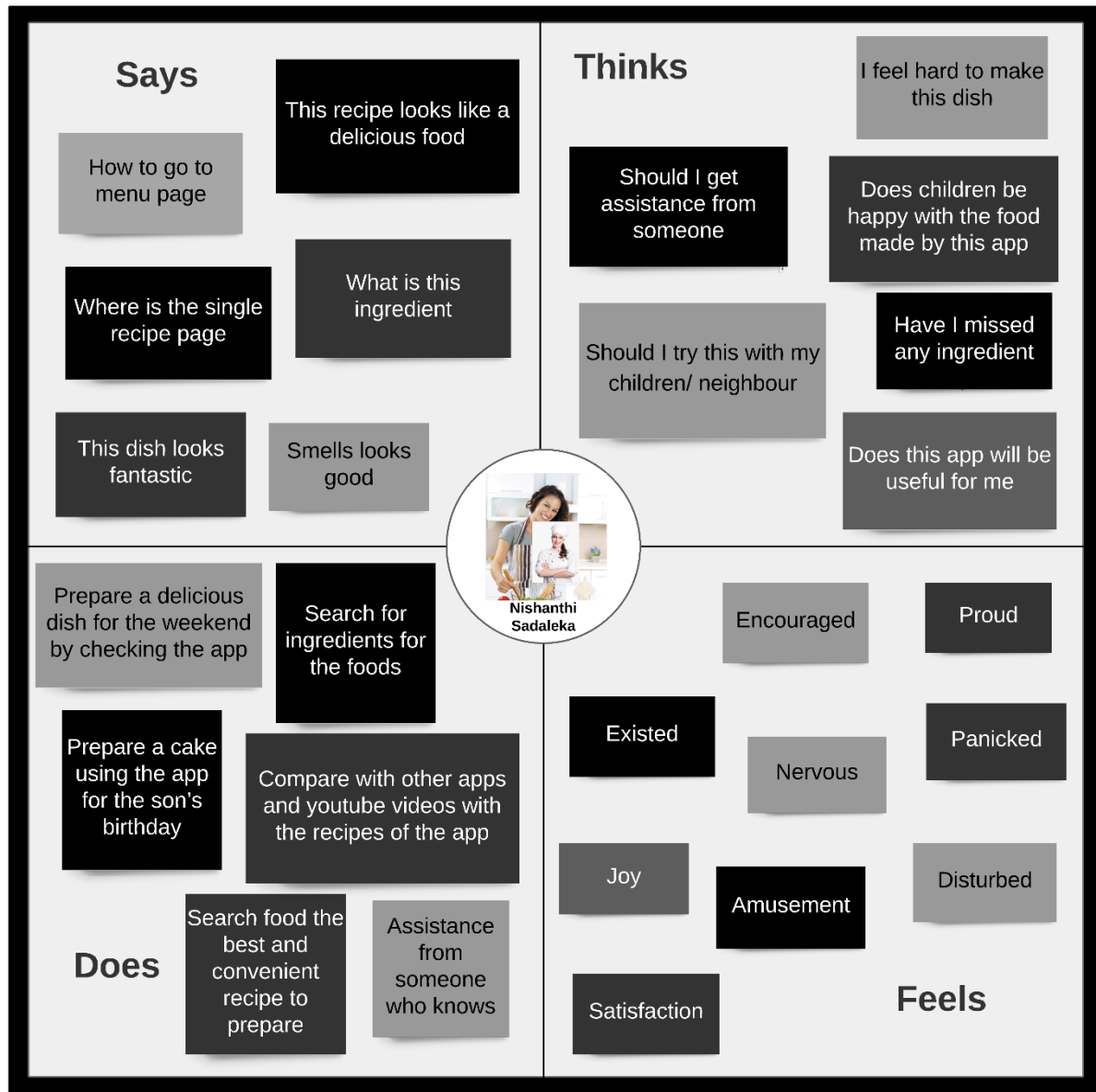
**Frustrations**  
Personal hates

I don't like to connect to the internet every time I try to get recipe data.

I don't like long recipe descriptions.

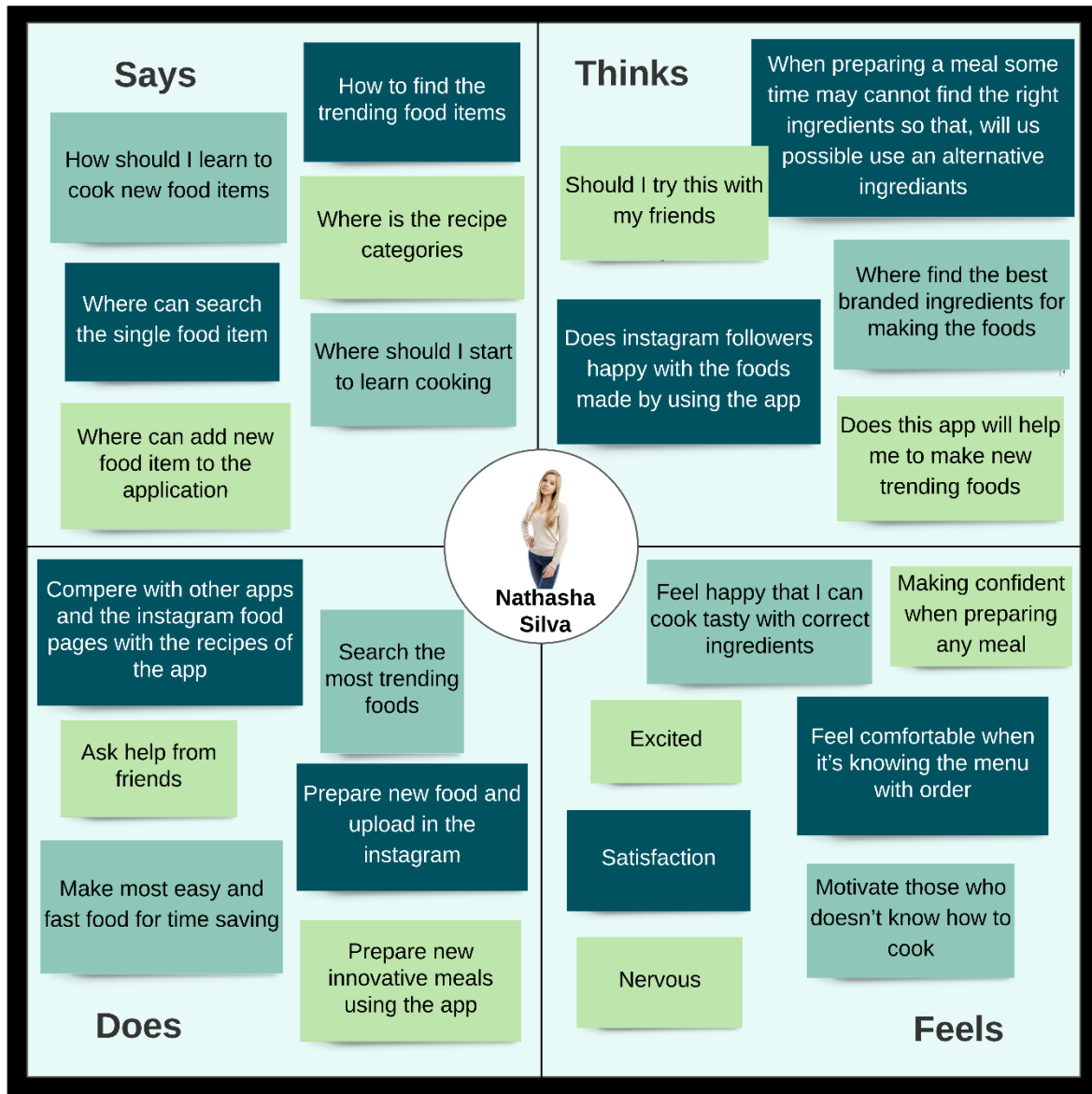
4 - IT19104690 - Nandana G.M.D.

*B. Empathy map(s)*

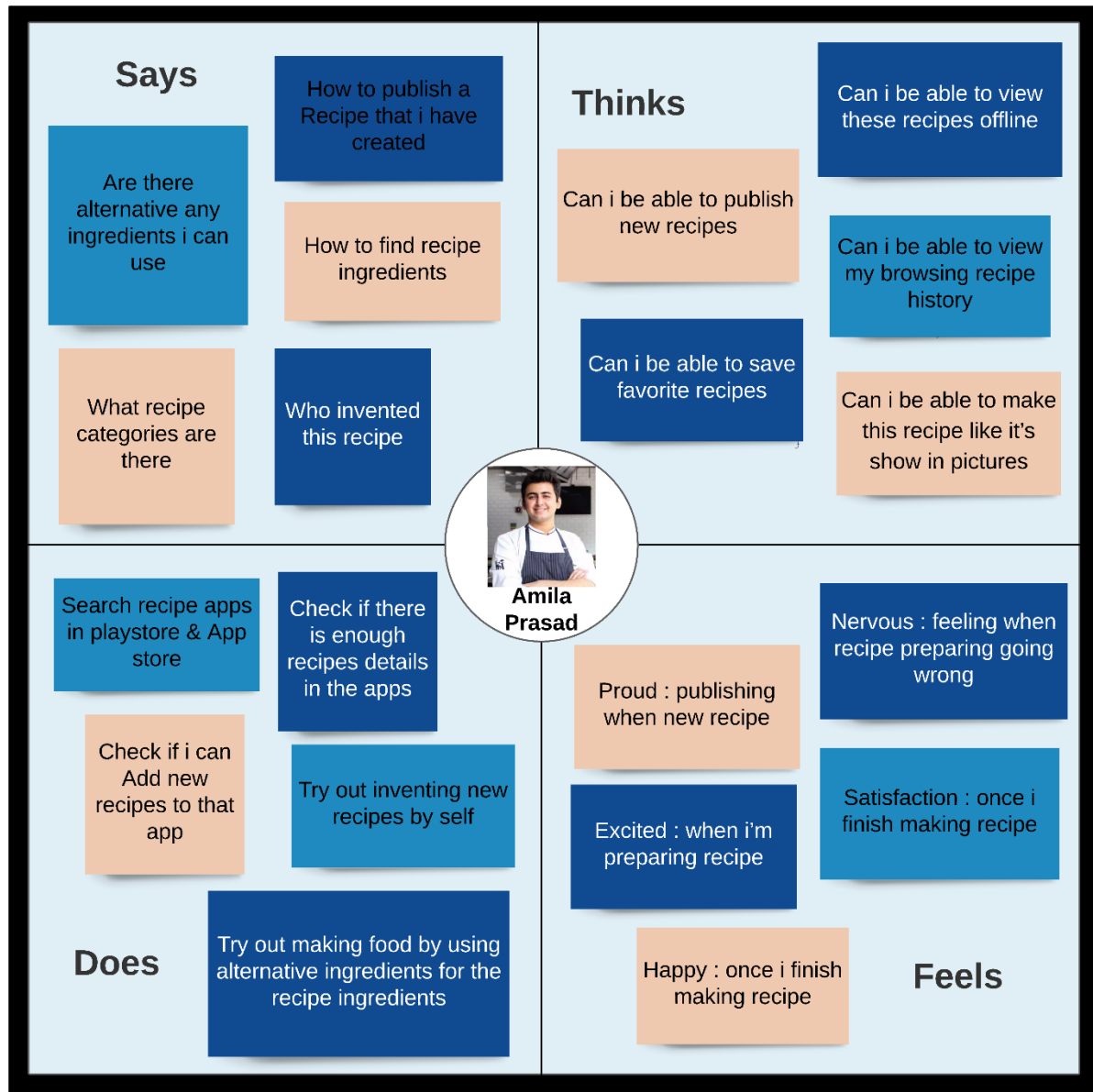












*D. User stories*

IT19121048 - Ekanayake E.M.S.G.

- **As a User,**  
**I should** be able to view Recipe details  
**So that** I can get relevant ingredients and recipe instructions.

IT19086408 – Anawaratne M.A.N.A.

- **As a user**  
**I should be able to** easily navigate through categories  
**so that** it is easier to distinguish food items.

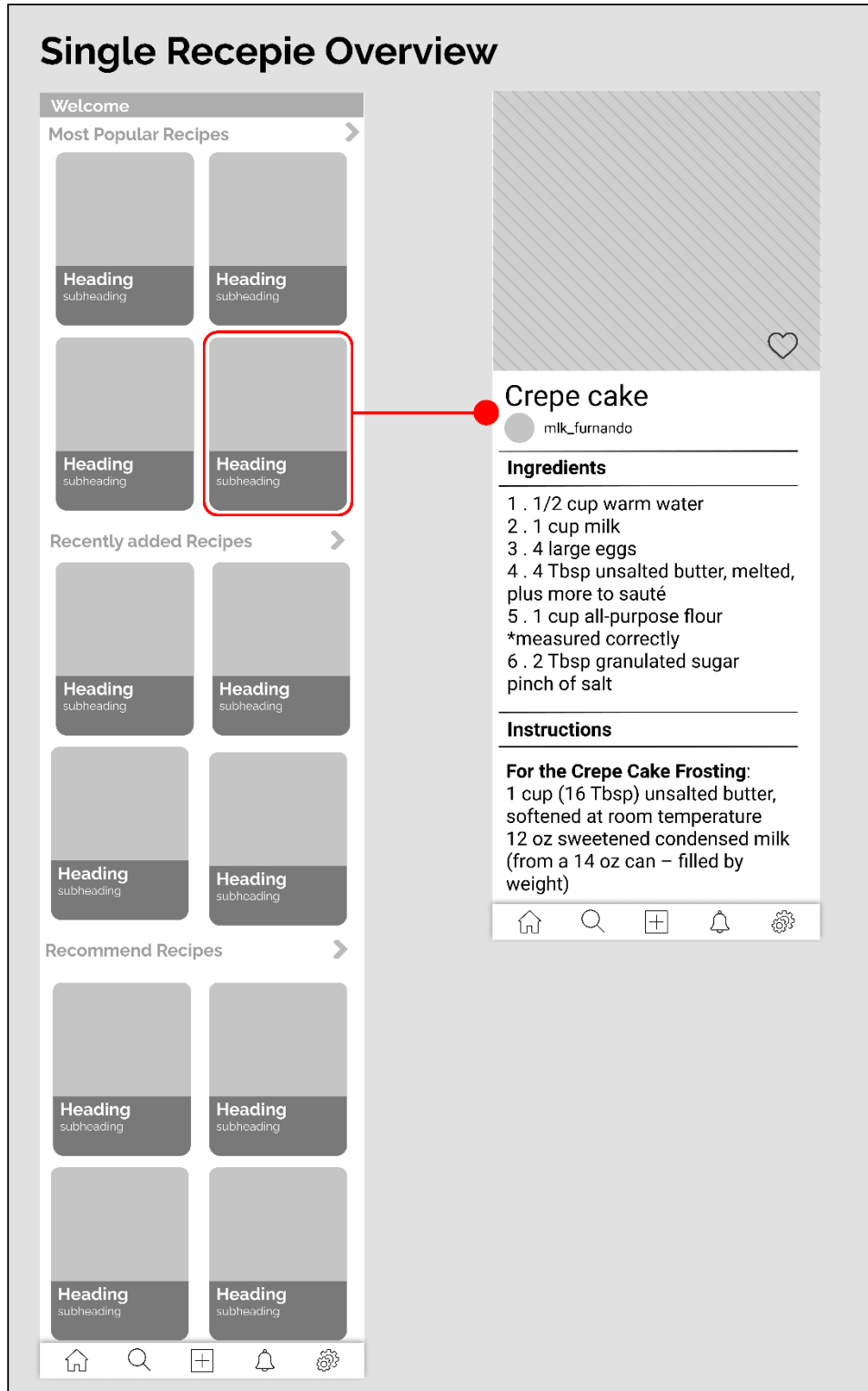
IT19104690 - Nandana G.M.D.

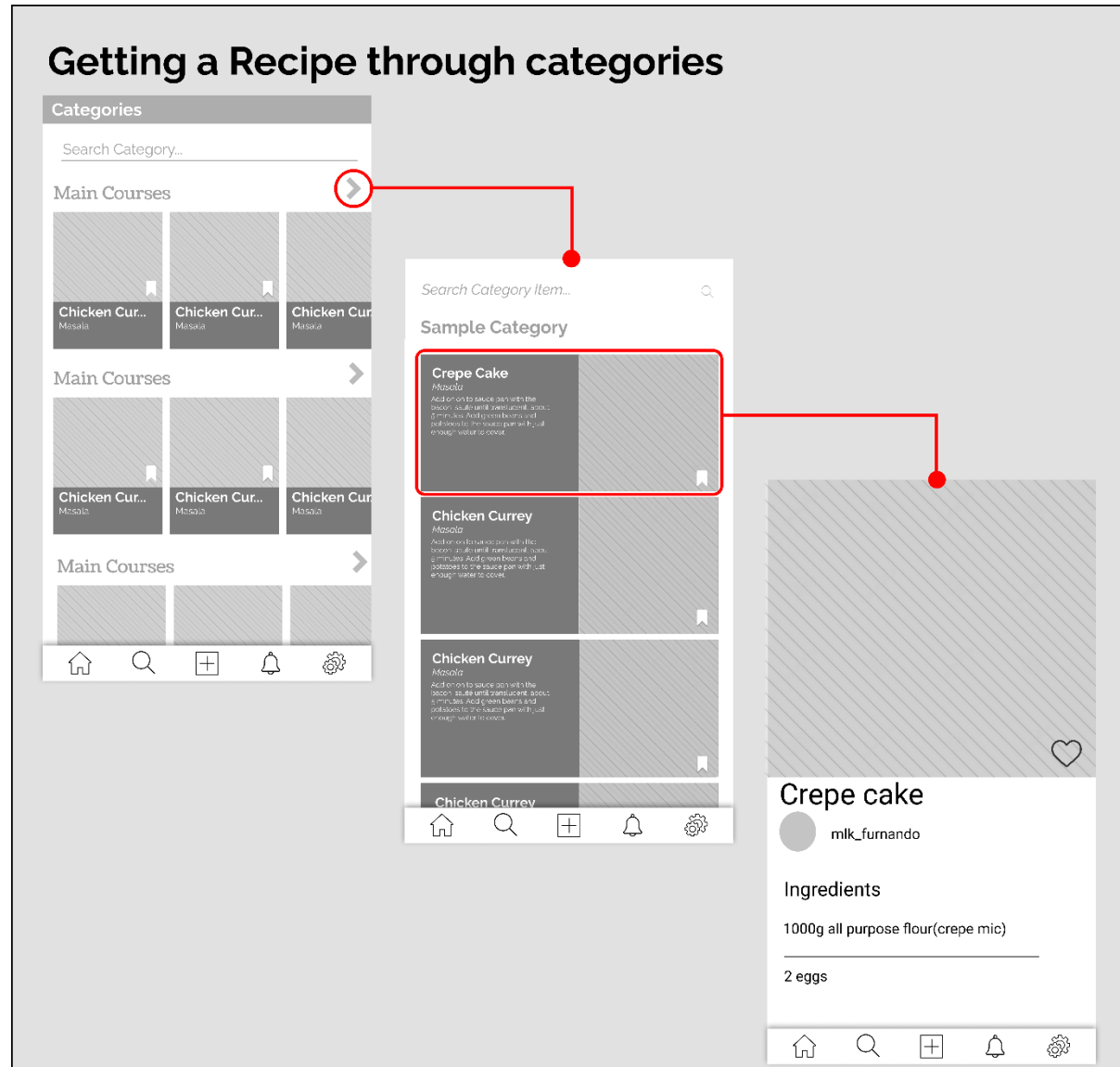
- **As a User,**  
**I should** be able to publish new Recipes  
**So that** I can share my recipes with other people

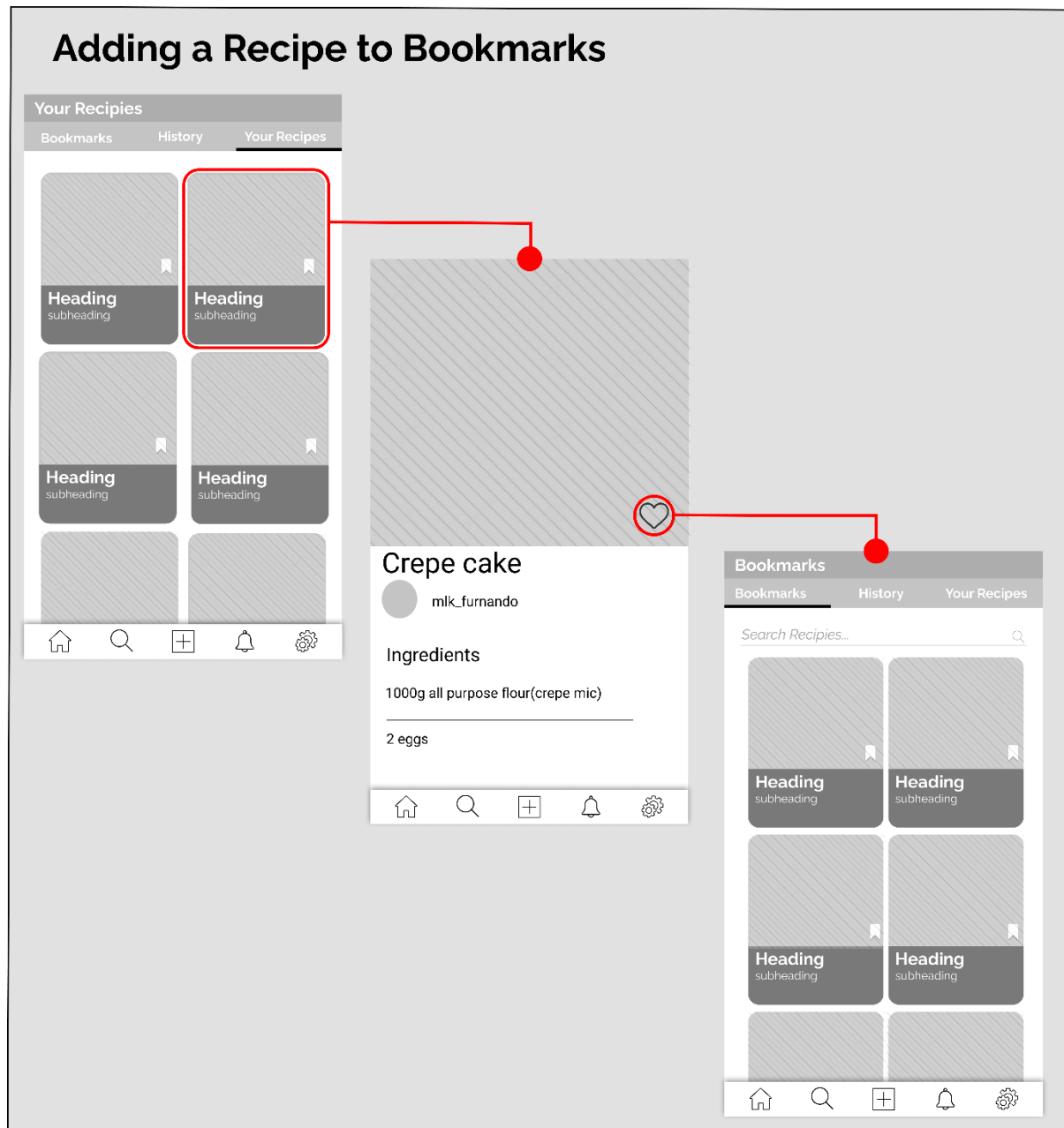
IT19099514 - Chandrasena T.K.T.A

- **As a user**  
**I should be able to** Bookmark a Recipe  
**so that** I can easily  
find the important  
recipes

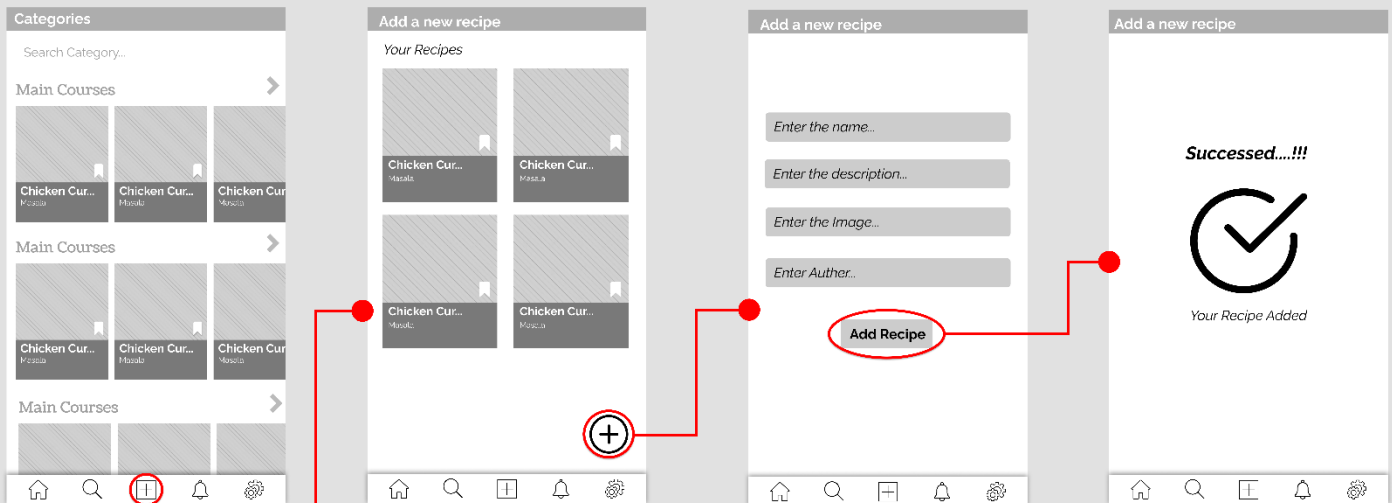
*E. Identify user flow(s)*







**User adding a Recepie to system flow**





*F. Service Blueprint(s) - Next  
Page*

