Riyasevana

Lab 03 – Identify User Groups

SE3050 – User Experience Engineering – 2021

Group ID: 2021S2_REG_WE_38

IT19178400 - Ranasinghe R.A.P.T
IT19185262 - Kawsikan K.
IT19153278 - Jayakody E.D.D.L
IT19153964 - Kothalawala K.L.T.D

A. Persona

Ranasinghe R.A.P.T – IT19178400

NAME

Jagath Jayathilake

Background

- 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

- Increase the profit of the spare part show and want to open another branch near future

Quote

I want a system to advertise about spare parts which are available in my shop

Demographic

♂ Male   74   years

📍 Gampaha Sri Lanka

Married

Businessman

Browsers

Technology

Expectations

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

Frustrations

- Interested to read news papers and already put advertisements in newspapers

Motivations

- Not much interest use new technologies and smart phones

Skills

Empathy

0   25   50   75   100

Visualization

0   25   50   75   100

Design Thinking

0   25   50   75   100

Jayakody E. D. D. L – IT19153278

NAME

Nimal Perera

Background

- Nimal Perera is cashier at ABC super market.
- Somedays he is working at late night
- So he is somewhat busy person
- And also he is having some financial problems and trying to earn money immediately

Goals

- Get a promotion in his working place

Demographic

♂ Male   28   years

📍 Gampaha Sri Lanka

Married

Cashier

Quote

" I want a application to sell my motor bike as soon as possible "

Frustrations

- Not trusting social media advertising
- Other buying and selling mobile applications are having complex flow

Motivations

- Aware to work with mobile applications
- Sell a motor bike

Browsers

Chrome

Technology

Skills

Empathy

0	25	50	75	100

Visualization

0	25	50	75	100

Design Thinking

0	25	50	75	100

Expectations

- Simple flow of process
- Advertisement must be reached to considerable amount of people with in a short time period

Kothalawala K.L.T.D – IT19153964

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

🤖 🍎 🪟 🍎

Skills

Empathy

0   25   50   75   100

Visualization

0   25   50   75   100

Design Thinking

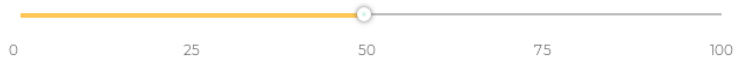0   25   50   75   100

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

Sean Jayasinghe

Background

- Sean Jayasinghe is business man who is running a computer hardware shop.
- He is managing is 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

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

Demographic

♂ Male   55   years

📍 Colombo Sri Lanka

Married

Businessman

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

Skills

Empathy

0	25	50	75	100

Visualization

0	25	50	75	100

Design Thinking

0	25	50	75	100

Technology

Expectations

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

Kawsikan K. – IT19185262

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

| 0 | 25 | 50 | 75 | 100 |

Vizualization

| 0 | 25 | 50 | 75 | 100 |

Design Thinking

| 0 | 25 | 50 | 75 | 100 |

B. Empathy maps

Kawsikan K. – IT19185262
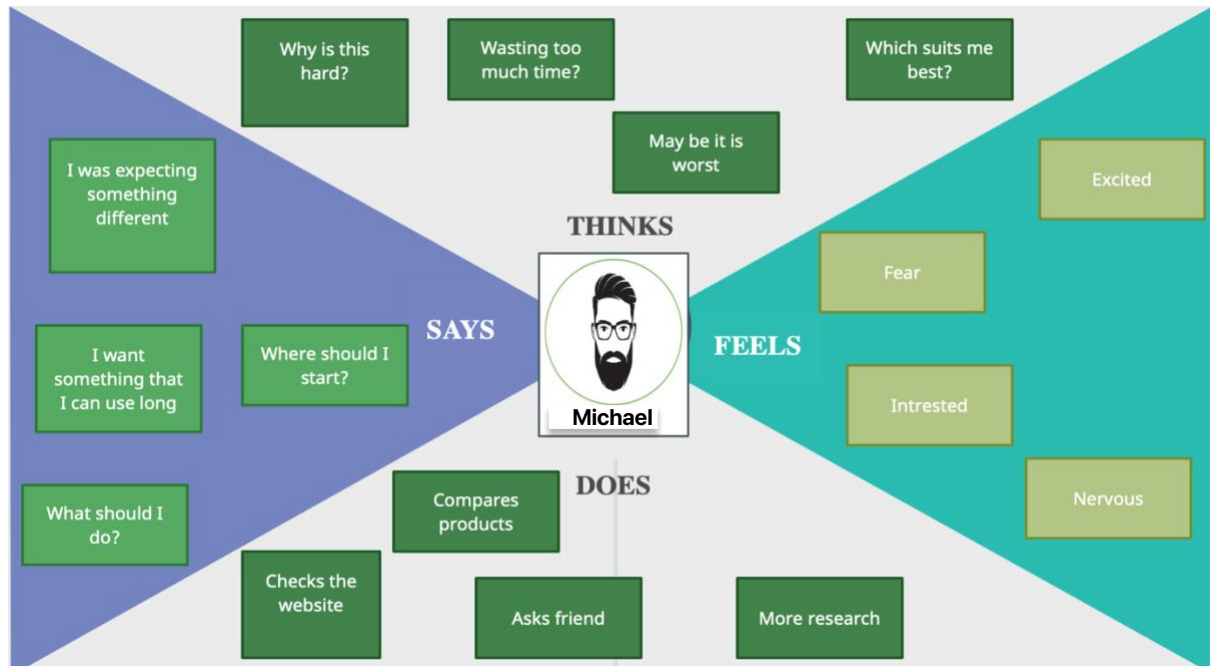
Ranasinghe R.A.P.T – IT19178400
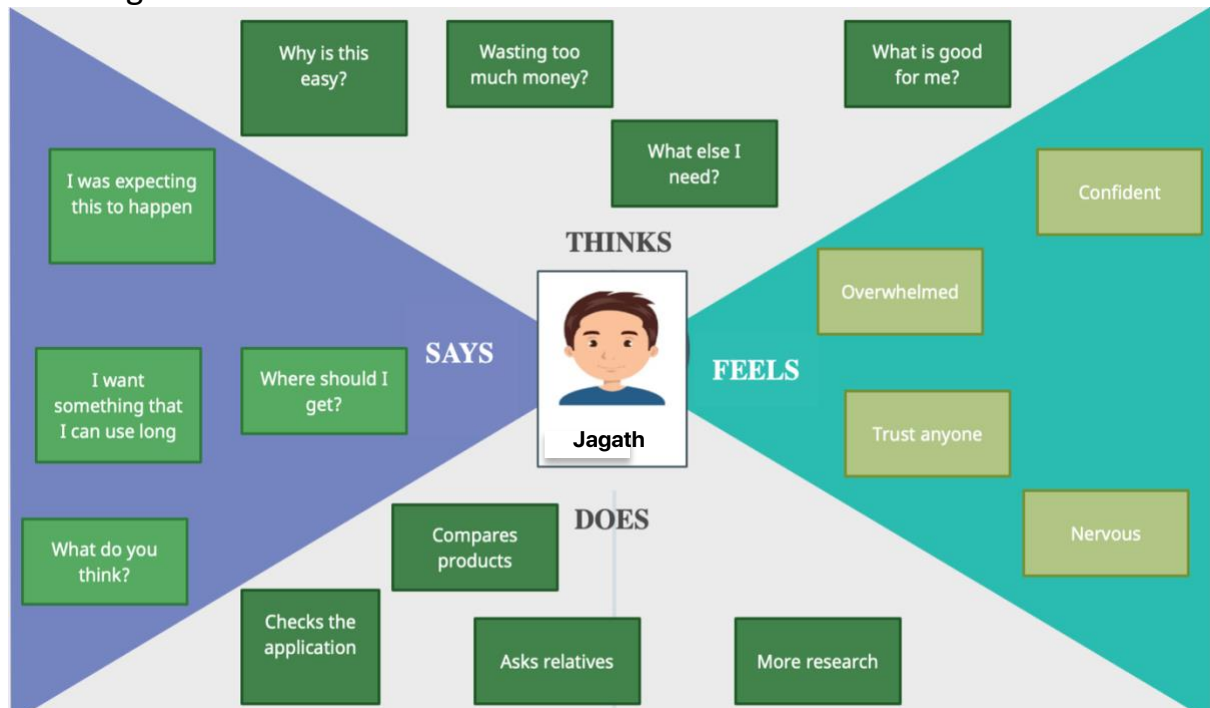
Jayakody E. D. D. L – IT19153278
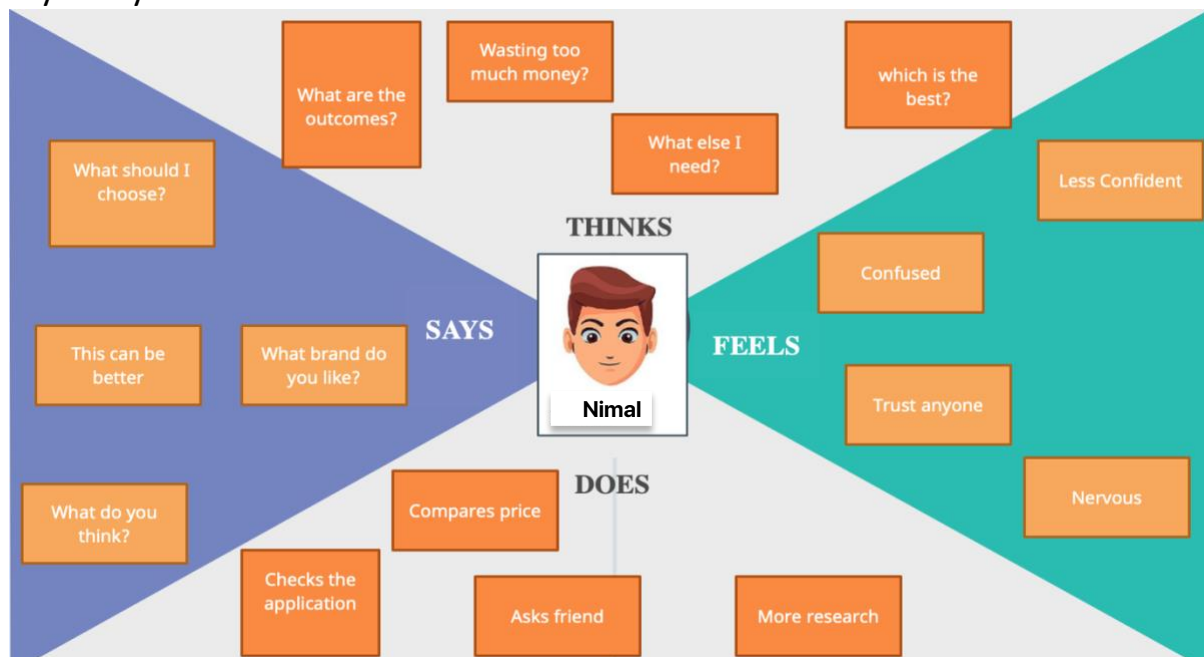
Kothalawala K.L.T.D – IT19153964
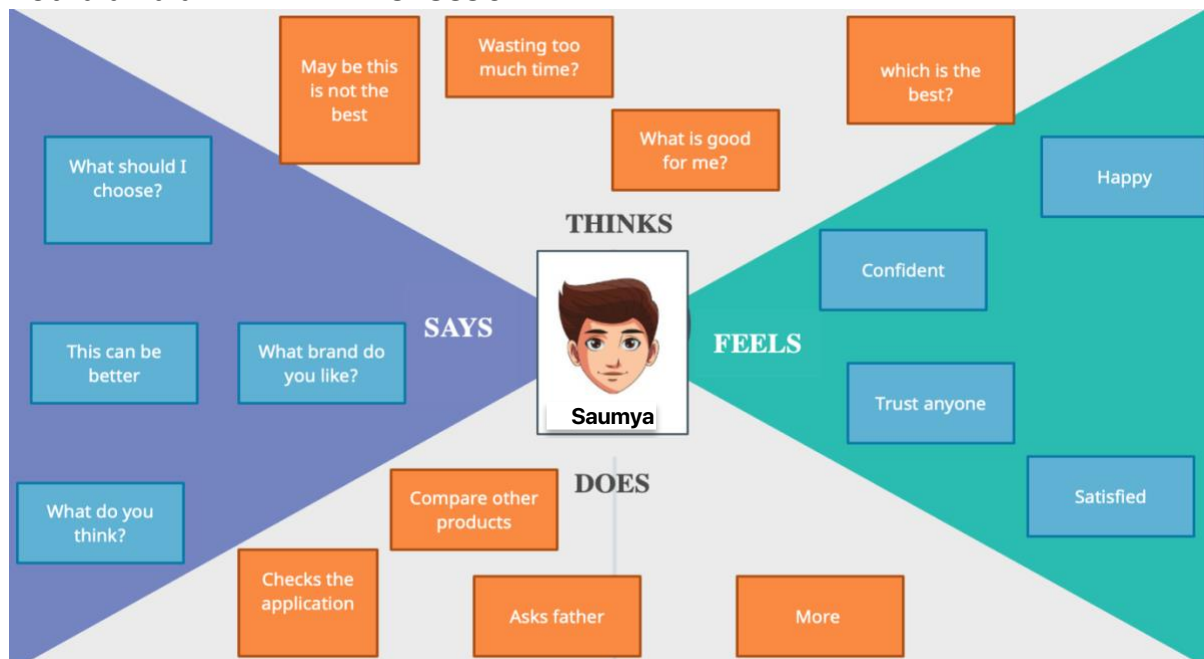
C. User stories

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
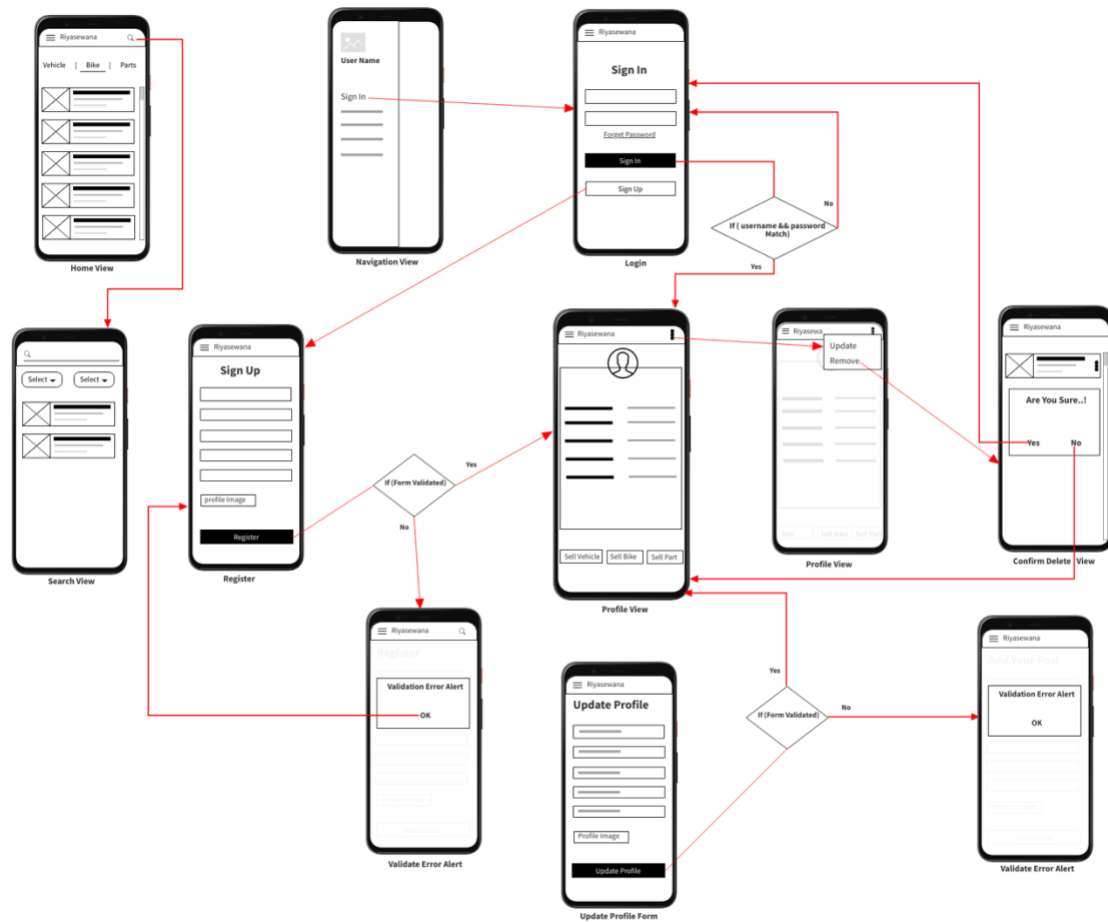
Post vehicle for sale - Ranasinghe R.A.P.T – IT19178400
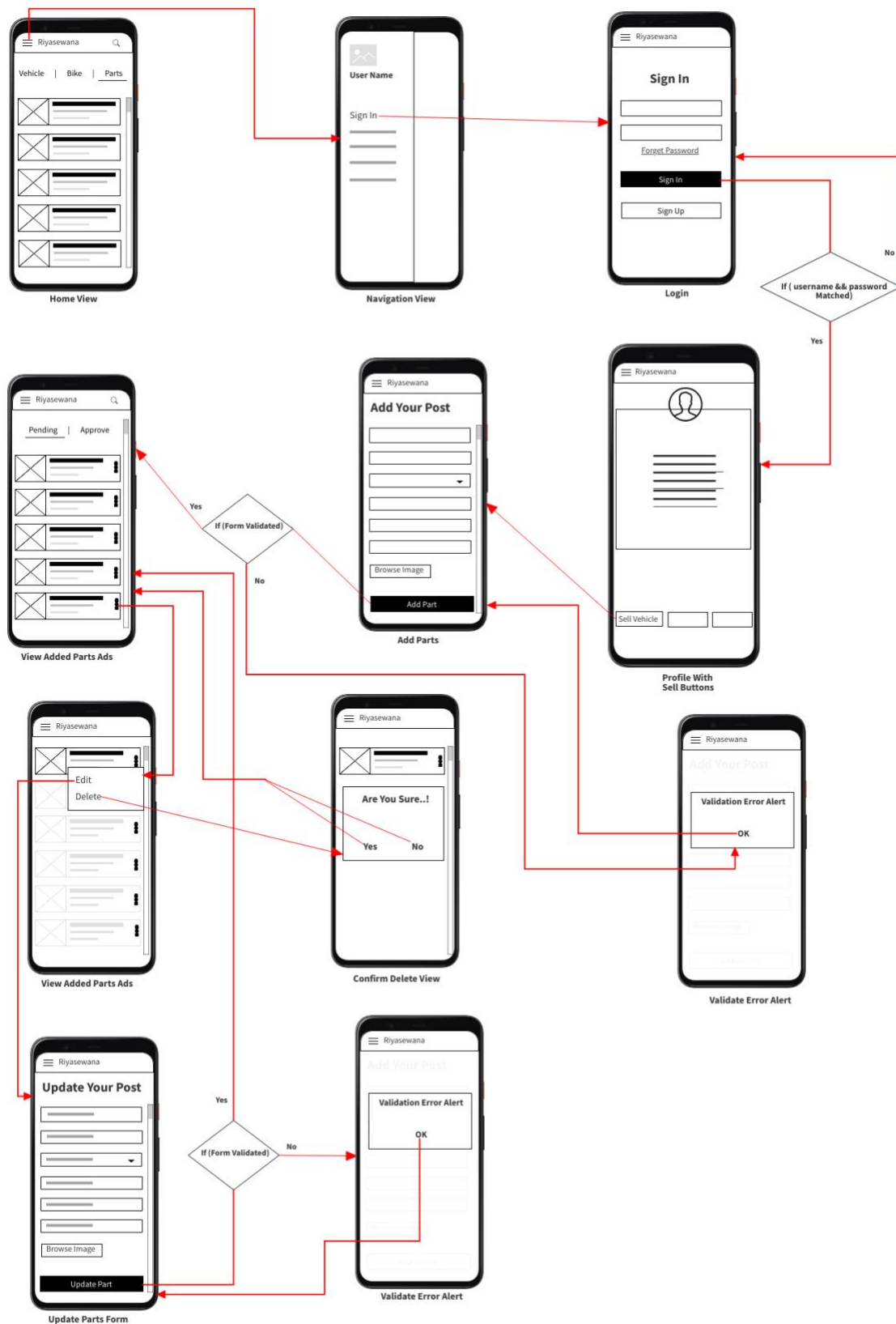
Add item to wish list - Kawsikan K. – IT19185262
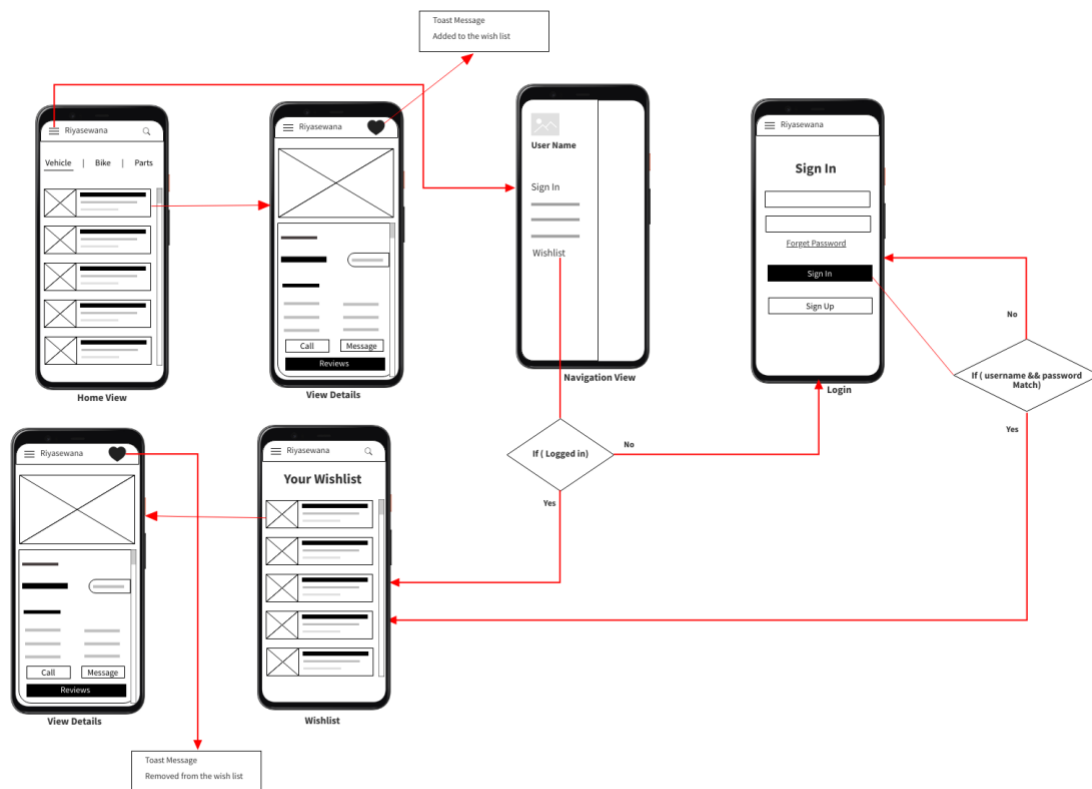
Feedback on existing posts - Jayakody E. D. D. L – IT19153278

Home View

View Details

If (logged in)
- Yes
- No

Add Review

Sign In

Forget Password

Sign In

Sign Up

Login

If (username && password Matched)
- Yes
- No

Add Review

Add Review

Add Review

Add Review

If (Form Validated)
- Yes
- No

Edit Review

Edit Option View

Edit
Delete

Update Review

Update Review

Add Review

If (Form Validated)
- Yes
- No

Add Your Post

Alert with validation error

OK

Browse Image

Add Bike

Validate Error

Confirm Delete View

Are You Sure..!

Yes   No

E. Service Blueprint

TIME	5 - mins	5 - 10 mins	5 - 10 mins		10- 20 mins		5 mins	1 day	2- 3 mins		2- 3 mins
EVIDENCE	Play store	Application	Navigation drawer	Validation	Session	Session	Service providers name, description	online reciept	Session	Select one vehicle	Session	Providing review description
CUSTOMER JOURNEY	Install app	Open Application	Open navigation drawer	Sign up or Sign in	Select service from navigation drawer	Complete post details	View post as pending	Provide payment type	View vehicles	Add to wish list	Go to review	Add review
LINE OF INTERACTION												
FRONTSTAGE								Approve post		View wish list vehicles		Show review form with other reviews
EMPLOYEE ACTIONS		Splash screen with welcome note		Get user details	Provide service	get details						
TECHNOLOGY	Play store description		provide list of services	Check user details								
LINE OF VISIBILITY												
BACKSTAGE ACTIONS				Validate user			Pending post management system	Point of broker payment		wish list management system		Review Management system
LINE OF INTERNAL INTERACTION												
SUPPORT PROCESSES	Play store							Payment process				