



Riyasevana

Lab – 03





SE3050 – User Experience Engineering – 2021

Group ID: 2021S2_REG_WE_38

Mobile App – Riyasevana

A. Create Persona – Ranasinghe R.A.P.T – IT19178400

NAME Jagath Jayathilake	
	Background <ul style="list-style-type: none">Jagath Jayathilake is business man who is running a vehicle spare part shop.He is hardworking person who is trying to spread his business
	Goals <ul style="list-style-type: none">Increase the profit of the spare part show and want to open another branch near future
	Quote <p>“ I want a system to advertise about spare parts which are available in my shop ”</p>
Demographic <p>♂ Male 74 years</p> <p>📍 Gampaha Sri Lanka</p> <p>Married</p> <p>Businessman</p>	Frustrations <ul style="list-style-type: none">Interested to read news papers and already put advertisements in newspapers
Browsers	Motivations <ul style="list-style-type: none">Not much interest use new technologies and smart phones
Technology	Skills <p>Empathy 0 25 50 75 100</p> <p>Visualization 0 25 50 75 100</p> <p>Design Thinking 0 25 50 75 100</p>
Expectations <ul style="list-style-type: none">Simple flow of processVery simple user interfaceAdvertisements must be reached to many people with in a short time period	

NAME Nimal Perera	
	Background <ul style="list-style-type: none">Nimal Perera is cashier at ABC super market.Somedays he is working at late nightSo he is somewhat busy personAnd also he is having some financial problems and trying to earn money immediately
	Goals <ul style="list-style-type: none">Get a promotion in his working place
	Quote <p><i>I want a application to sell my motor bike as soon as possible</i></p>
	Demographic <p>♂ Male 28 years</p> <p>📍 Gampaha Sri Lanka</p> <p>Married</p> <p>Cashier</p>
Browsers  Chrome	Frustrations <ul style="list-style-type: none">Not trusting social media advertisingOther buying and selling mobile applications are having complex flow
Technology  	Motivations <ul style="list-style-type: none">Aware to work with mobile applicationsSell a motor bike
Expectations <ul style="list-style-type: none">Simple flow of processAdvertisement must be reached to considerable amount of people with in a short time period	Skills <p>Empathy</p> <p>0 25 50 75 100</p> <p>Visualization</p> <p>0 25 50 75 100</p> <p>Design Thinking</p> <p>0 25 50 75 100</p>

NAME

Saumya Ranasinghe



Background

- Saumya Ranasinghe is business man who is running a car sell.
- He is hardworking person who is trying to spread his business
- He has done his higher studies on business marketing and always looking to use market strategies to improve his business

Goals

- Increase the profit of the car sale

Demographic

♂ Male 55 years

📍 Colombo Sri Lanka

Married

Businessman

Quote

“ I want a system to advertise about vehicles which are available in my car sale ”

Frustrations

- Not much interested to communicate in unprofessional manner with customers

Motivations

- Good at new technologies
- Aware to work with web applications and mobile applications

Browsers



Chrome



Safari

Technology

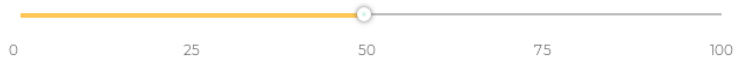


Expectations

- Simple flow of process
- Very simple user interface
- Advertisements must be reached to many people with in a short time period
- In build portal to send emails

Skills

Empathy



Visualization



Design Thinking



NAME

Sean Jayasinghe



Background

- Sean Jayasinghe is business man who is running a computer hardware shop.
- He is managing his business works at his office and he is a busy person with his business works.
- Most of times he has meetings with exporters and other business personalities to maintain his business and also he has consider about 10 employees who are working with him

Goals

- Open another two branches with in this year

Demographic

♂ Male 55 years

📍 Colombo Sri Lanka

Married

Businessman

Quote

“ I want to install mobile application to get know about which are going to be sold and through that mobile application I want to contact seller ”

Frustrations

- Not enough time figure out news paper advertisements..
- Not having much time to work with desktop computer

Motivations

- Always touched with mobile application.

Browsers



Chrome



Safari

Technology



Expectations

- Simple flow of process
- Very simple user interface
- There must be a filter function to sort out suitable advertisement

Skills

Empathy












Visualization

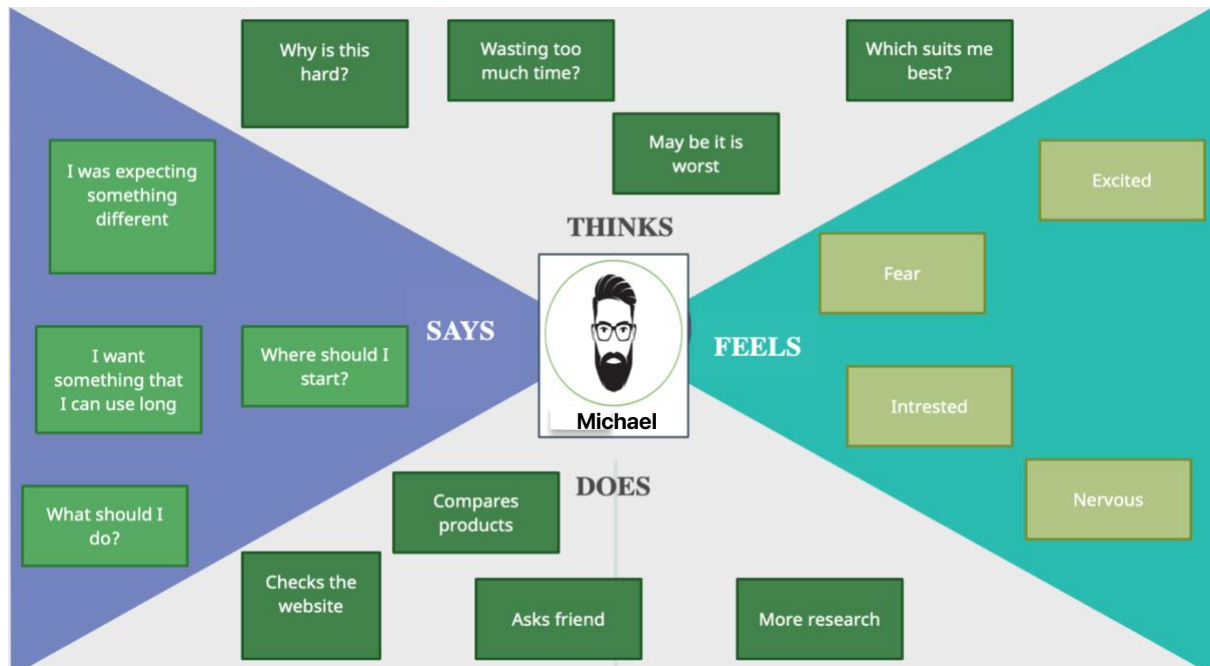


Design Thinking

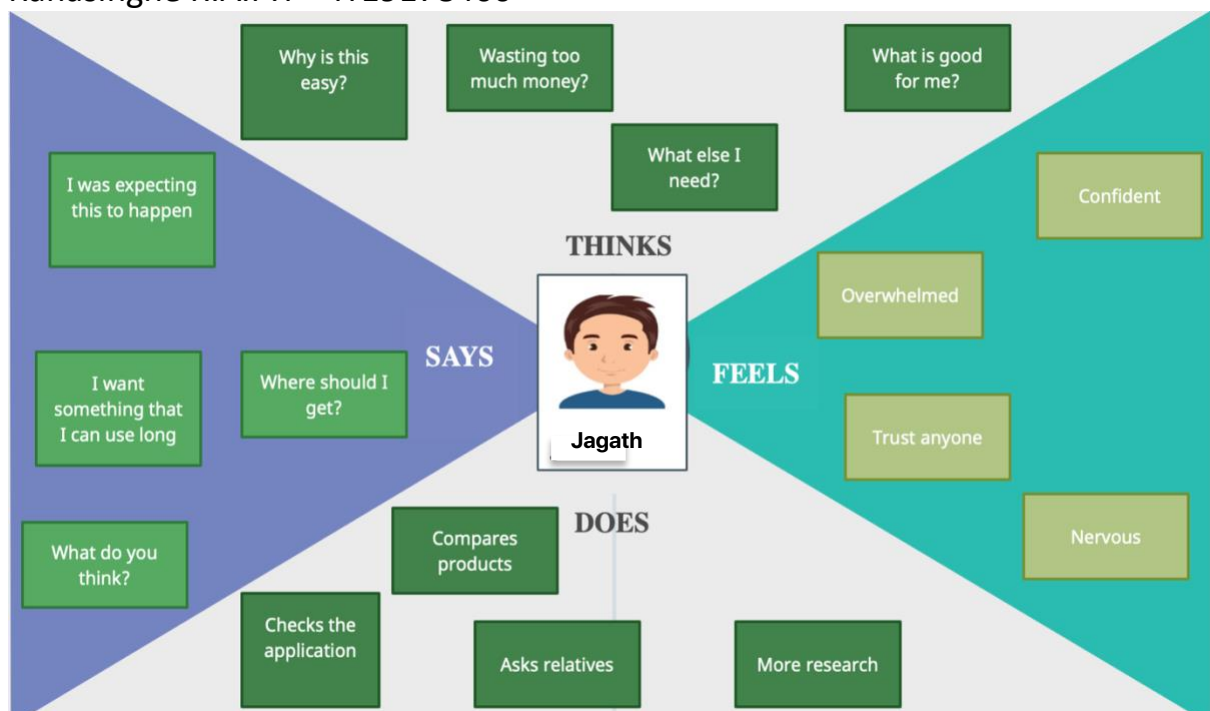


<div>NAME</div> <div>Michael - Retailer</div>	
	<div>Background</div> <p>Peter is store owner. He was using a car for his personal use. But unfortunately there was a issue in the vehicle engine and it cannot be repaired. So he decided to sell other parts of the vehicle which are in good condition.</p>
	<div>Goals</div> <p>Being able to sell the parts effortlessly so he can concentrate on other tasks..</p>
	<div>Quote</div> <p>“ I need a platform where I can sell my vehicles parts to the local people ”</p>
<div>Demographic</div> <div><div>♂ Male</div><div>24 years</div></div> <div><div>Colombo - 04 , Sri Lanka</div></div>	<div>Motivations</div> <ul style="list-style-type: none">• Sell vehicle parts via online platform• Easily showcase vehicle parts to others <div>Frustrations</div> <ul style="list-style-type: none">• Time wasted on posting the content• Price / value ratio
<div>Expectations</div> <p>Nice looking application outcome to display the product clearly.</p>	<div>Previous experience</div> <p>Have sold vehicle parts and gadgets through online platforms several times.</p>
<div>Browsers</div> <div></div>	<div>Skills</div> <div>Empathy</div> <div><div></div><div>0255075100</div></div> <div>Vizualization</div> <div><div></div><div>0255075100</div></div> <div>Design Thinking</div> <div><div></div><div>0255075100</div></div>
<div>Technology</div> <div></div>	

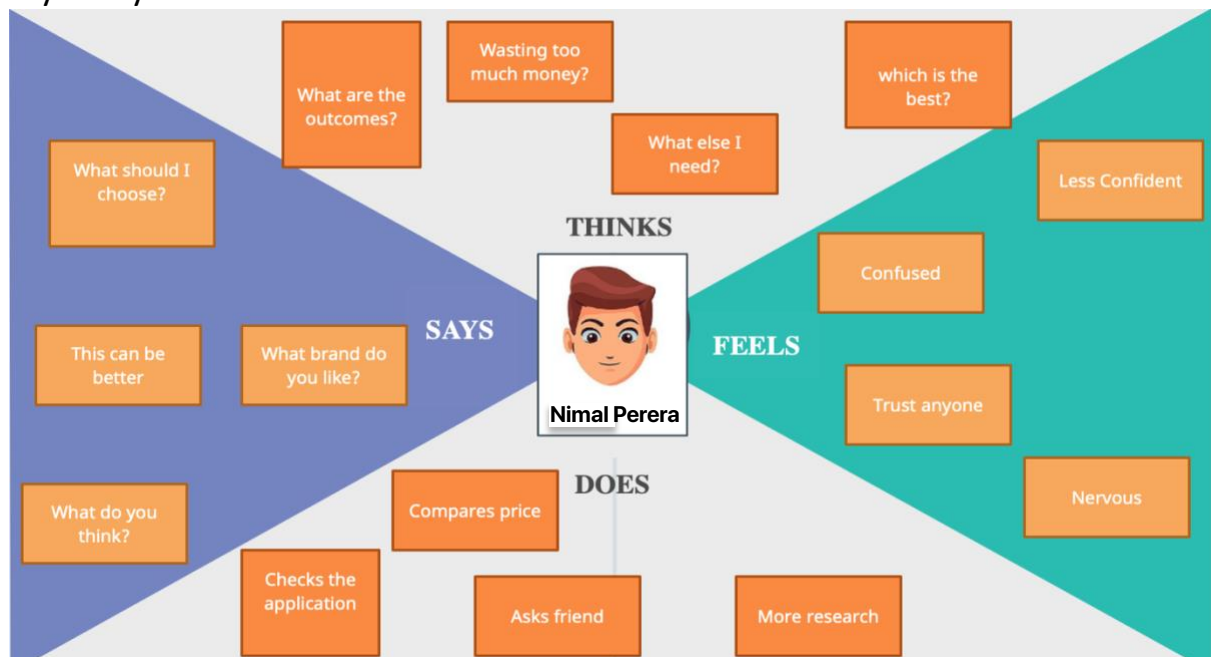
B. Empathy maps - Kawsikan K. – IT19185262



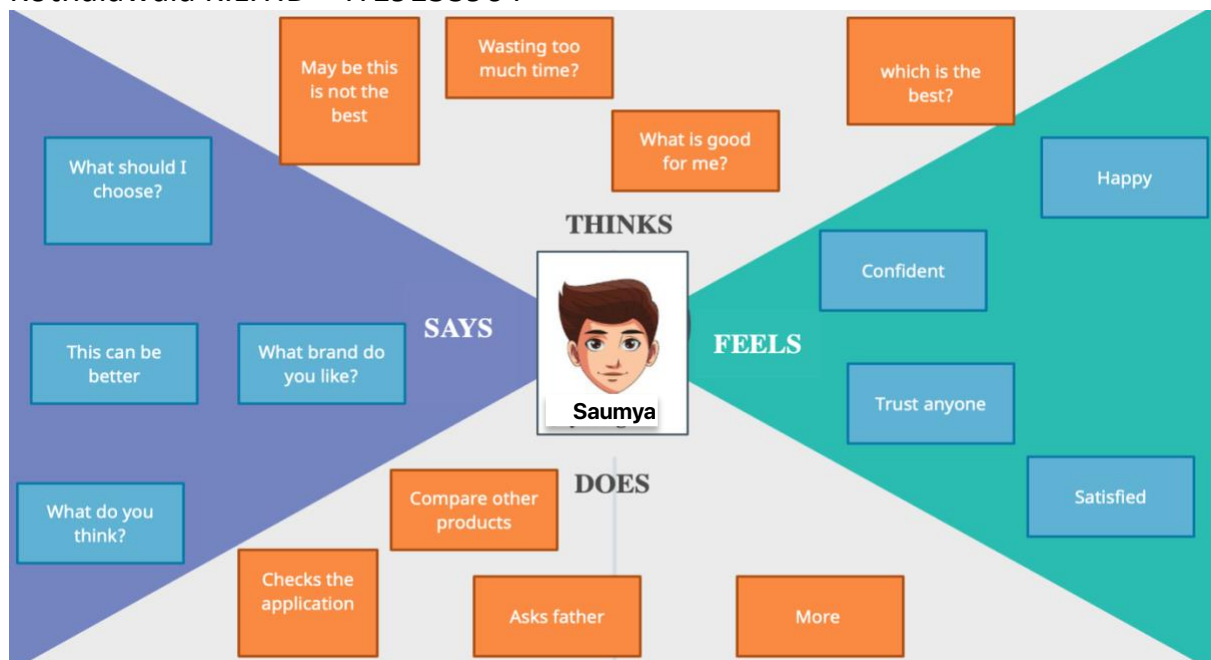
Ranasinghe R.A.P.T – IT19178400



Jayakody E. D. D. L – IT19153278



Kothalawala K.L.T.D – IT19153964

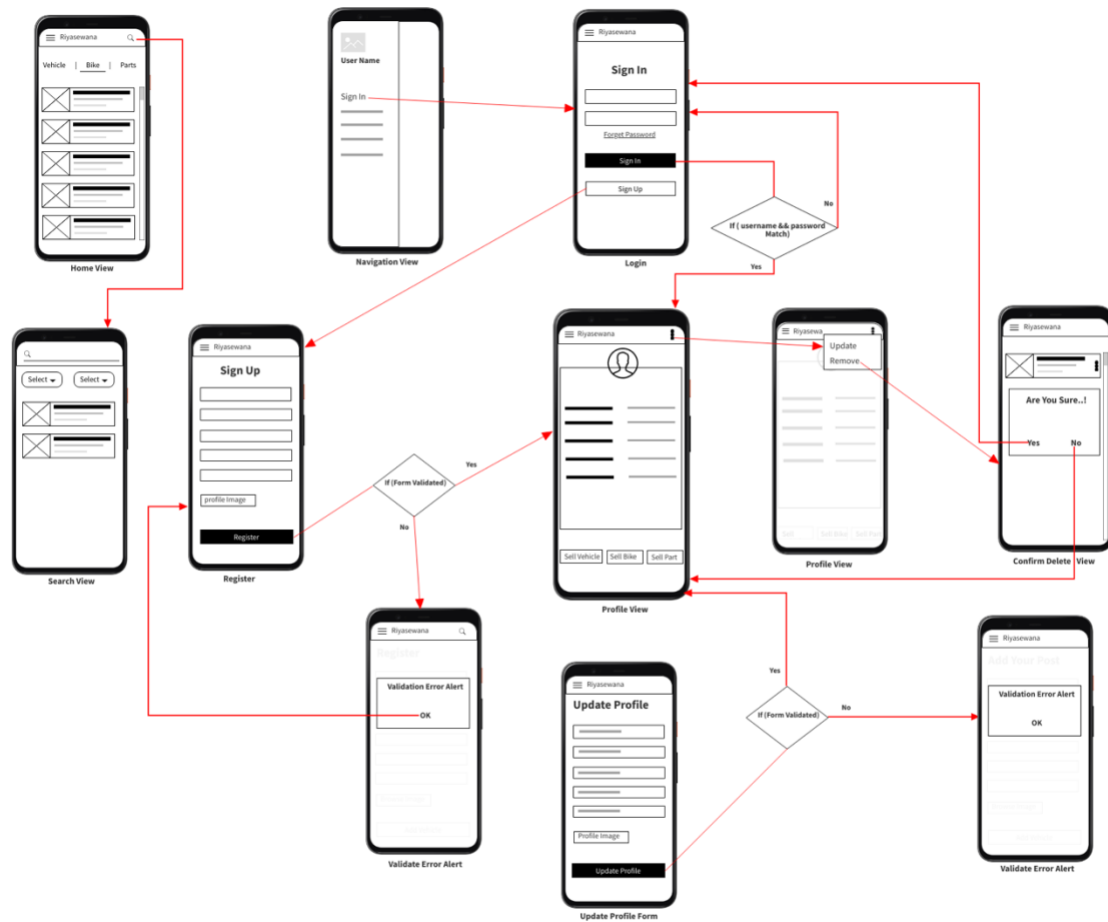


C. User stories

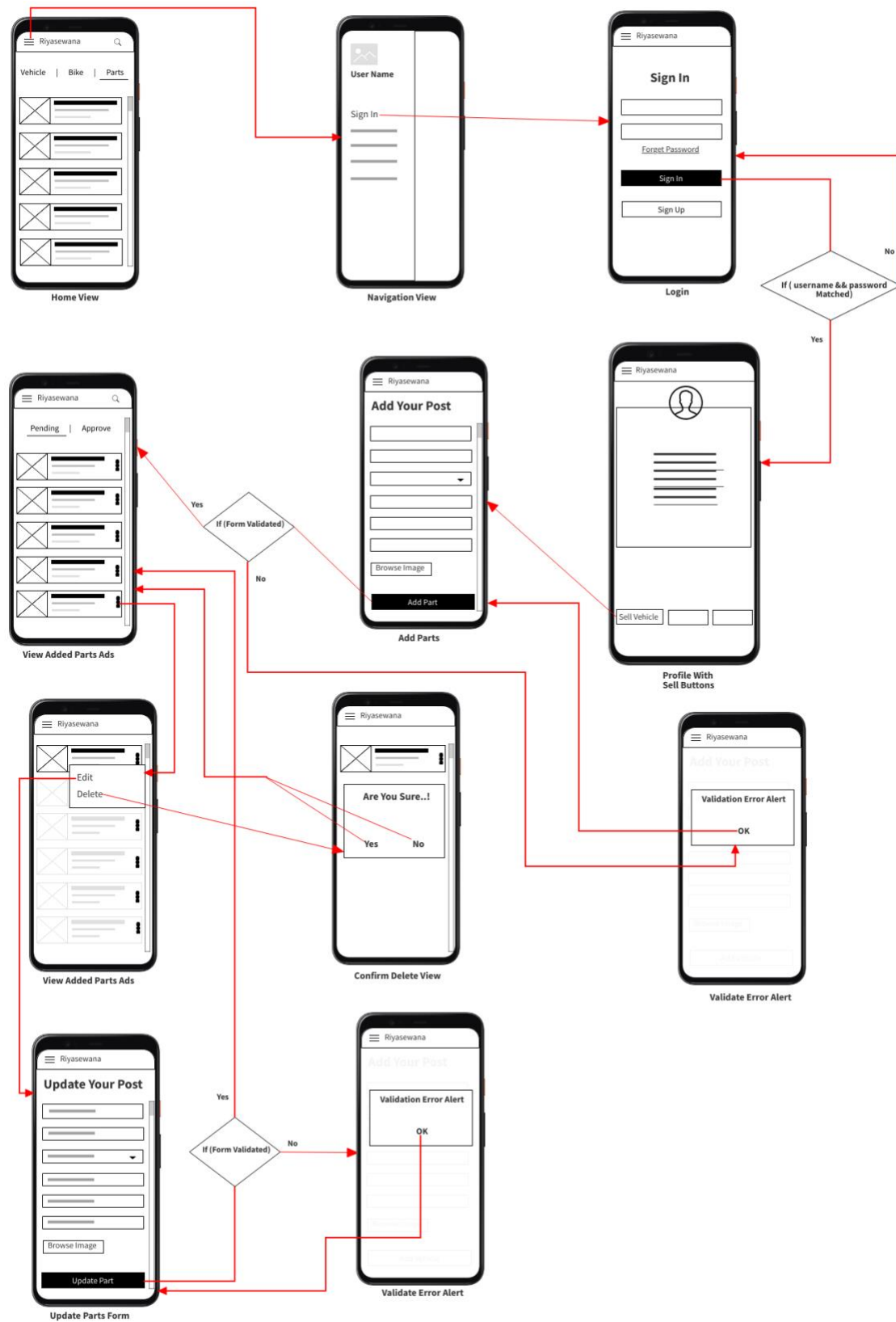
1. As a vehicle part seller, I want to post vehicle parts details, so that I can sell my vehicle parts.
2. As a vehicle seller, I want to post vehicle parts details, so that I can sell my vehicle parts.
3. As a bike seller, I want to post bike details, so that I can sell my bike.
4. As a buyer, I want to see list of vehicles, so that I can buy any vehicle I need.
5. As buyer, I want to add my favorite item to wish List, so that I can view it later.
6. As a user, I want to add feedback to a posted item, so that I can express my view on that post to others.

D. User flows

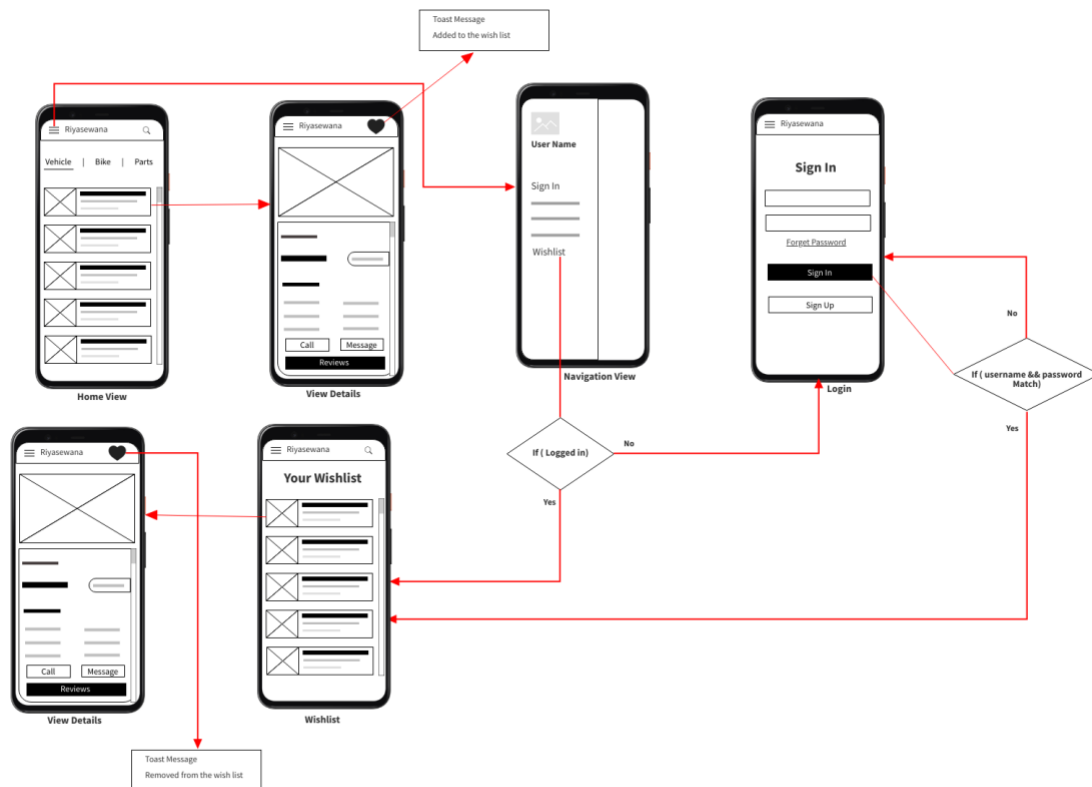
Profile management - Kothalawala K.L.T.D – IT19153964



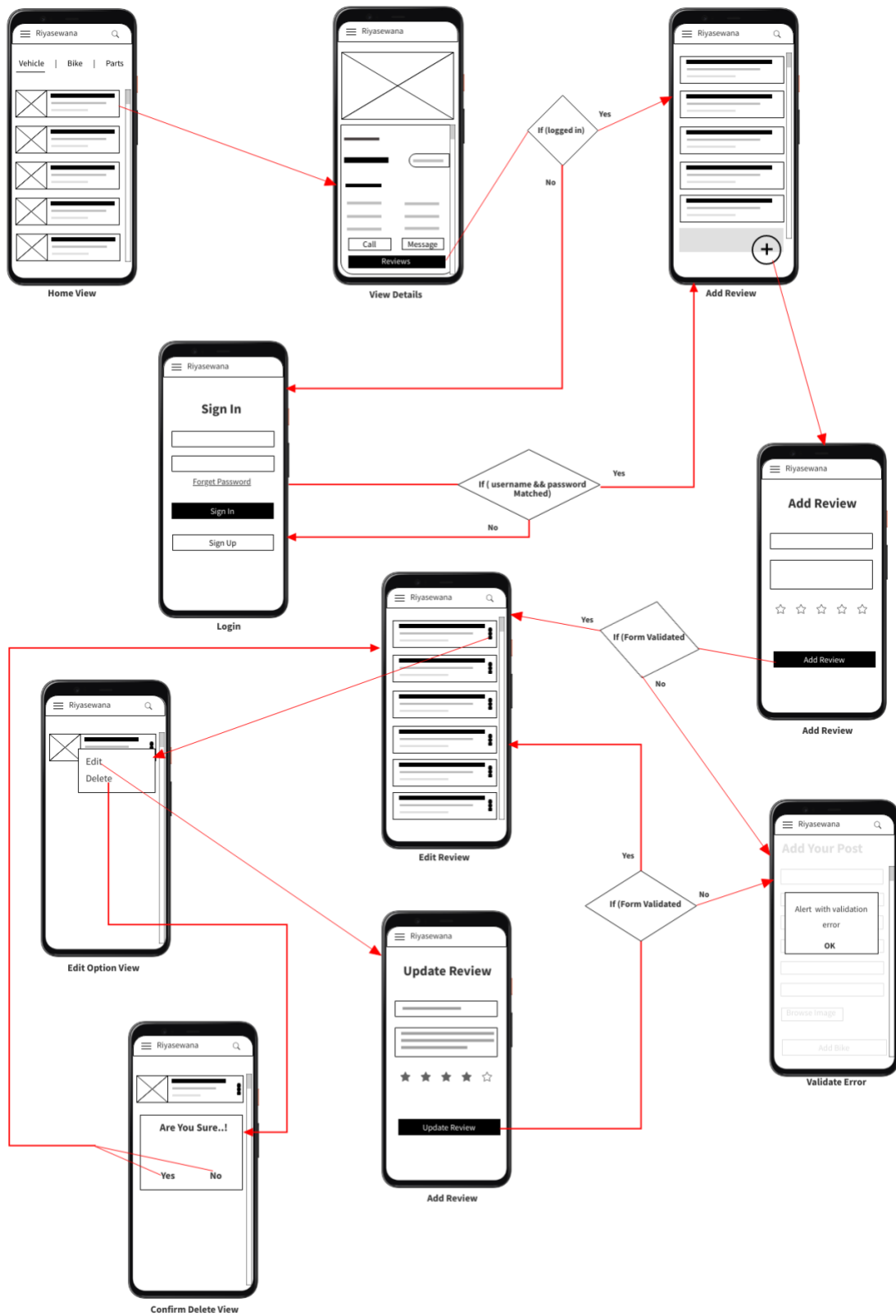
Post vehicle for sale - Ranasinghe R.A.P.T – IT19178400



Add item to wish list - Kawsikan K. – IT19185262



Feedback on existing posts - Jayakody E. D. D. L – IT19153278



E. Service Blueprint

