



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

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

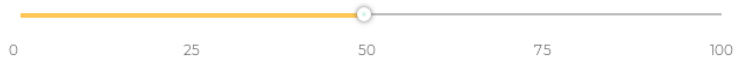


### Expectations

- 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



NAME

Michael - Retailer



Background

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.

Goals

Being able to sell the parts effortlessly so he can concentrate on other tasks..

Quote

“

I need a platform where I can sell my vehicles parts to the local people

”

Demographic

♂ Male

24

years

Colombo - 04 , Sri Lanka

Motivations

- Sell vehicle parts via online platform
- Easily showcase vehicle parts to others

Frustrations

- Time wasted on posting the content
- Price / value ratio





Previous experience

Have sold vehicle parts and gadgets through online platforms several times.





Expectations

Nice looking application outcome to display the product clearly.

Browsers



Technology



Skills

Empathy

0255075100

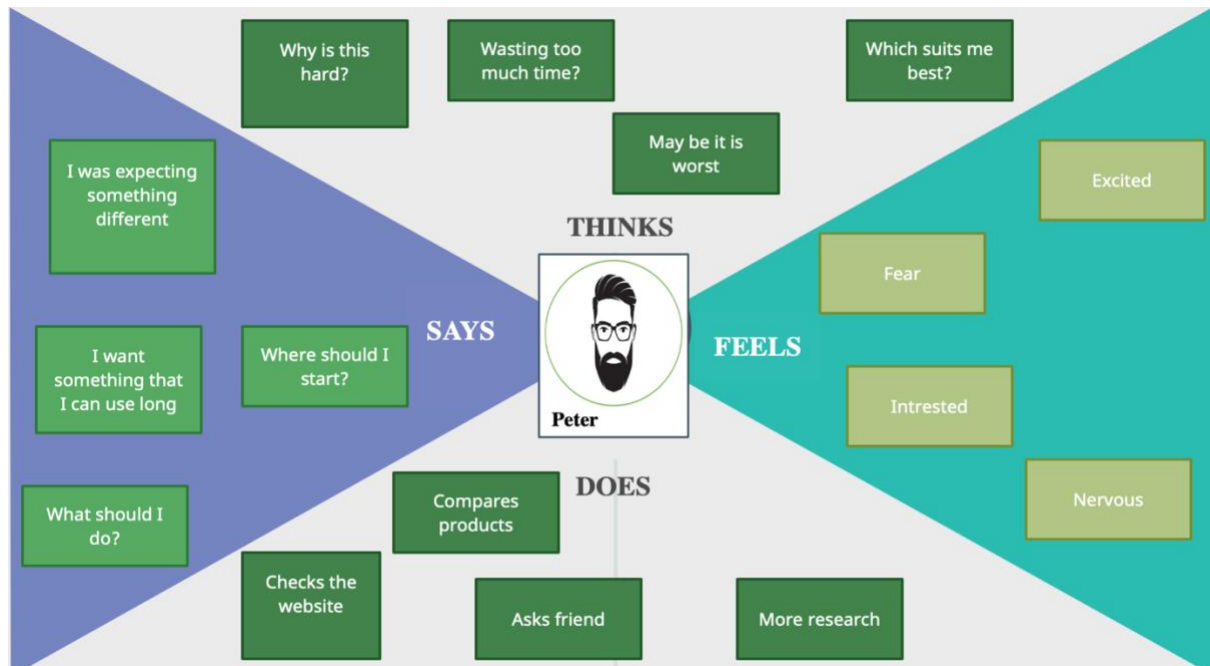
Vizualization

0255075100

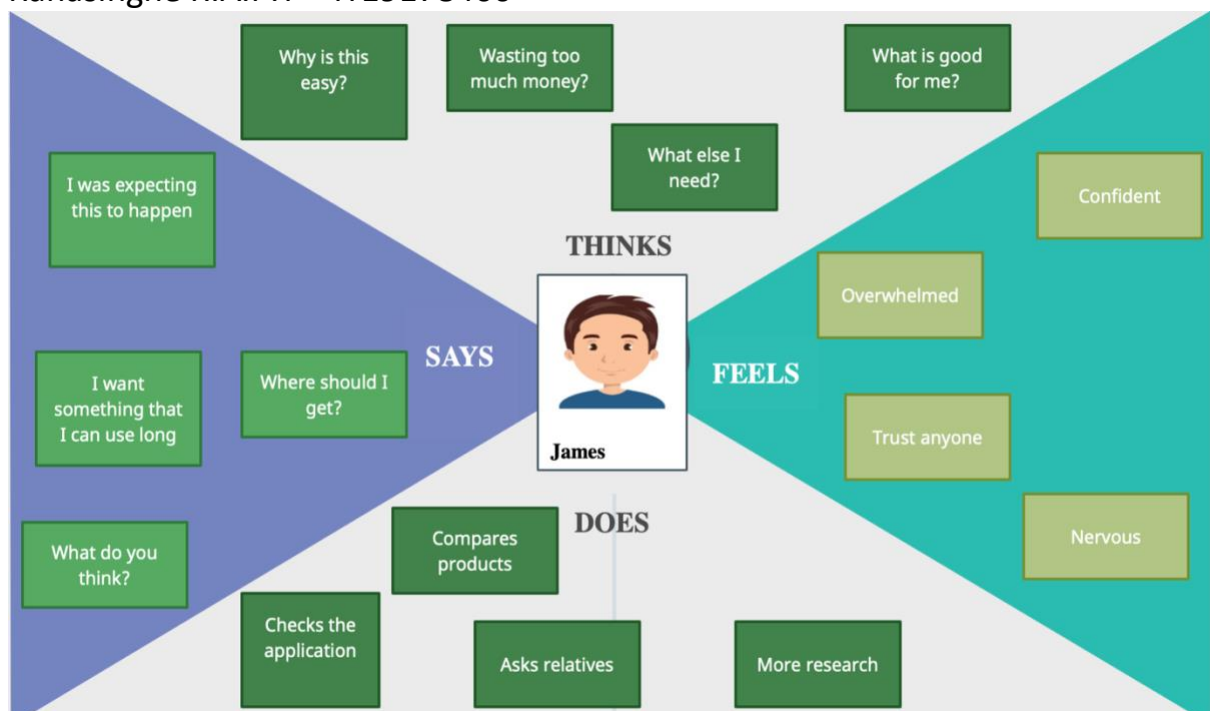
Design Thinking

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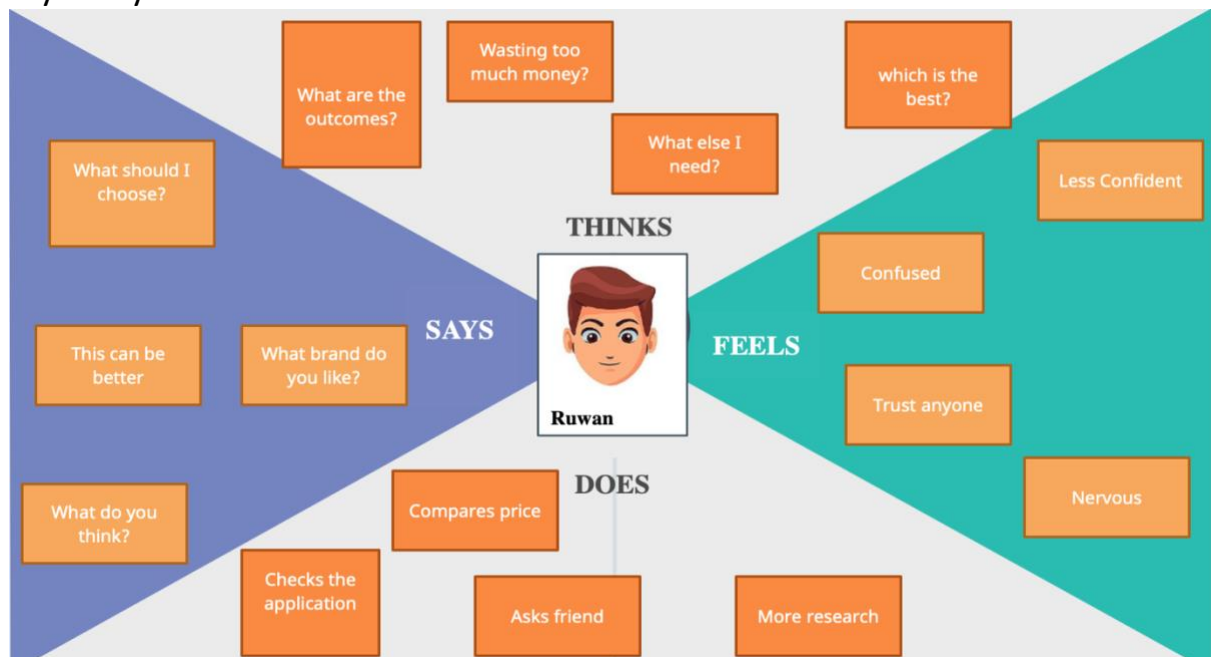
## B. Empathy maps - Kawsikan K. – IT19185262



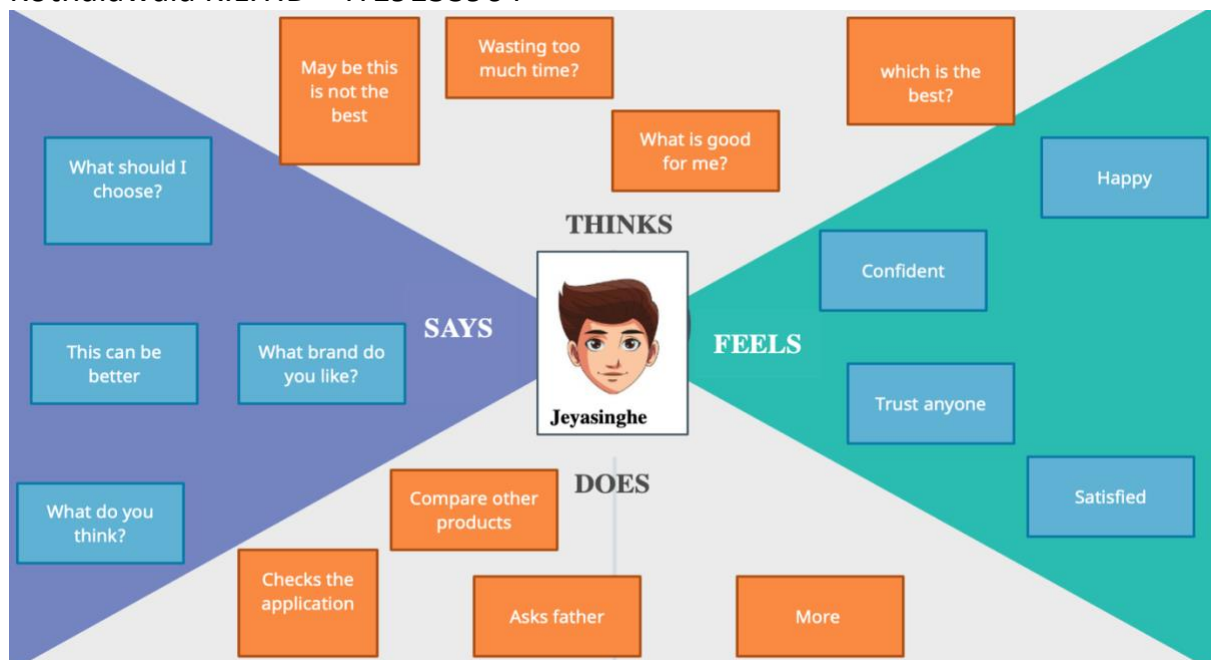
## Ranasinghe R.A.P.T – IT19178400



Jayakody E. D. D. L – IT19153278



Kothalawala K.L.T.D – IT19153964

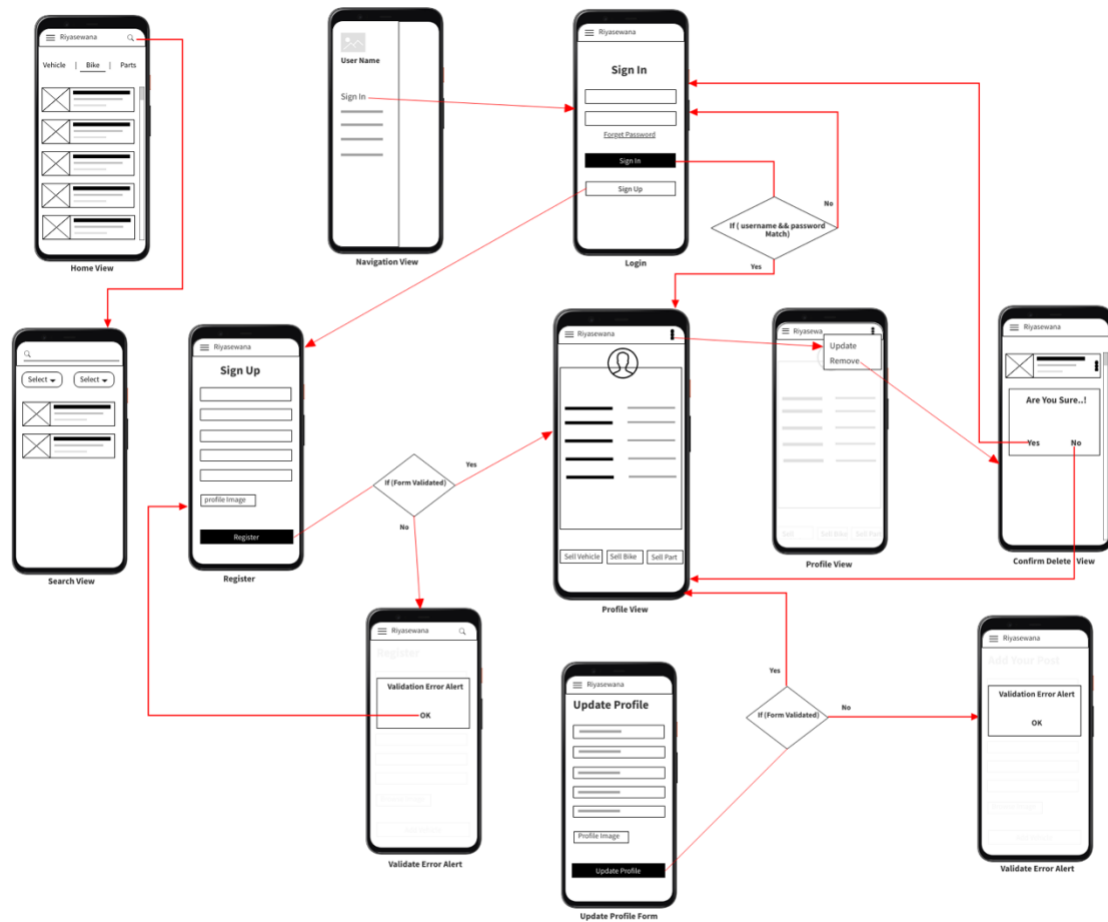




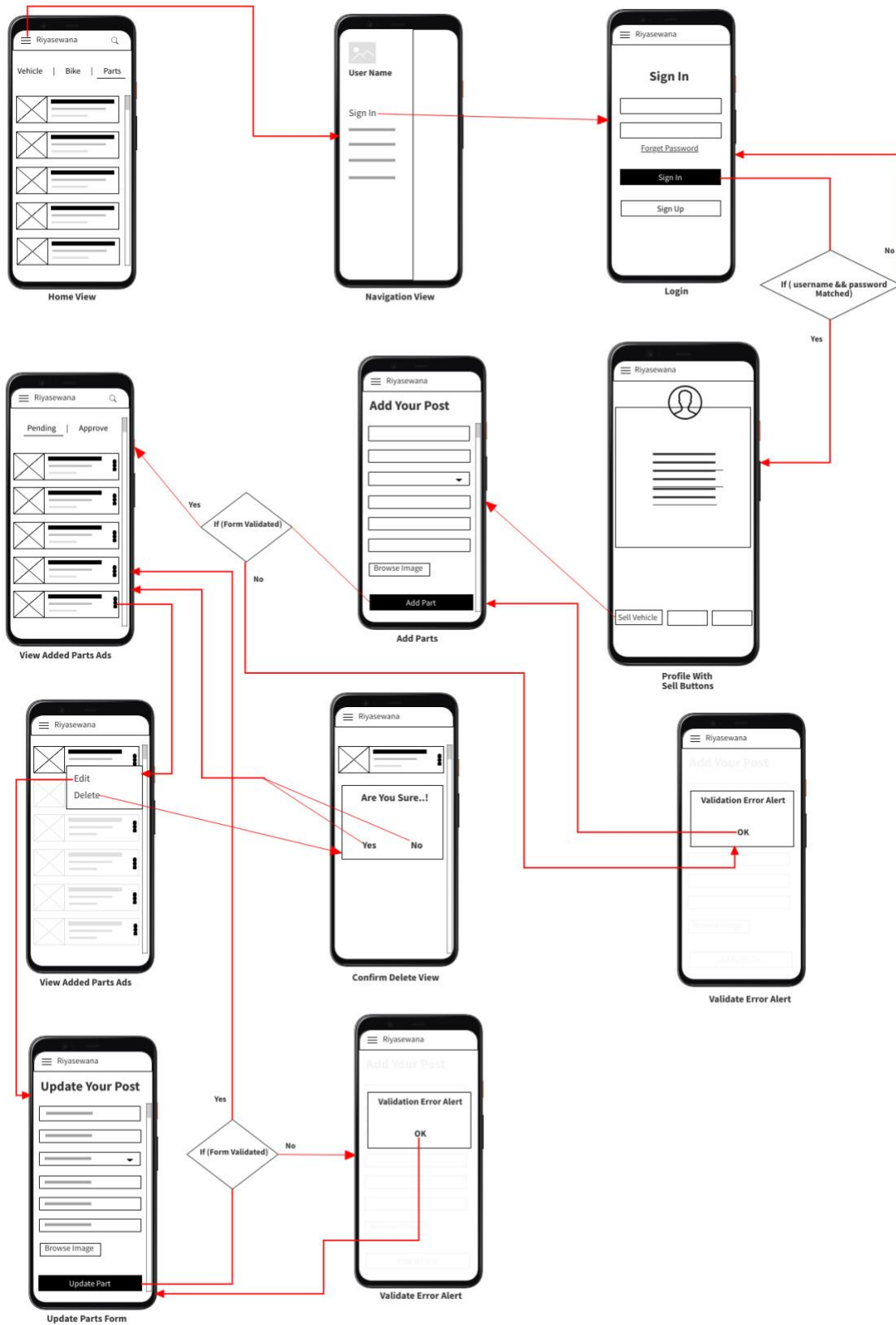
### C. User stories

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.

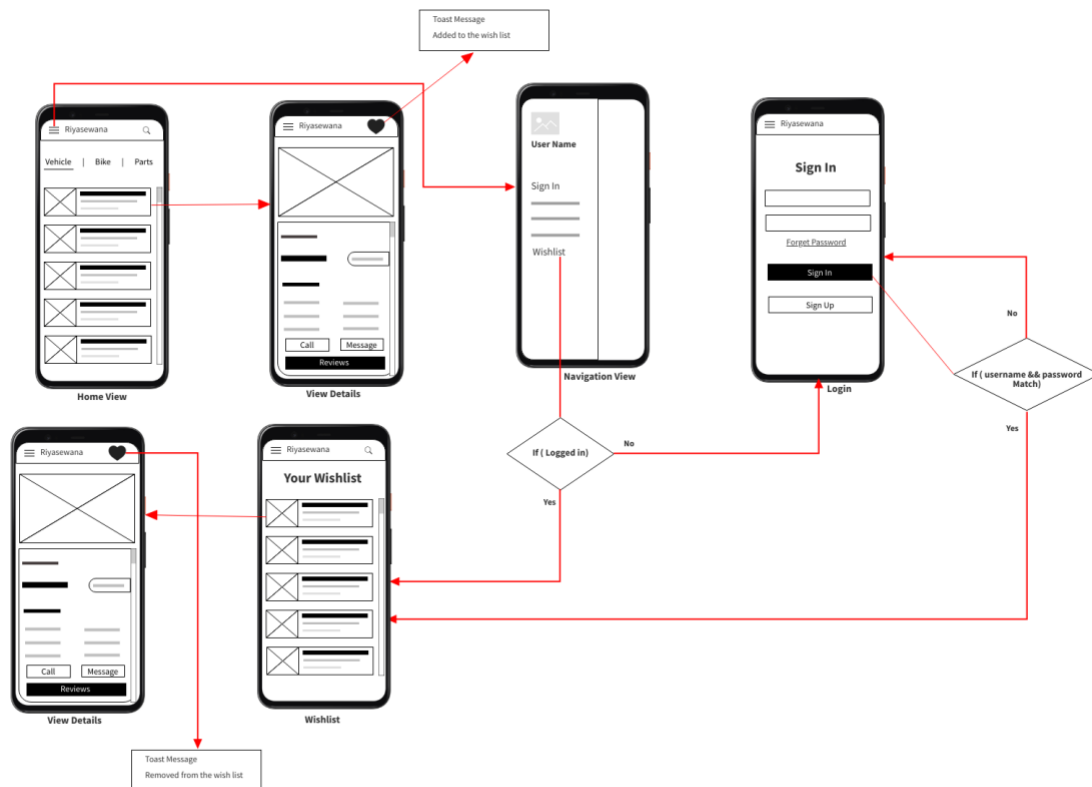
## D. User flows - Profile management



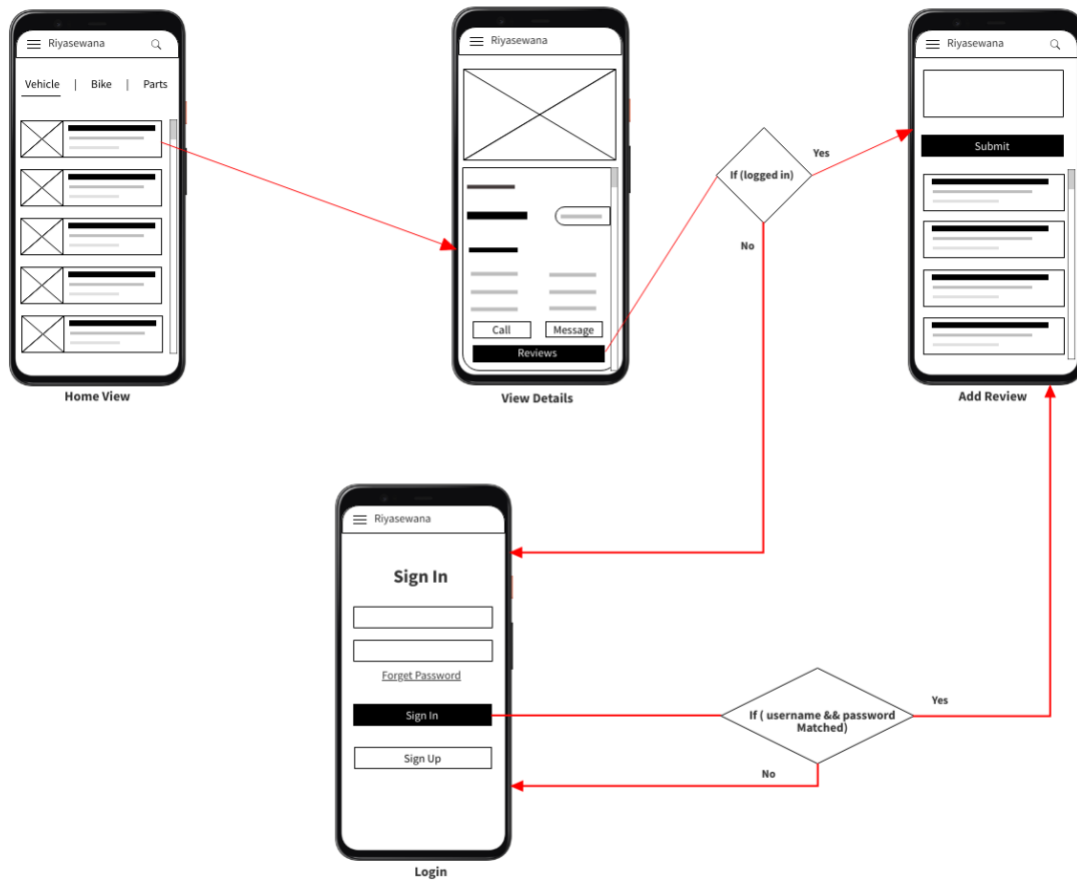
## Post vehicle for sale



## Add item to wish list



## Feedback on existing posts



E. Service Blueprint

