Lakwimana

Lab - 03

SE3050 - User Experience Engineering– 2021

Group ID: 2021S2_REG_WE_39

Submitted by:

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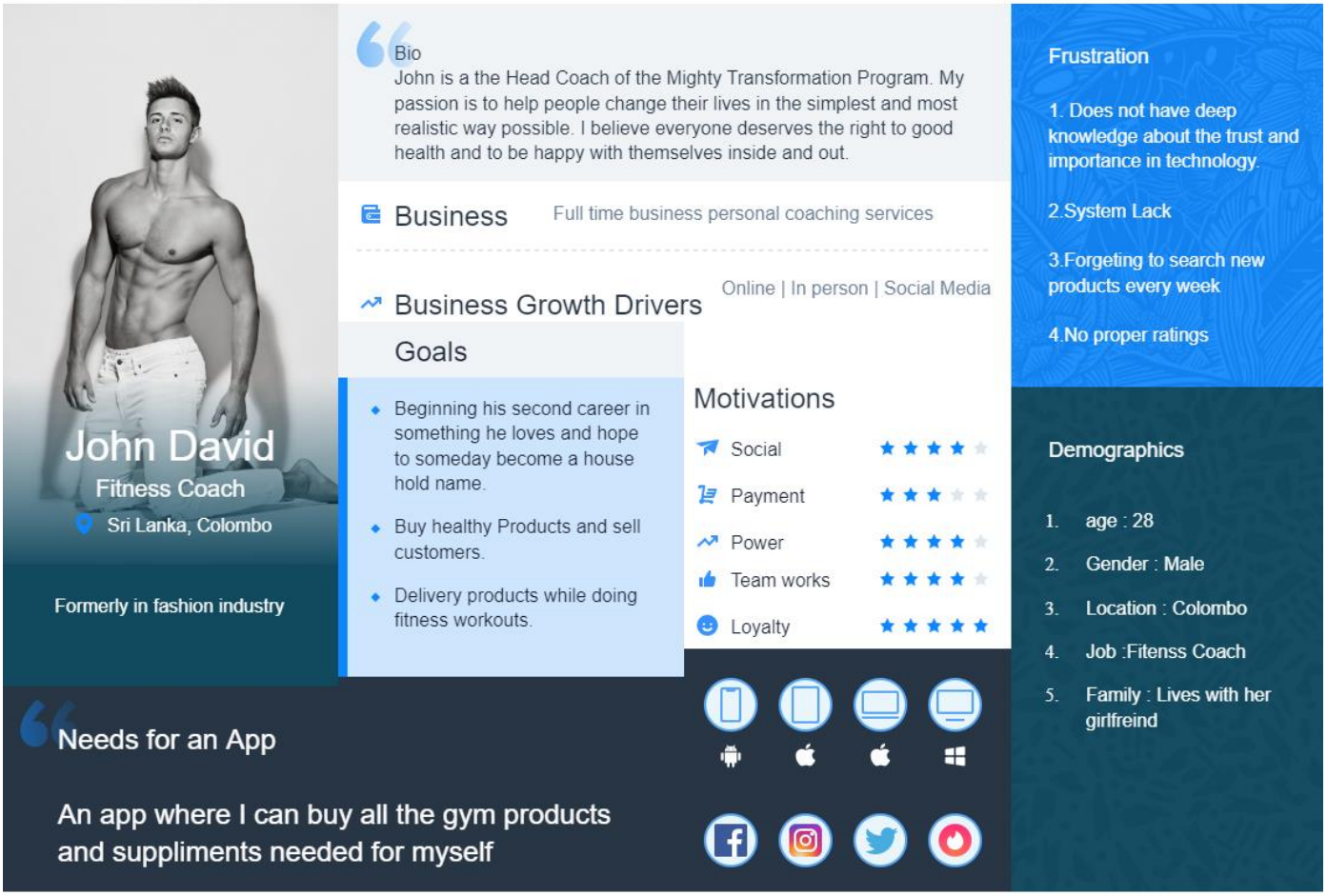
2021.08.01

Mobile App

1.1 Create Persona(s)

Salika:



Binuka:

Stephani (28 Y/O)
Bank Manger in Australia

Its's so hard to find shoes online that fit my feet.

Demographics

Age :	28
Job :	Relationship manager
Family :	Married
Location :	Central Jakarta
Education :	Postgraduate
Archetype :	The Working Mom

Goals

To find a decent price on well-made pair of shoes that Fit for her feet.

Personality

#extrovert #analytical #freindly #active

Bio

Stephani is a working woman in Australia. Being a working woman and a stylish person she gives more attention to her clothing. She has a relatively large feet because of that she's having a trouble of finding the right shoes that match her feet. Doing online shopping doesn't make this matter even worse.

Motivation

IT & Internet	●●●○
Fear	●●●○
Thinking	●●○○
Growth	●●○○
Power	●○○○
Social Networks	●●●●

Frustration

- Not being able to Identify shoe width online
- Fever shoe options
- No proper Ratings/Comments of the customers

iPhone LOUIS VUITTON

Umesh:

John Parker

25, Singer

London, UK

DESIGN TRAVEL PARTY

Bio

John Parker is an English singer and songwriter. He is one of the world's best-selling music artists, with sales of over 120 million records. He was brought up in London and he is very famous for his playback singing in English, pop, and Rock. Diamond is my latest song here. It is my duty to take my ideas and turn them into successful products. I graduated in arts from the BRIT School in 2006 with a degree in Musician.

Goals · Interest

- Buy products while singing.
- Having a list of products on his wish list that he can't currently afford.
- Being able to deliver products to his position.
- Receiving production in a short period of time.

Pain Points · Concerns

- Lack of Payment Options
- Delivery not have been available.
- Having a non-attractive user interface design
- Products Are "Outdated "
- Receiving of Incorrect Order

Frustration

- Lack in time
- Challenging to find adequate information product items online
- Access blocked from some product publications

Motivations

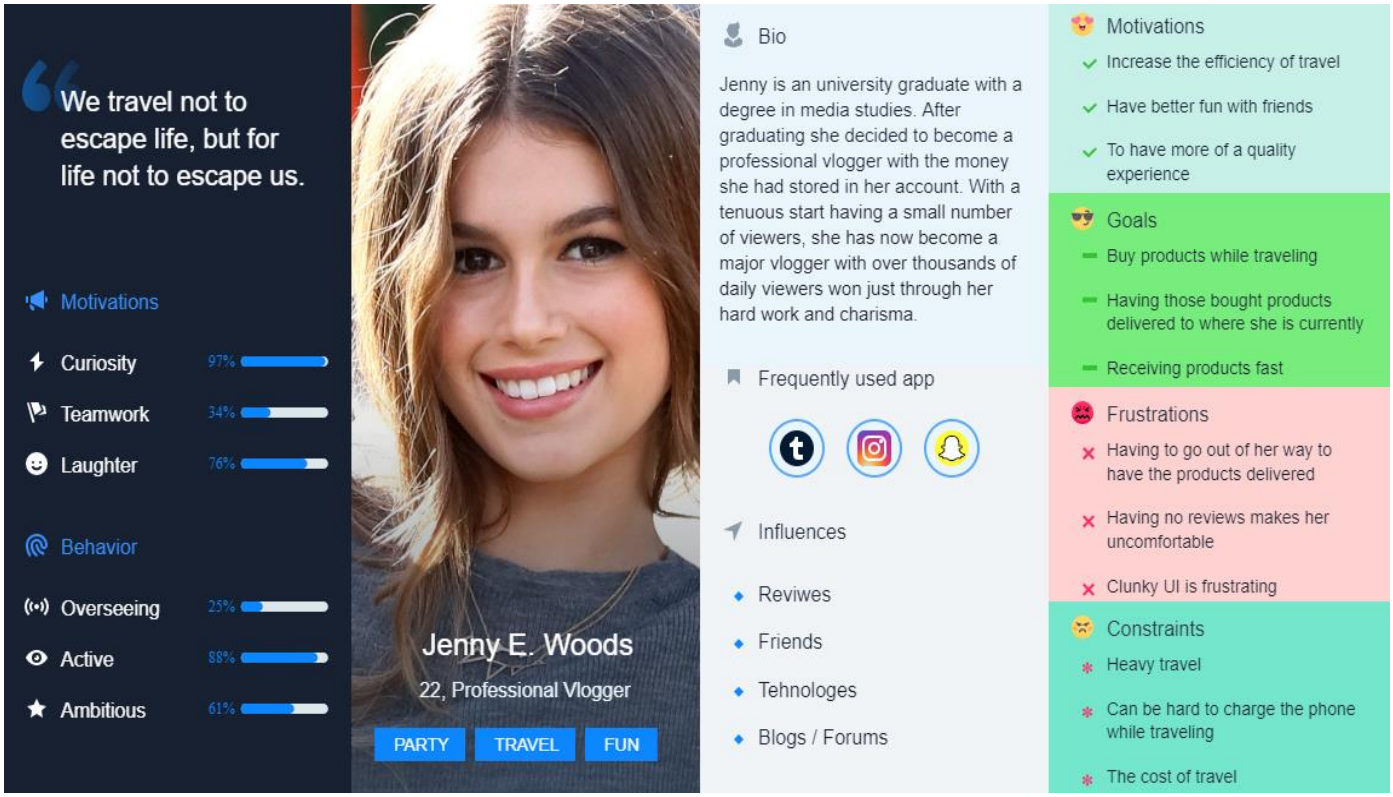
Laughter	40%
Entertainment	59%
Teamwork	73%
Relationship	54%
Curiosity	48%

Personality

Loyal	★★★★★
Sensing	★★★★★
Judging	★★★★★
Active	★★★★★

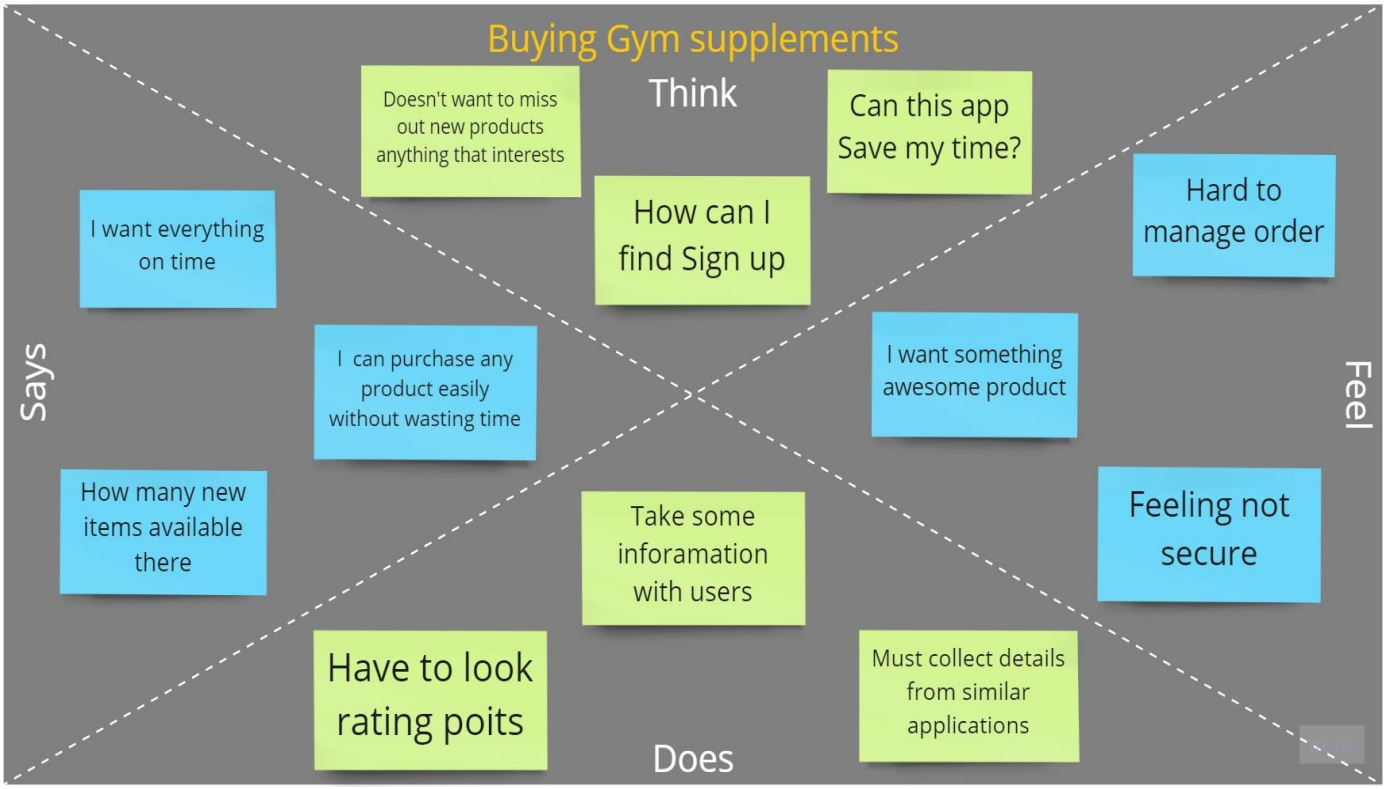
""No matter what people think of you, always keep singing your own songs. Always "."

Yasoja:

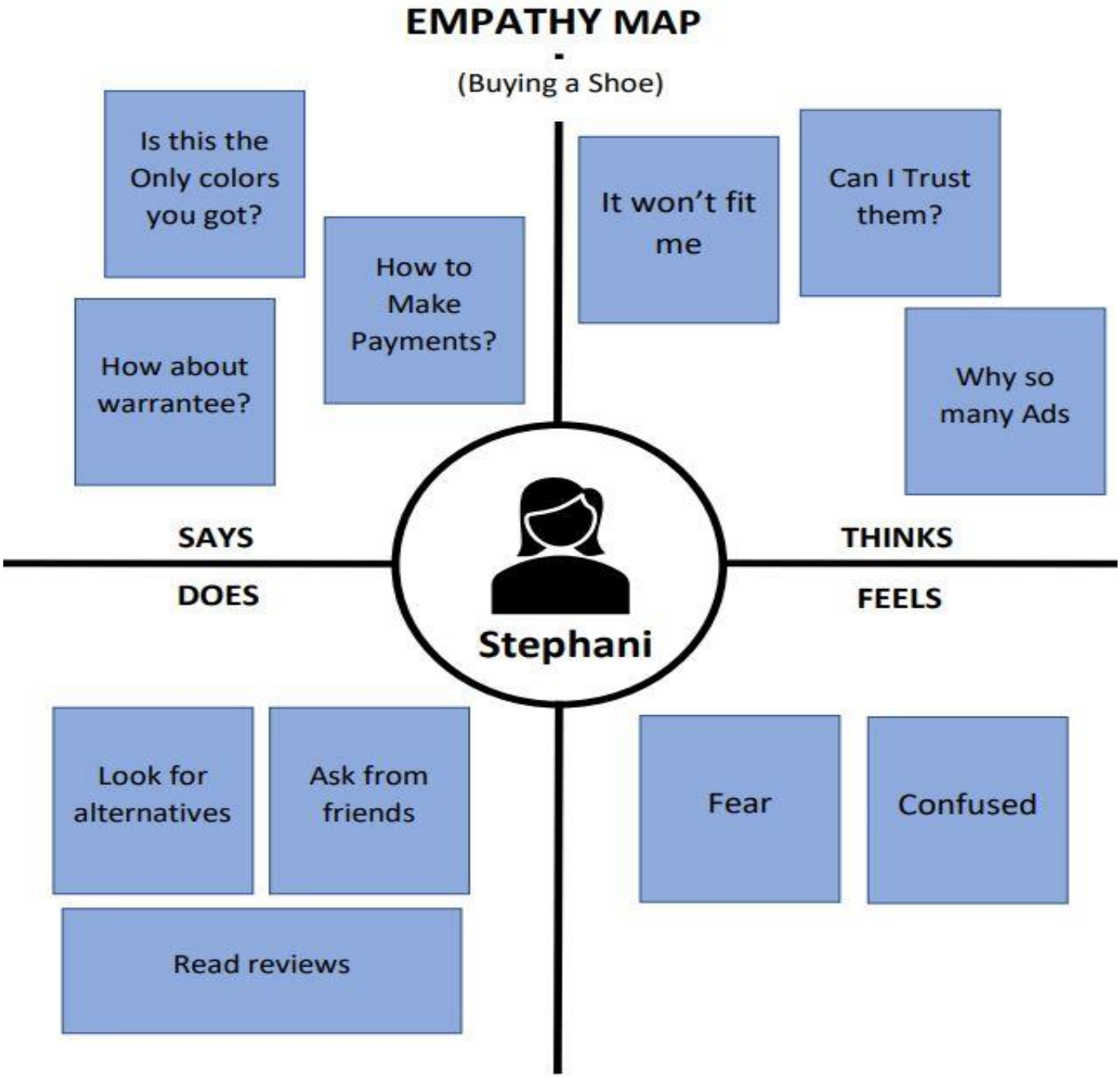

We travel not to escape life, but for life not to escape us.
Motivations
Curiosity 97%
Teamwork 34%
Laughter 76%
Behavior
Overseeing 25%
Active 88%
Ambitious 61%
Jenny E. Woods
22, Professional Vlogger
PARTY
TRAVEL
FUN
Bio
Jenny is an university graduate with a degree in media studies. After graduating she decided to become a professional vlogger with the money she had stored in her account. With a tenuous start having a small number of viewers, she has now become a major vlogger with over thousands of daily viewers won just through her hard work and charisma.
Frequently used app
Influences
Reviwes
Friends
Tehnologes
Blogs / Forums
Motivations
Increase the efficiency of travel
Have better fun with friends
To have more of a quality experience
Goals
Buy products while traveling
Having those bought products delivered to where she is currently
Receiving products fast
Frustrations
Having to go out of her way to have the products delivered
Having no reviews makes her uncomfortable
Clunky UI is frustrating
Constraints
Heavy travel
Can be hard to charge the phone while traveling
The cost of travel

1.2 Empathy map(s)

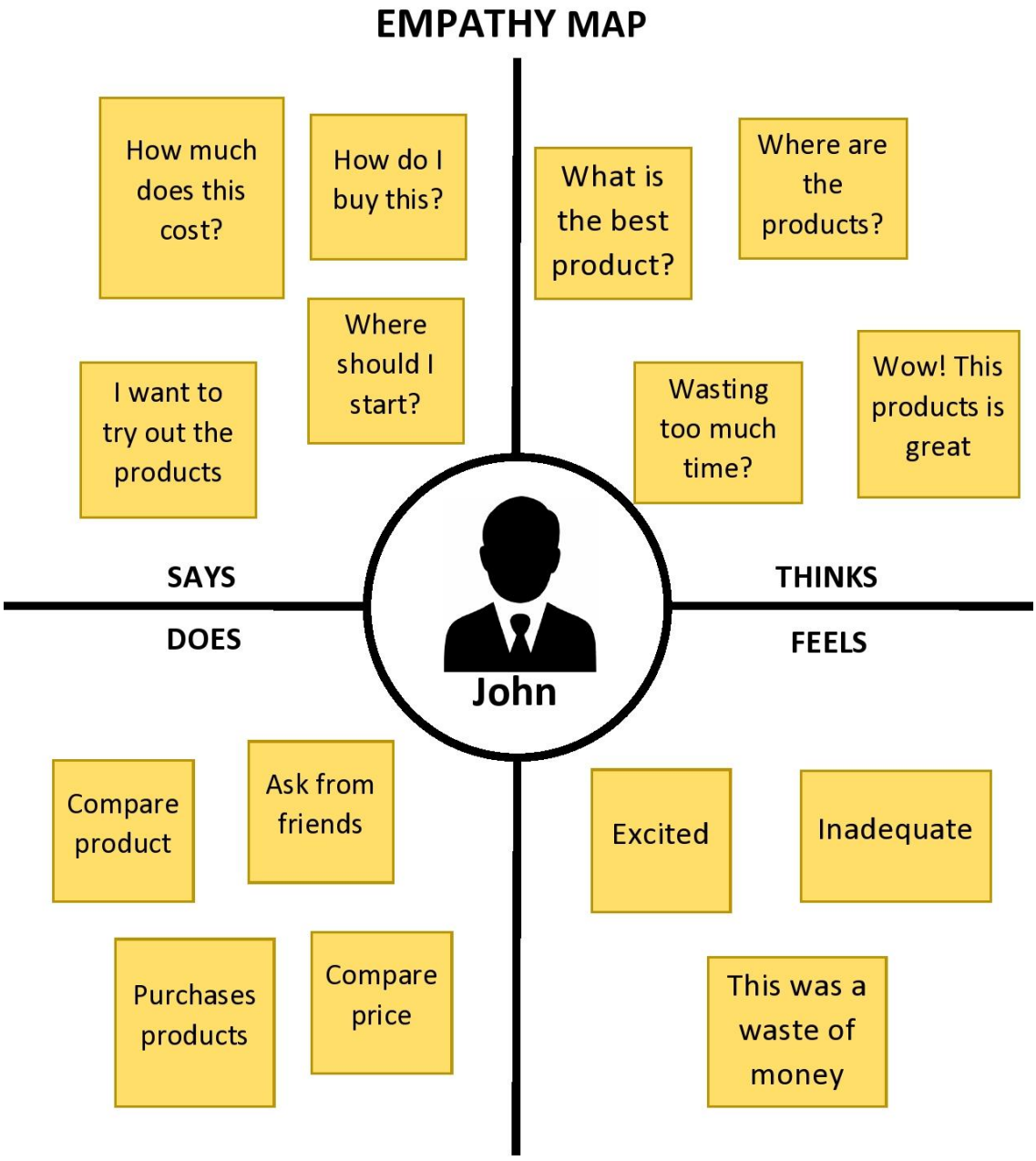
Salika:



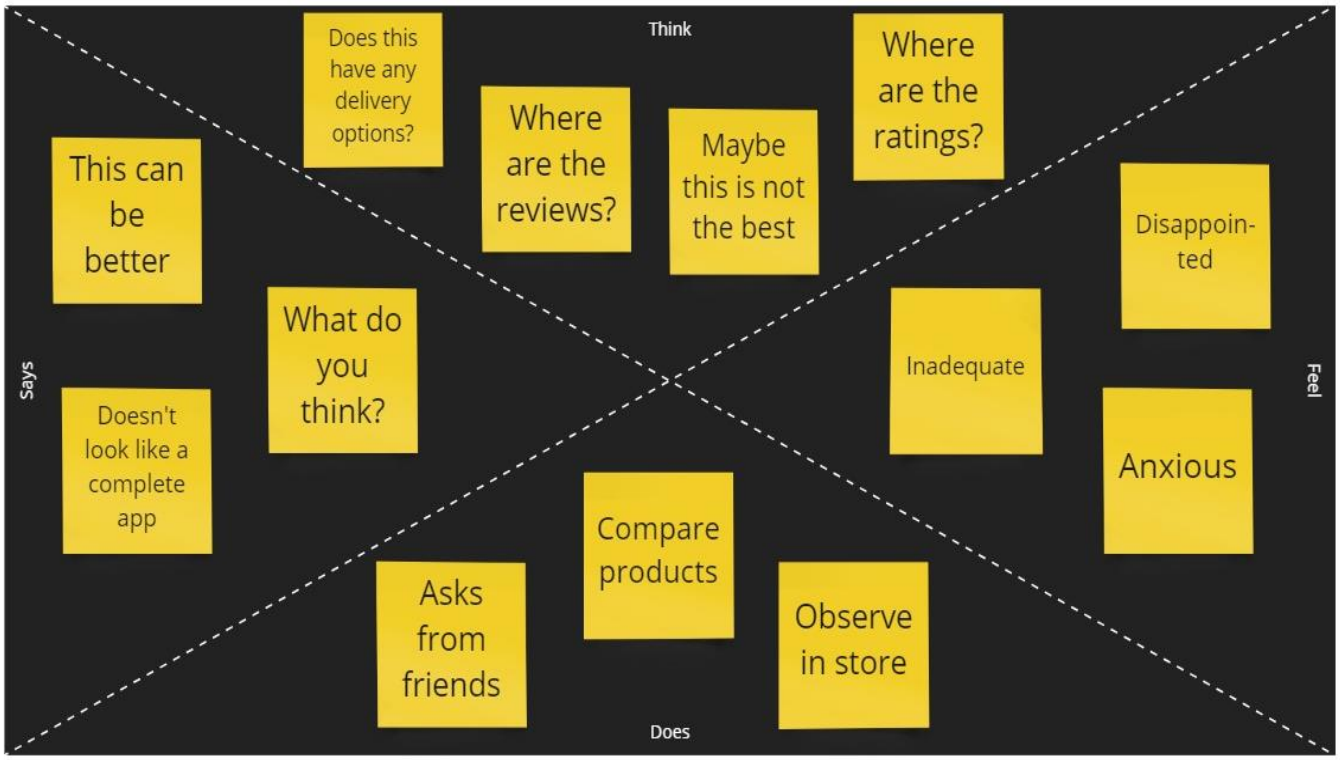
Binuka:


EMPATHY MAP
(Buying a Shoe)
Is this the Only colors you got?
How to Make Payments?
It won't fit me
Can I Trust them?
How about warrantee?
Why so many Ads
SAYS
THINKS
DOES
FEELS
Stephani
Look for alternatives
Ask from friends
Fear
Confused
Read reviews

Umesh:


EMPATHY MAP
How much does this cost?
How do I buy this?
What is the best product?
Where are the products?
Where should I start?
I want to try out the products
Wasting too much time?
Wow! This products is great
SAYS
DOES
THINKS
FEELS
John
Compare product
Ask from friends
Excited
Inadequate
Purchases products
Compare price
This was a waste of money

Yasoja:


Think
Does this have any delivery options?
Where are the reviews?
Maybe this is not the best
Where are the ratings?
This can be better
Disappoin-ted
What do you think?
Inadequate
Says
Feel
Doesn't look like a complete app
Anxious
Compare products
Asks from friends
Observe in store
Does

1.3 User stories

Salika: As Gym instructor I want to take Supplements timely so that I can earn good profit.

As Gym instructor I want to edit my profile details so that I can add my new personal data

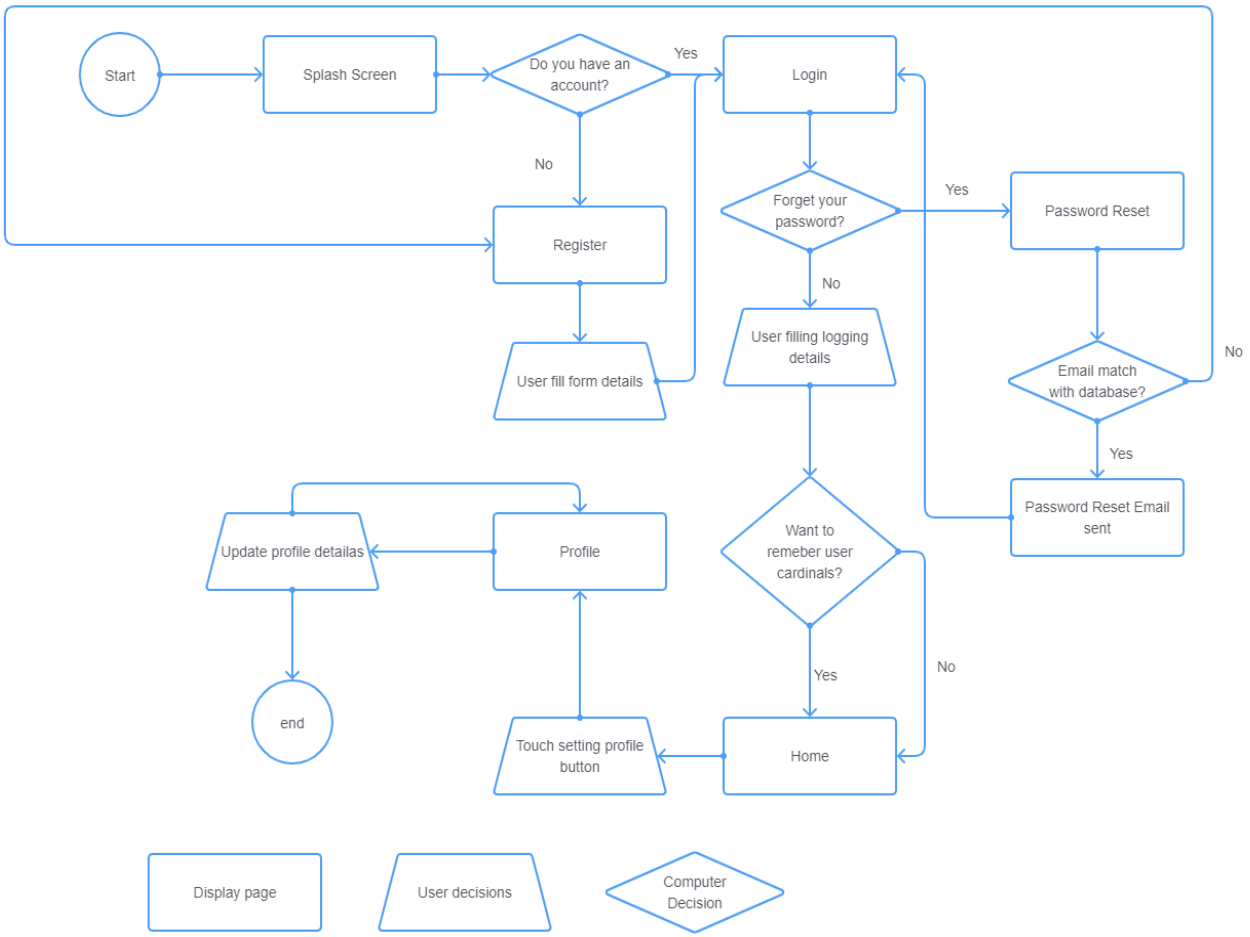
Binuka: As a customer I want to buy shoes so that I can wear them.

Umesh: As a Singer, I want to see product categories, so that I can buy specific products.

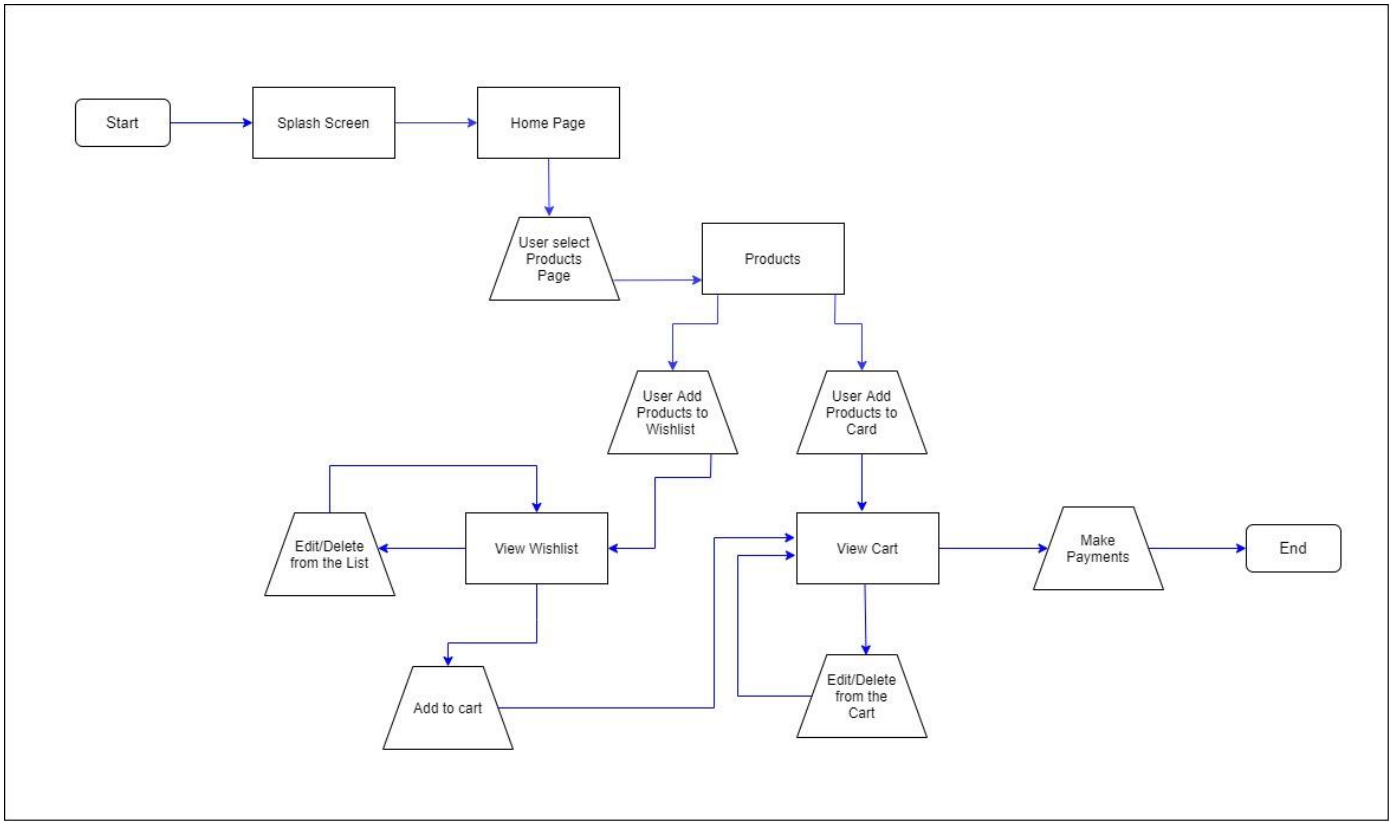
Yasoja: As a traveler, I want to have products delivered to me so that I don’t have to waste time

1.4 Identify user flow(s)

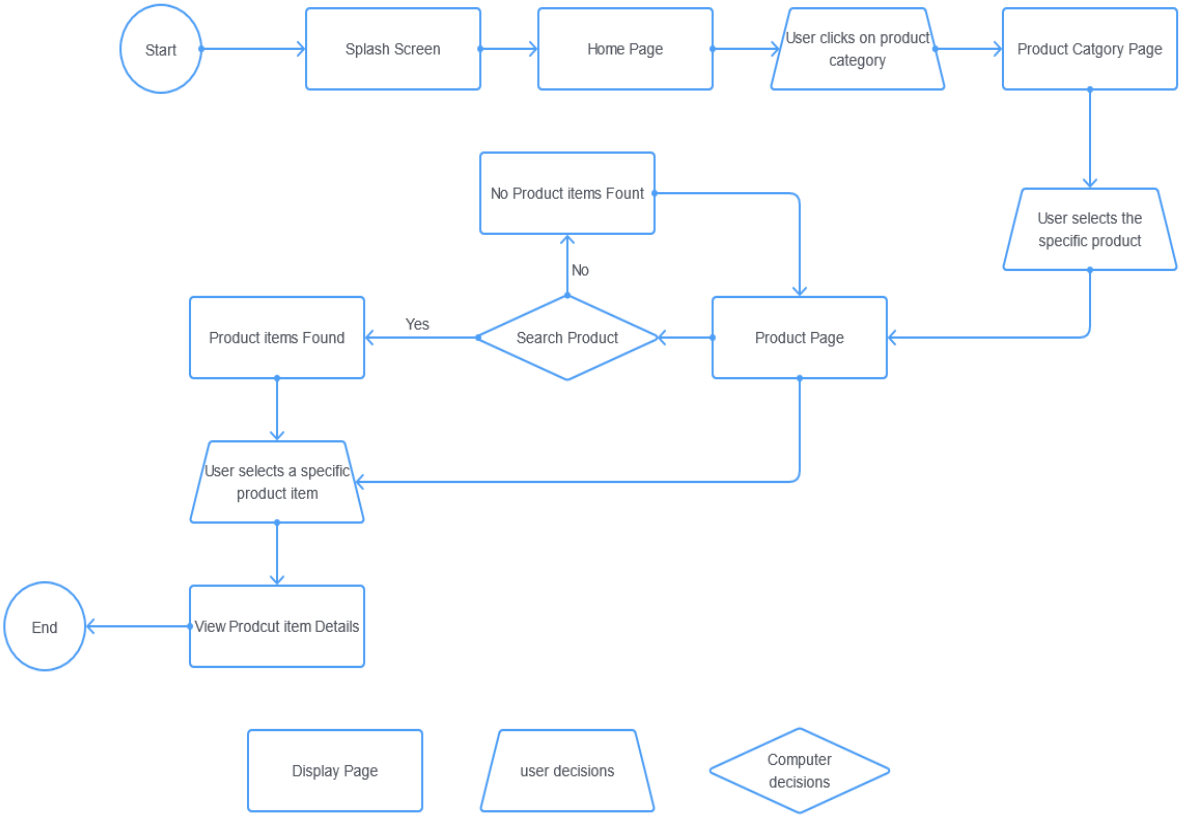
Salika:



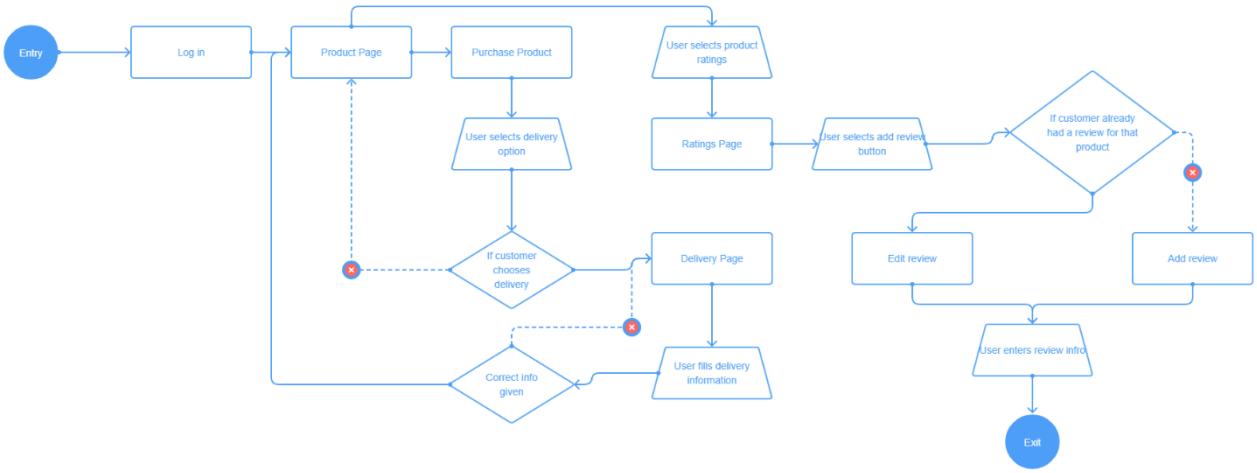
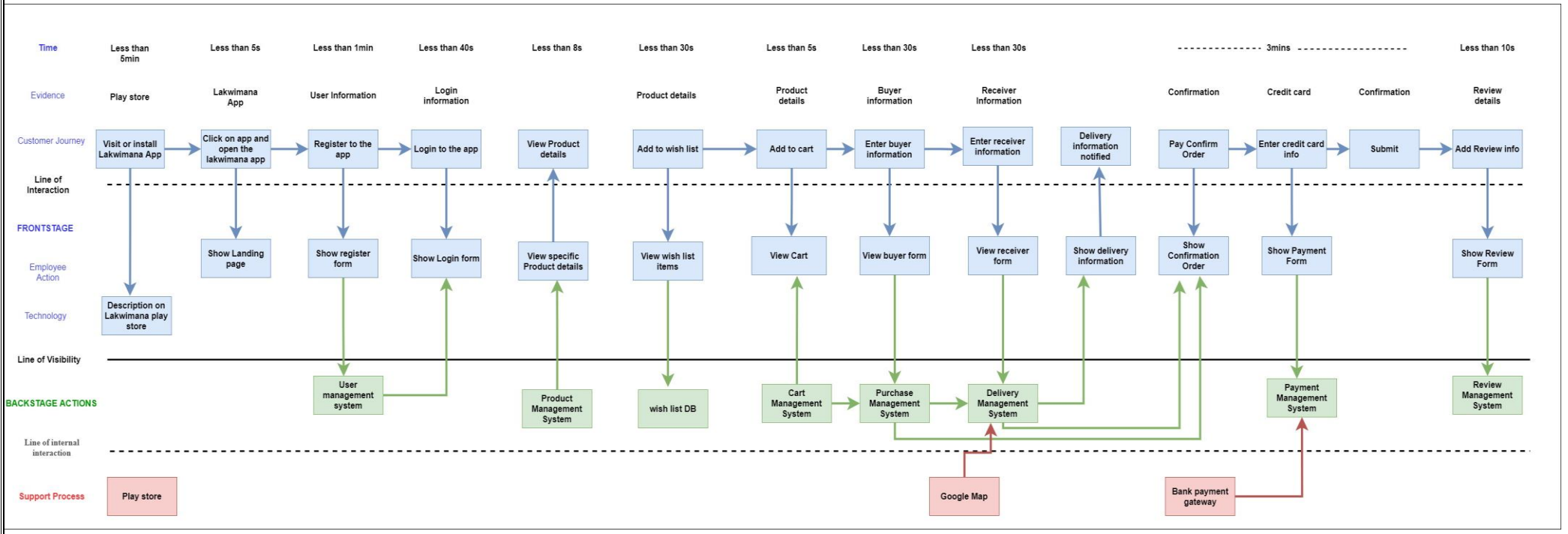
Binuka:


Start
Splash Screen
Home Page
User select Products Page
Products
User Add Products to Wishlist
User Add Products to Card
Edit/Delete from the List
View Wishlist
View Cart
Make Payments
End
Add to cart
Edit/Delete from the Cart

Umesh:



Yasoja:



1.5 Service Blueprint