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-youshould-use-them

- https://uxpressia.com/blog/how-to-create-persona-guide-examples

![SLIIT logo] **SLIIT**
Discover Your Future

BSc (Hons) in Information Technology
Software Engineering – Year 3
Lab sheet 03

IT3050 – User Experience Engineering   **Semester 2, 2021**

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*

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)*

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 Knowladge

Online shopping ★★★★★
Internet ★★☆☆☆
App ★★☆☆☆
Early adopter ★★☆☆☆

Nishanthi Sadaleka
House Wife

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

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

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

Bio
Personal information

Currently working in the intern....

Wants and Needs
Personal information

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

Start a youtube channel, That helps others to cook.

Mary Morstan
Intern Chef at ABC Hotel

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

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.

2 - 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 Knowladge

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 Prasadh
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 Knowladge

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.

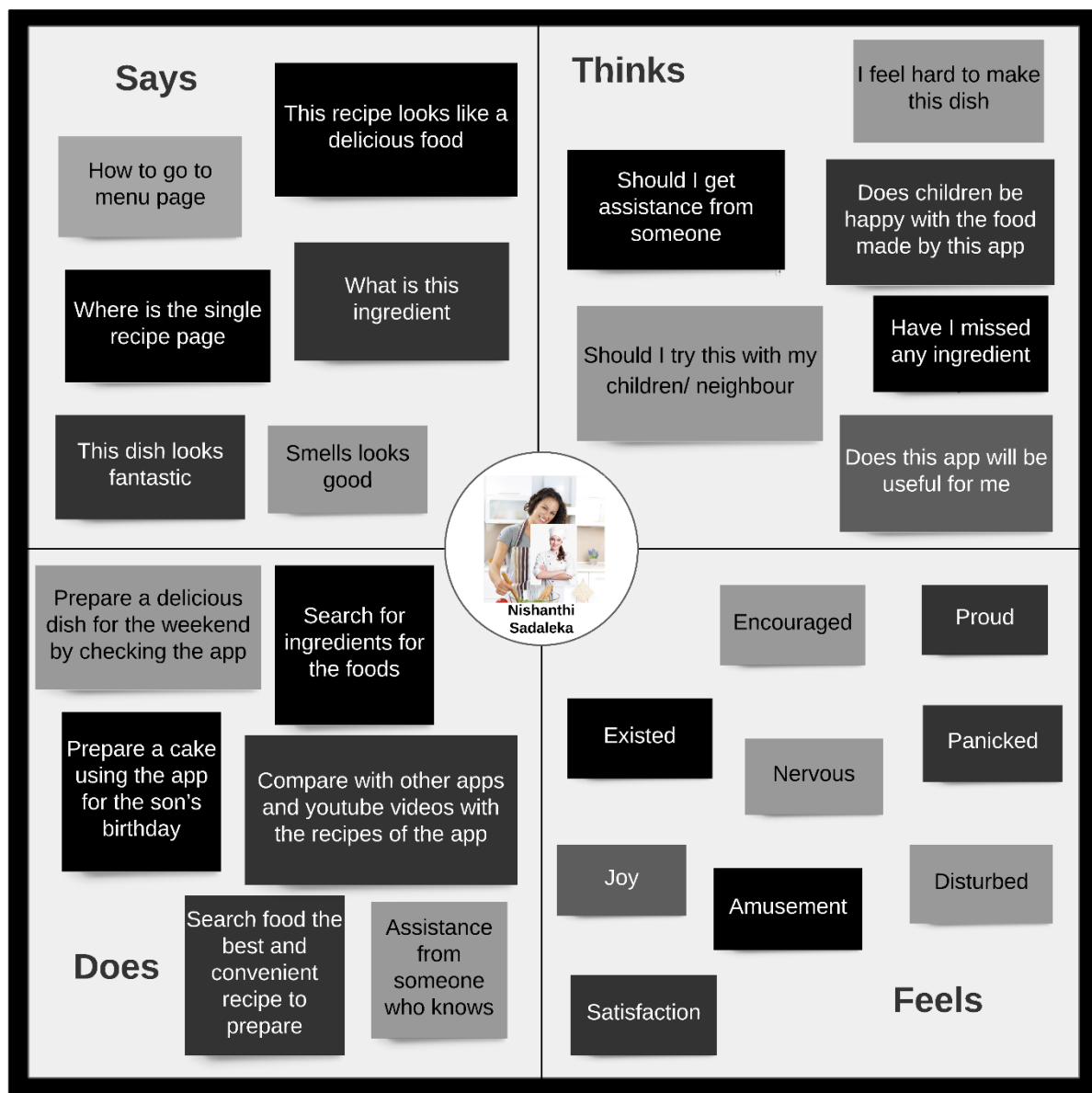I would like to start a restaurant so that I can serve people with my food.

Frustrations
Personal hates

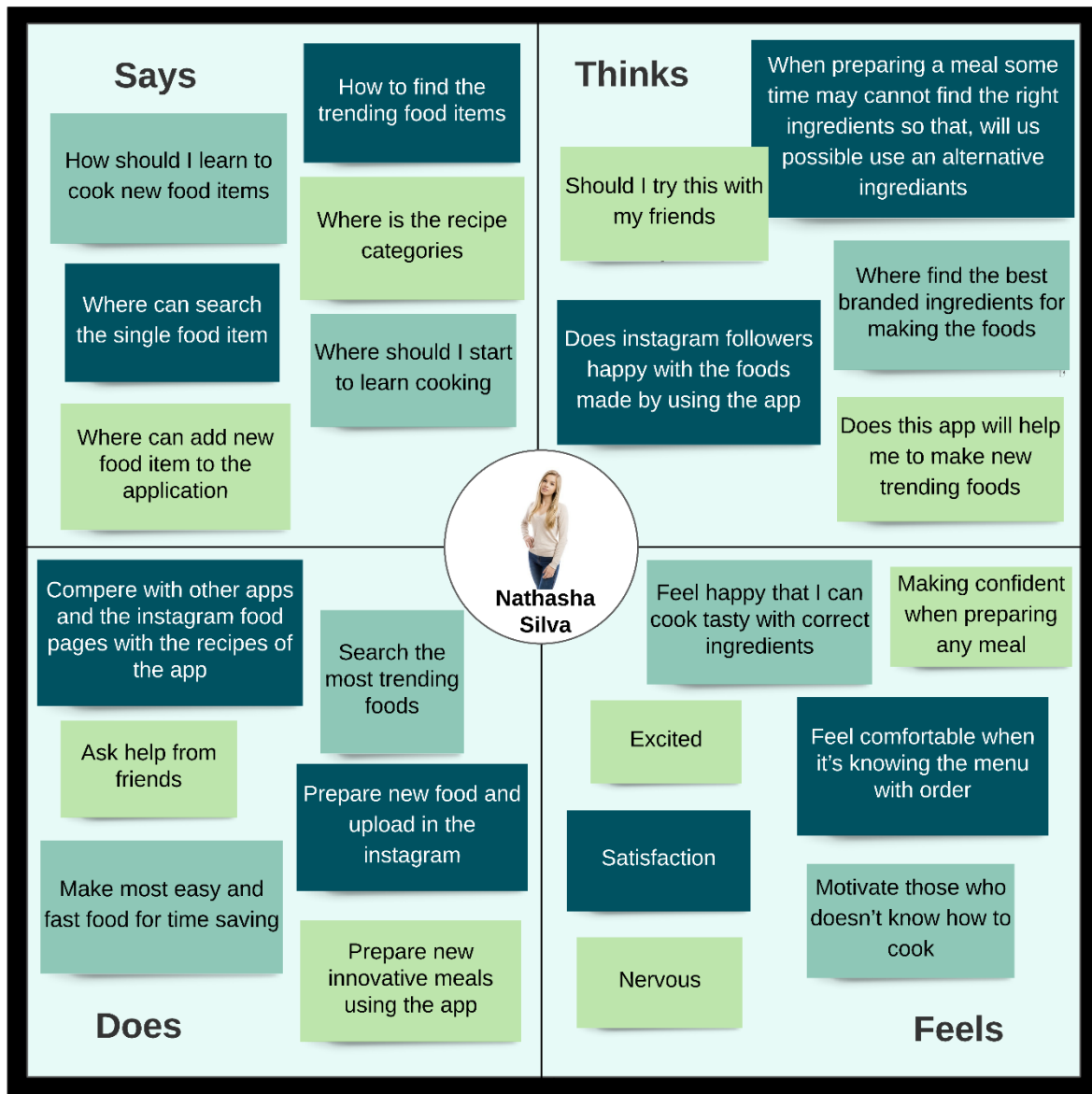I don't like to connect to the internet every time I try to get recipe data.

I don't like long recipe descriptions.

4 - IT19104690 - Nandana G.M.D.

B. *Empathy map(s)*

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

6 - IT19086408 – Anawaratne M.A.N.A.

Says

How to find the trending food items

How should I learn to cook new food items

Where is the recipe categories

Where can search the single food item

Where should I start to learn cooking

Where can add new food item to the application

Thinks

When preparing a meal some time may cannot find the right ingredients so that, will us possible use an alternative ingrediants

Should I try this with my friends

Where find the best branded ingredients for making the foods

Does instagram followers happy with the foods made by using the app

Does this app will help me to make new trending foods

Nathasha Silva

Does

Compere with other apps and the instagram food pages with the recipes of the app

Search the most trending foods

Ask help from friends

Prepare new food and upload in the instagram

Make most easy and fast food for time saving

Prepare new innovative meals using the app

Feels

Feel happy that I can cook tasty with correct ingredients

Making confident when preparing any meal

Excited

Feel comfortable when it's knowing the menu with order

Satisfaction

Motivate those who doesn't know how to cook

Nervous

7 - IT19099514 - Chandrasena T.K.T.A

Says

How to publish a Recipe that i have created

Are there alternative any ingredients i can use

How to find recipe ingredients

What recipe categories are there

Who invented this recipe

Thinks

Can i be able to view these recipes offline

Can i be able to publish new recipes

Can i be able to view my browsing recipe history

Can i be able to save favorite recipes

Can i be able to make this recipe like it's show in pictures

Amila Prasad

Search recipe apps in playstore & App store

Check if there is enough recipes details in the apps

Check if i can Add new recipes to that app

Try out inventing new recipes by self

Does

Try out making food by using alternative ingredients for the recipe ingredients

Nervous : feeling when recipe preparing going wrong

Proud : publishing when new recipe

Satisfaction : once i finish making recipe

Excited : when i'm preparing recipe

Happy : once i finish making recipe

Feels

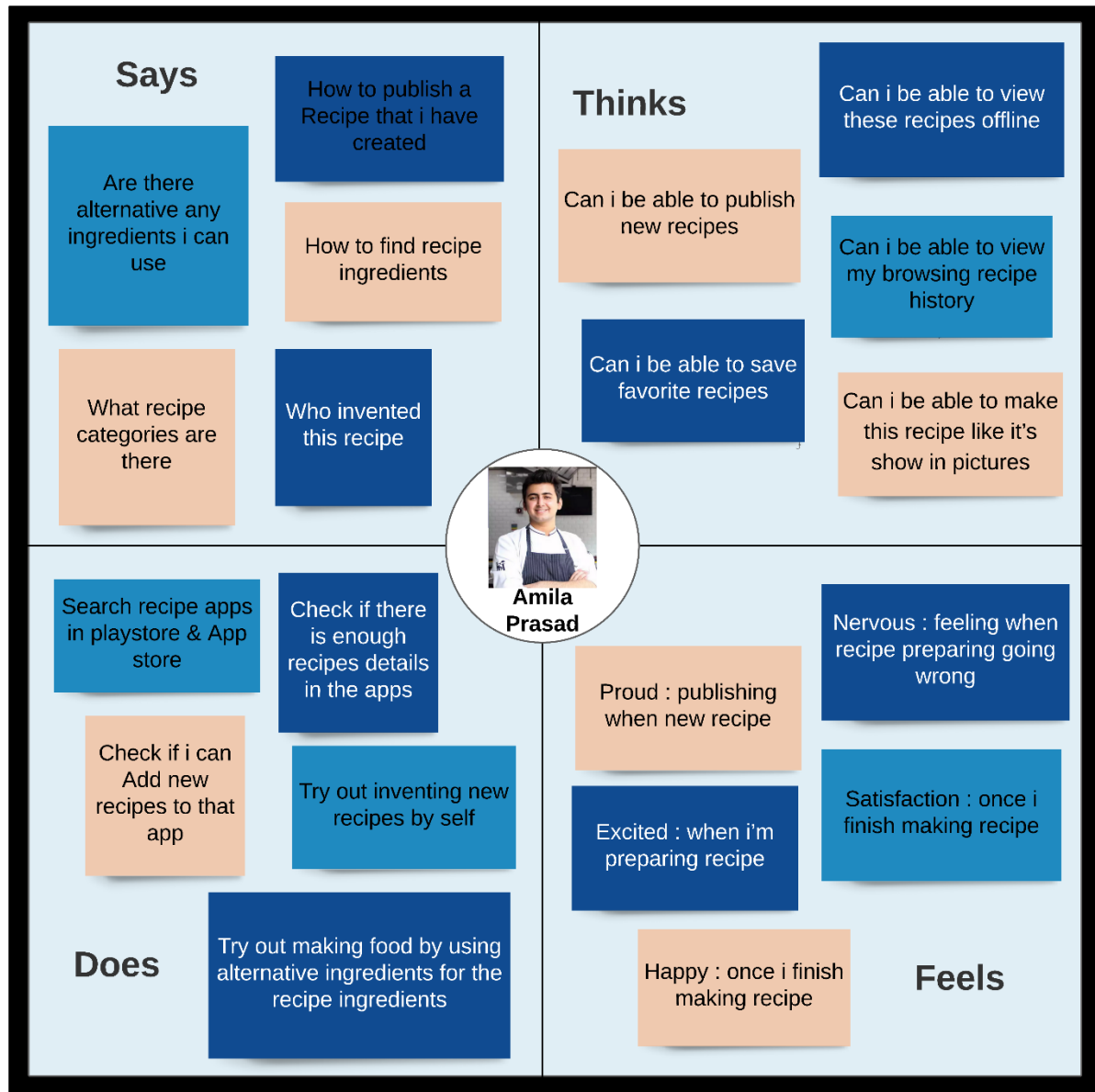*8 - IT19104690 - Nandana G.M.D.*

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
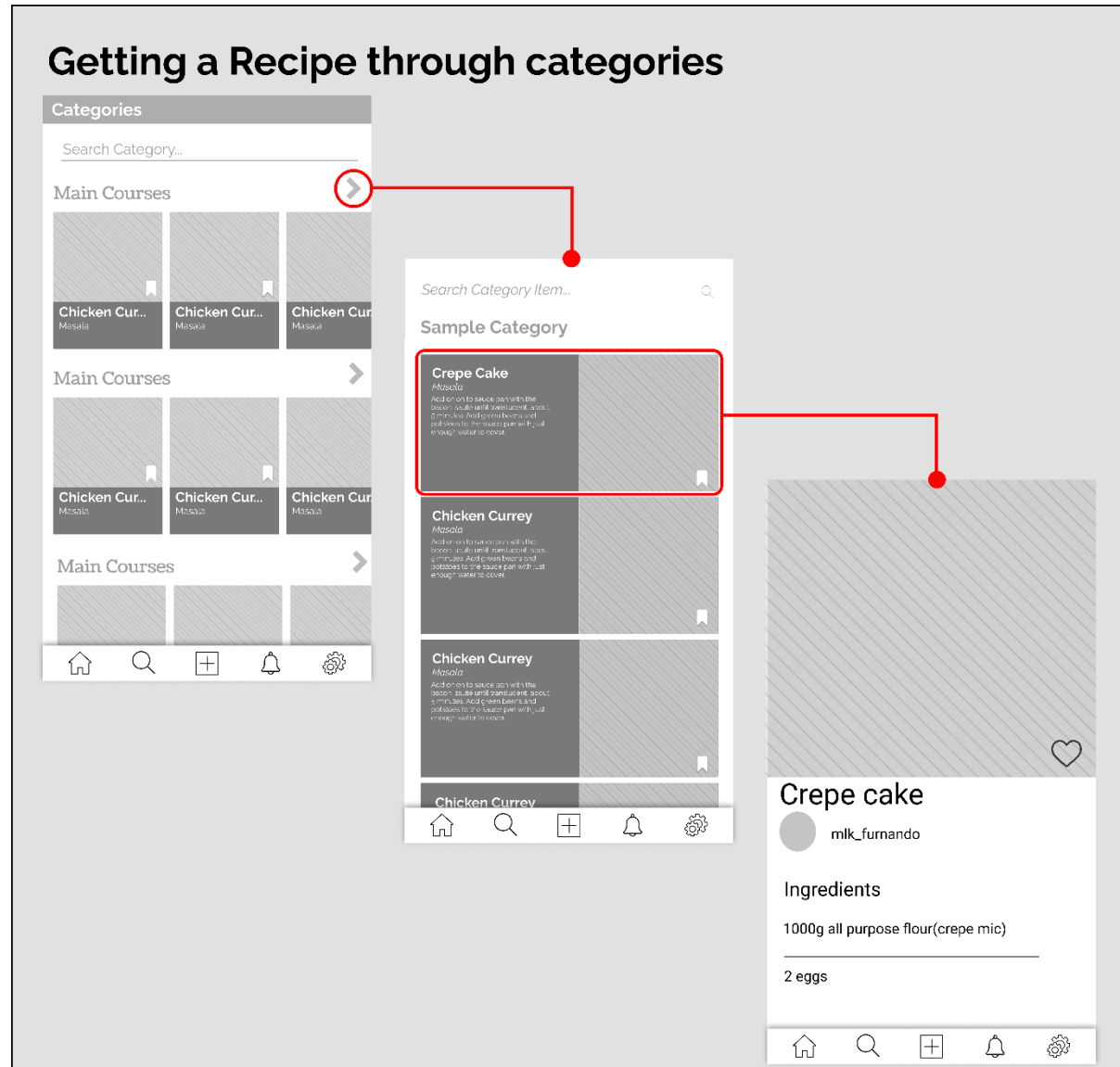 **So that** I can share my recipes with other people
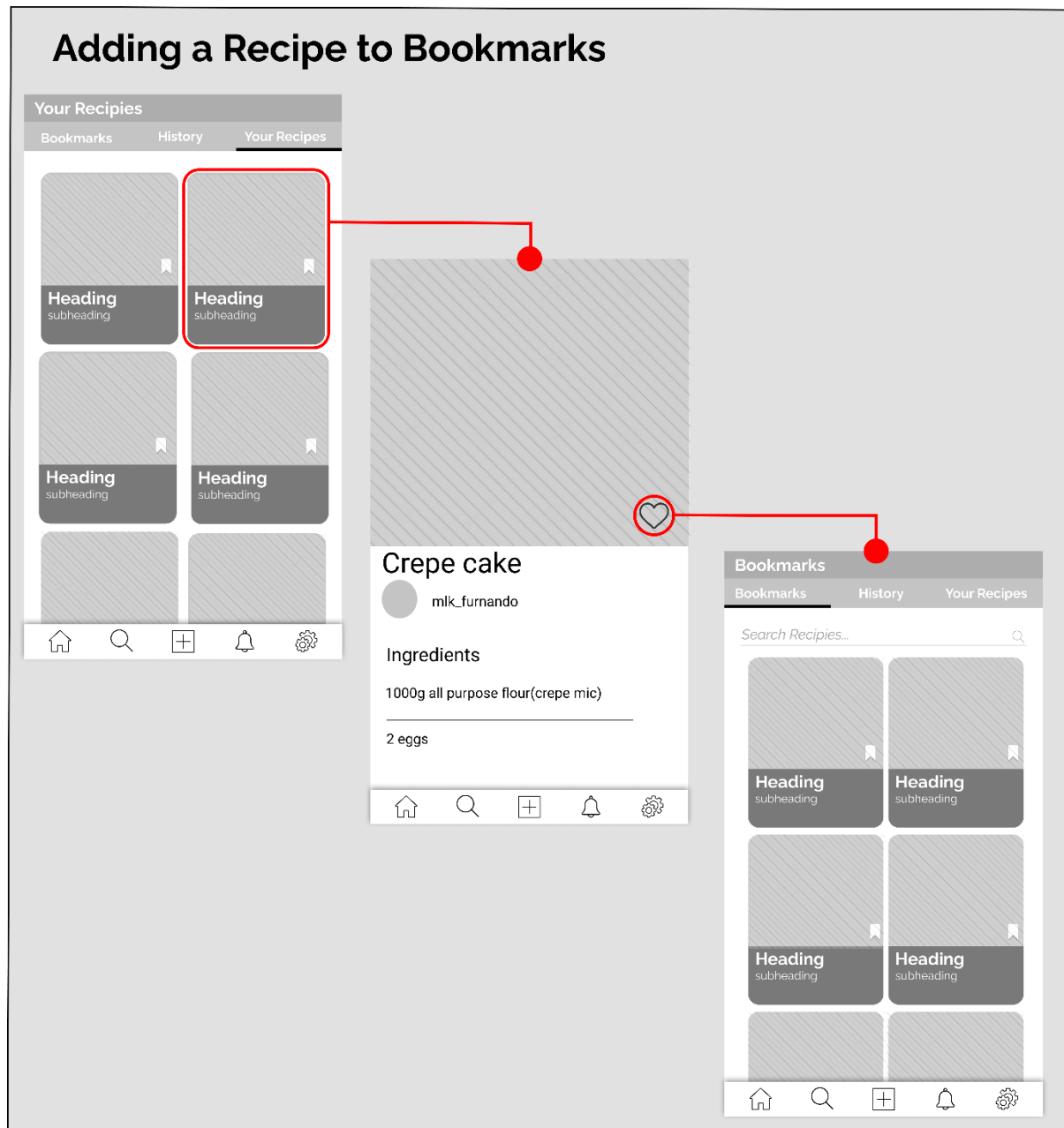
IT19099514 - Chandrasena T.K.T.A
- **As a user**
  I should be able to Bookmark a Recipe
  so that I can easily
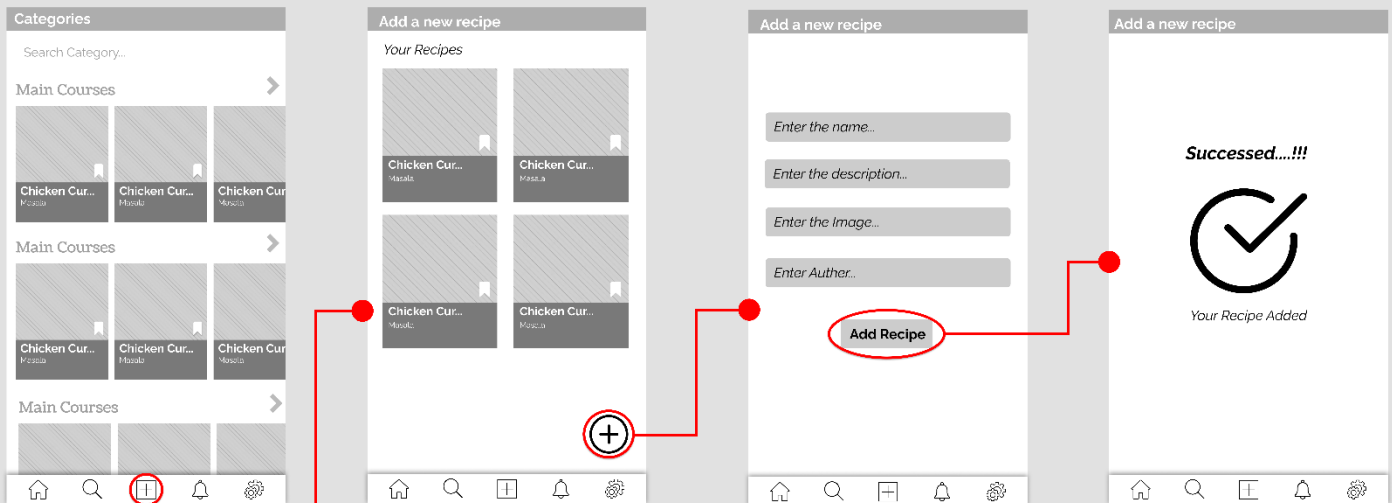 find the important
  recipes

E.   *Identify user flow(s)*

10 - IT19086408 – Anawaratne M.A.N.A.

Adding a Recipe to Bookmarks

11 - IT19099514 - Chandrasena T.K.T.A
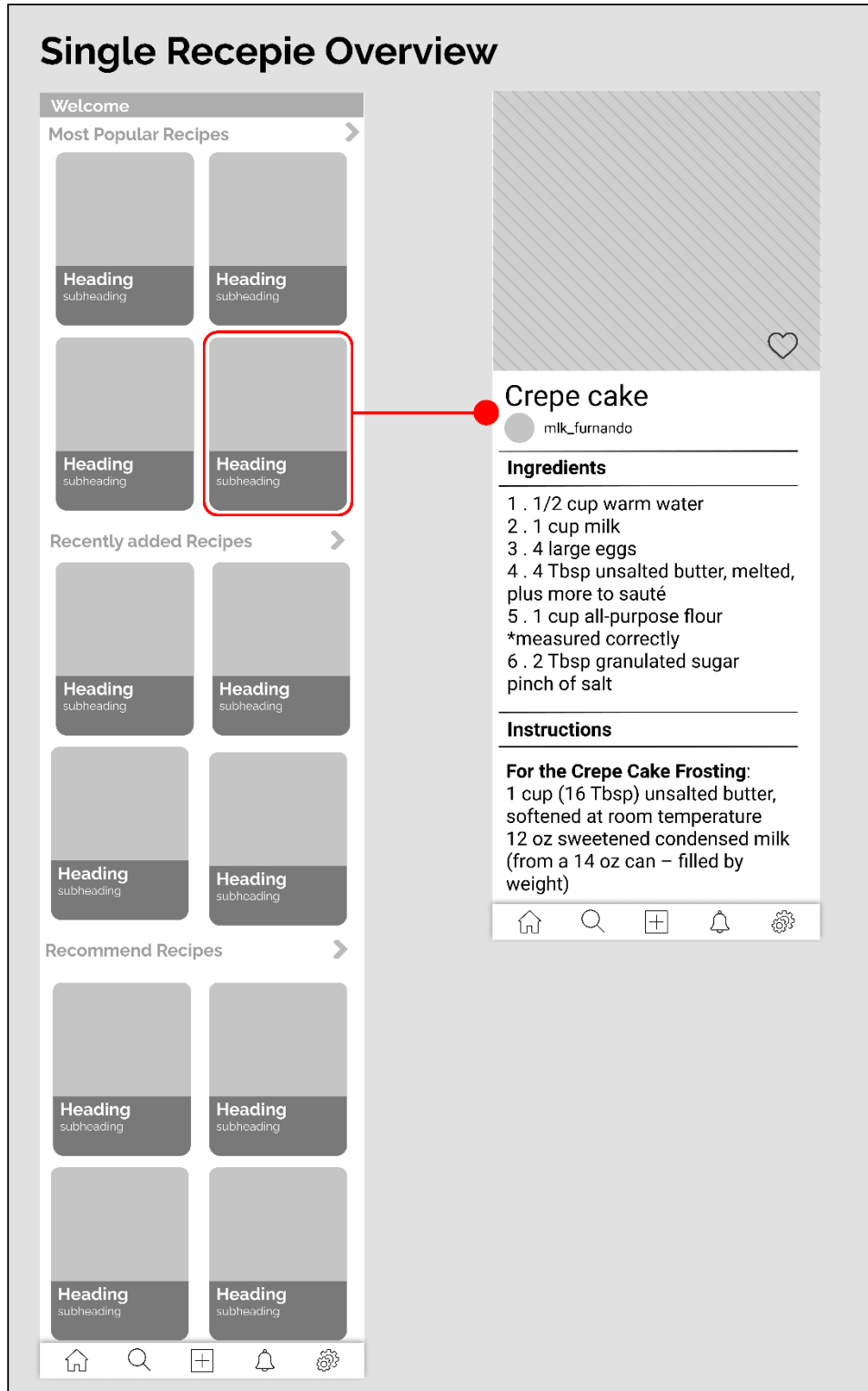
User adding a Recepie to system flow

12 - IT19104690 - Nandana G.M.D.

F. Service Blueprint(s)