



# **Lakwimana**

## **Lab - 03**

SE3050 - User Experience Engineering– 2021

Group ID: 2021S2\_REG\_WE\_39

Submitted by:


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# Mobile App

## 1.1 Create Persona(s)

**Salika:**



**John David**  
Fitness Coach  
Sri Lanka, Colombo  
Formerly in fashion industry

**Aspirations**  
I am beginning my second career in something I love and hope to someday become a house hold name

**Business** Full time business personal coaching services

**Business Growth Drivers** Online | In person | Social Media

**Mindset**  
I want to give my clients the best coaching experience I can all the while molding them in to the best selves that they could be

**Confidence Using a Mobile App**

Category	Rating
Social	★★★★☆
Payment	★★★☆☆
Loyalty	★★★★★

**Needs for an App**  
An app where I can buy all the gym products and suppliments needed for myself

**Hesitations**  
Will I be able to buy my suppliments and products needed to do my profession well?  
Will I be able to do my job properly with those said equipment?

**Motivations**

1. Offers coaching as best as I can
2. Have the best suppliments to enhance my physique to the max
3. Have the best products so that I can have the best training to also enhance my physique

Icons for mobile devices (Android, Apple, Windows) and social media (Facebook, Instagram, Twitter, YouTube).

## 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







Umesh:



**John Parker**  
25, Singer  
London, UK

DESIGN TRAVEL PARTY

**Bio**  
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.

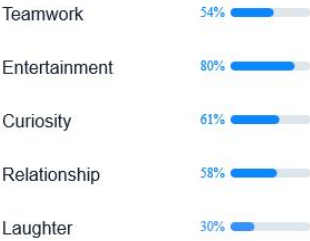
Pain Points · Concerns

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- ◆ Products Are "Outdated "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

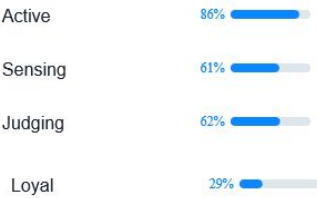
Frustration

- ◆ Friends
- ◆ Technology

Motivations

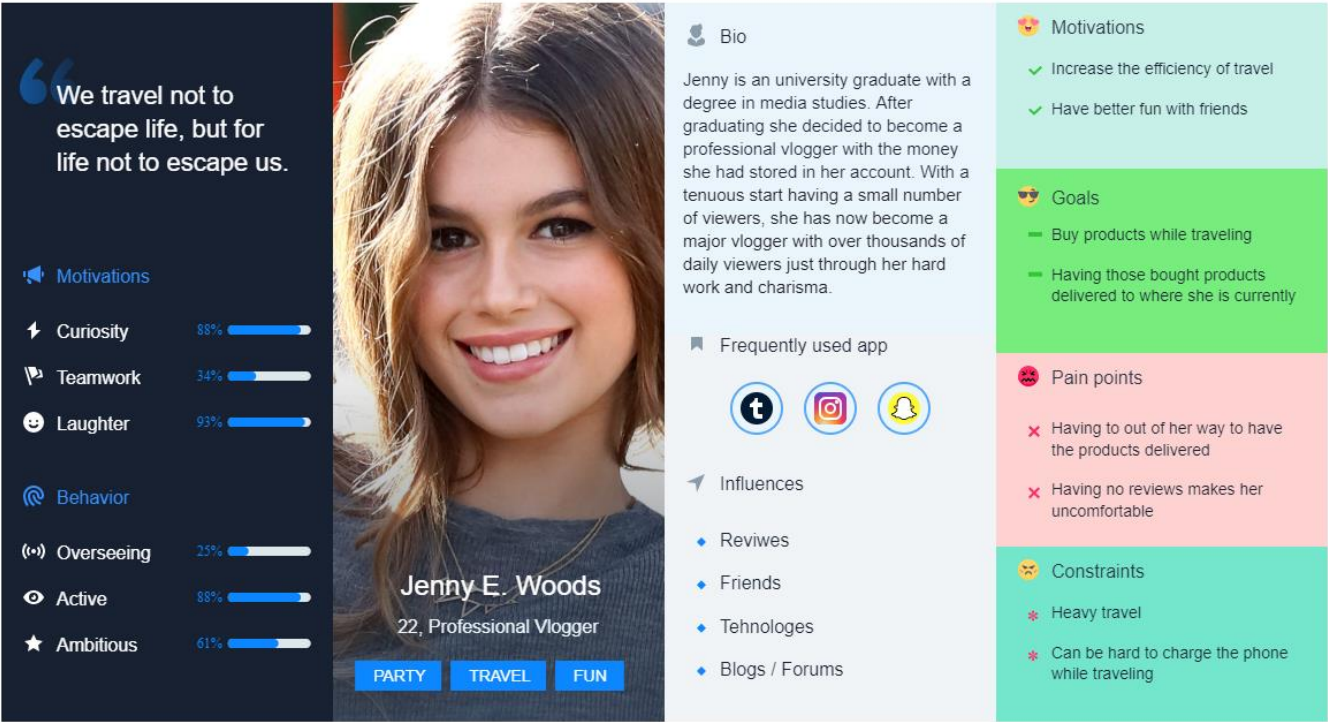


Behavior



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

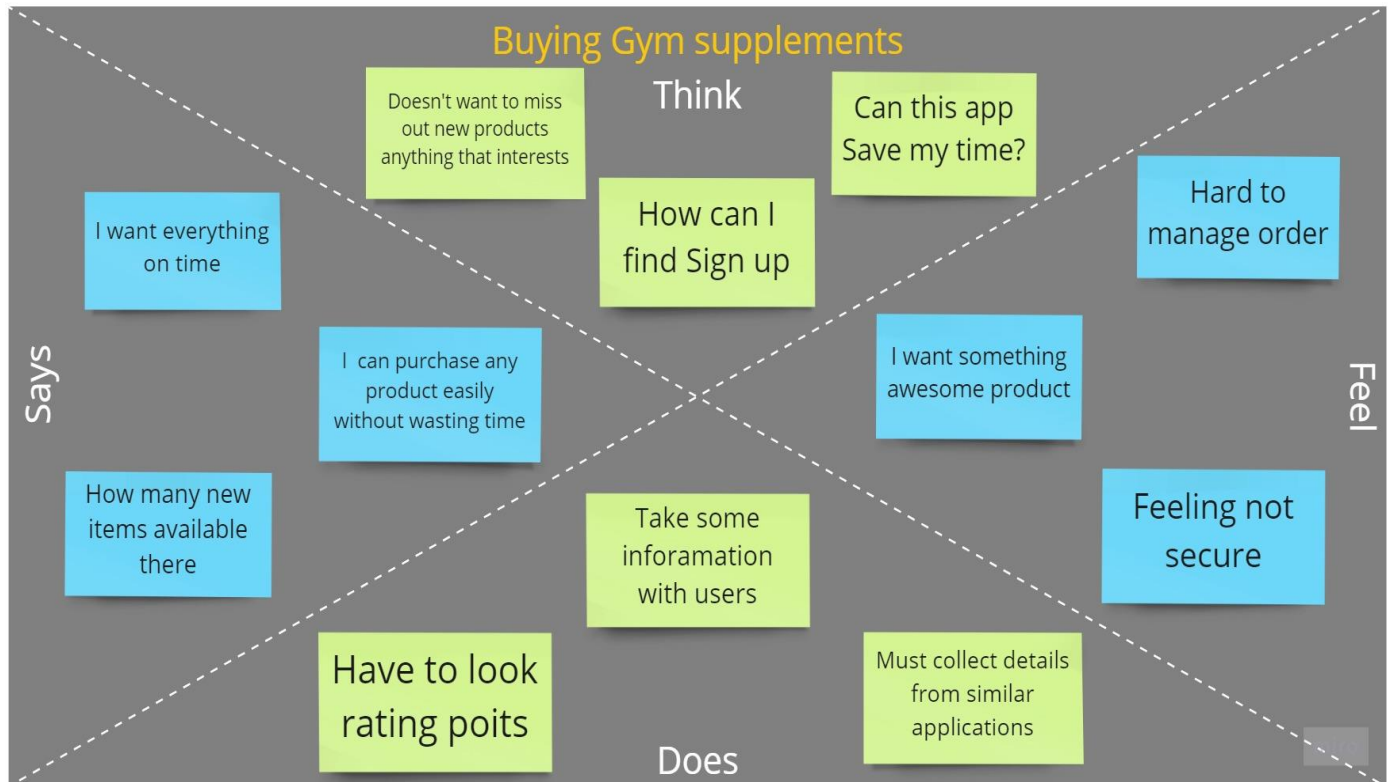
Yasoja:



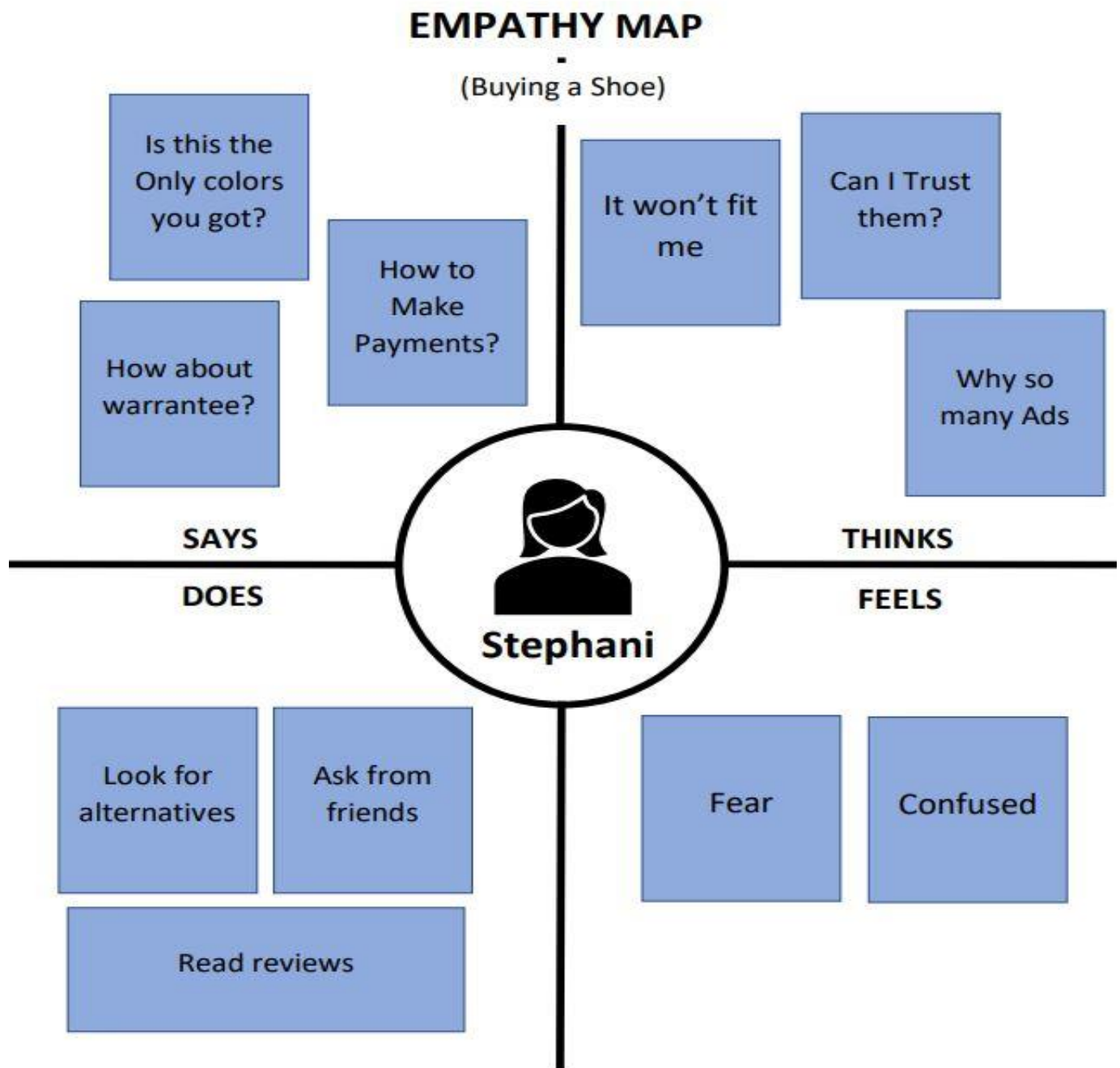


## 1.2 Empathy map(s)

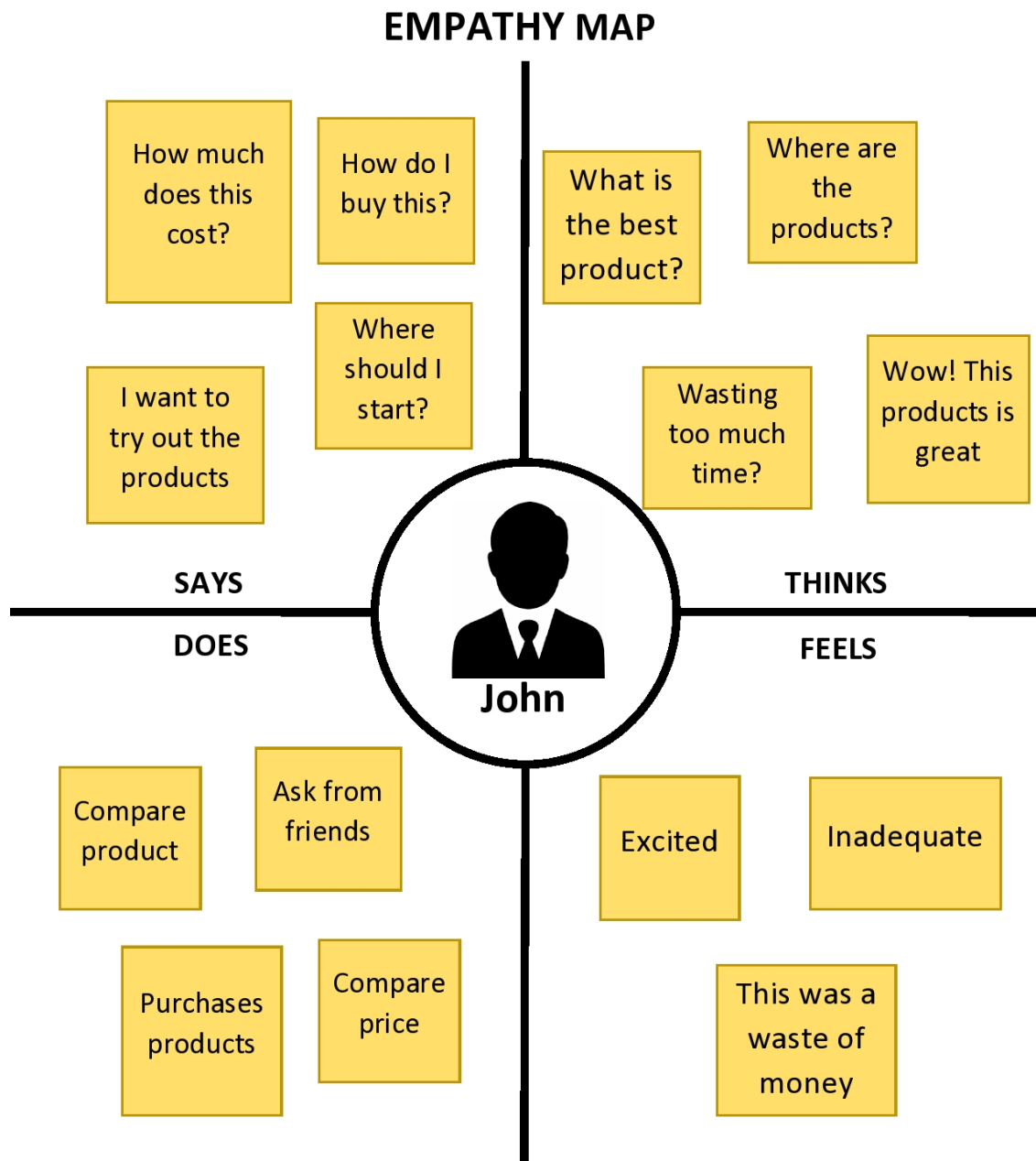
**Salika:**



**Binuka:**

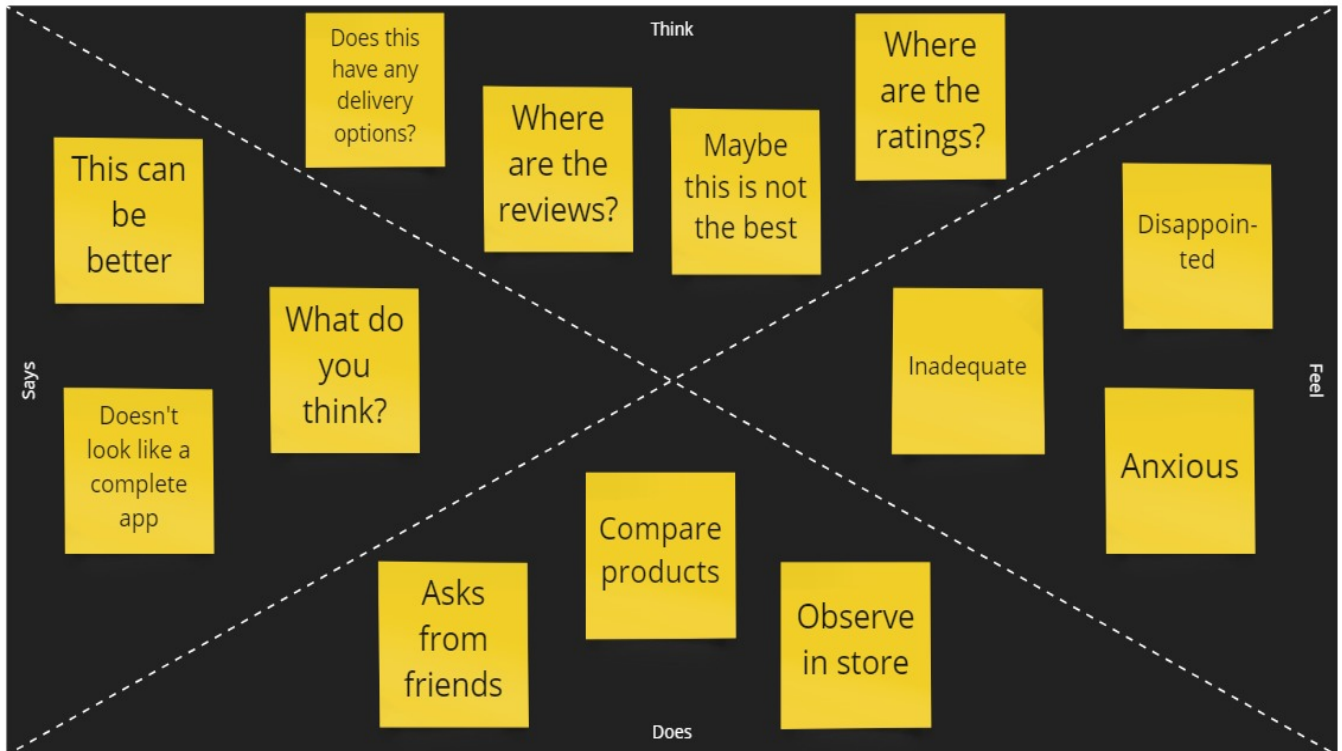


Umesh:





## Yasoja:



### 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

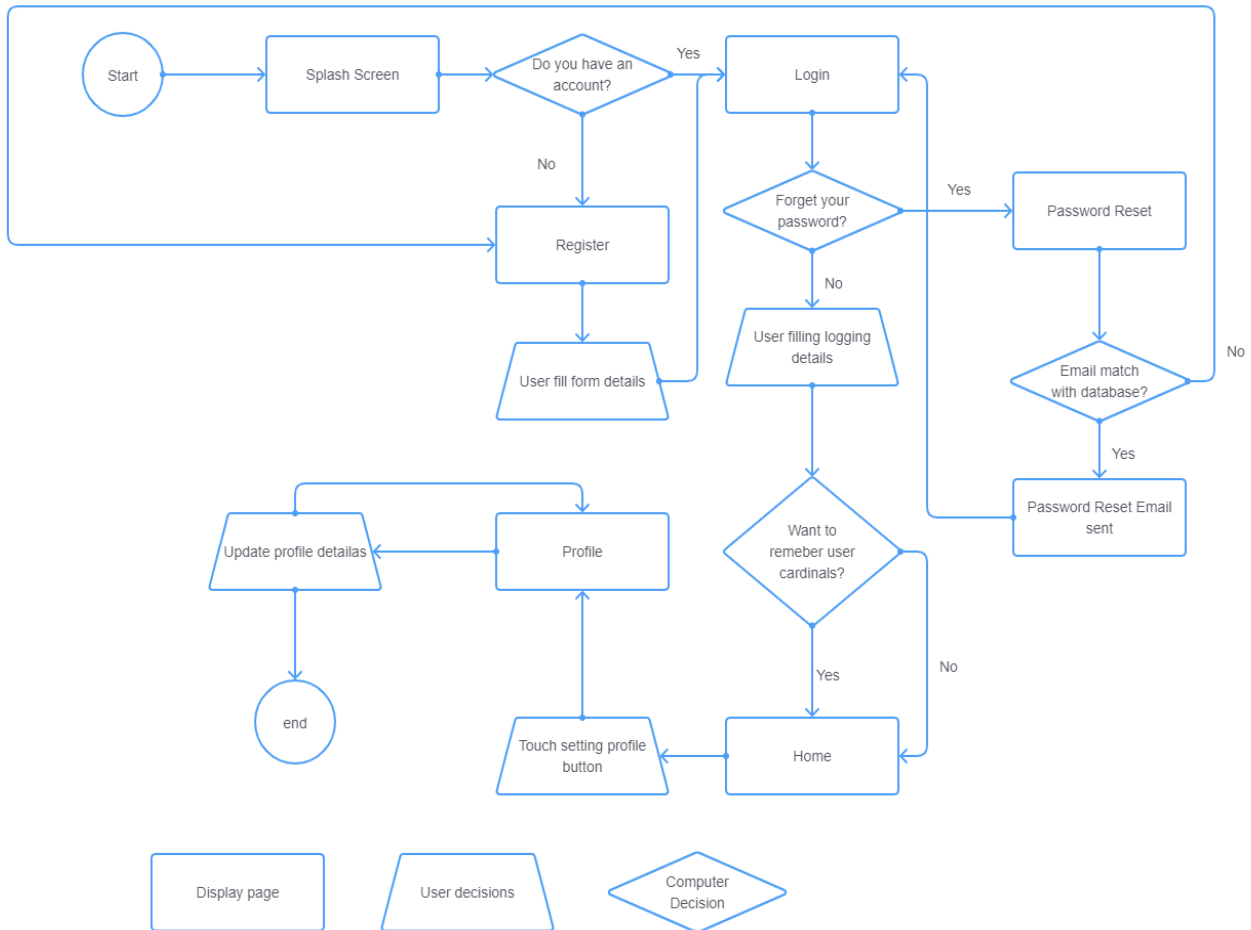
**Binuka:** As a customer I want to buy shoes so that I can wear them.

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

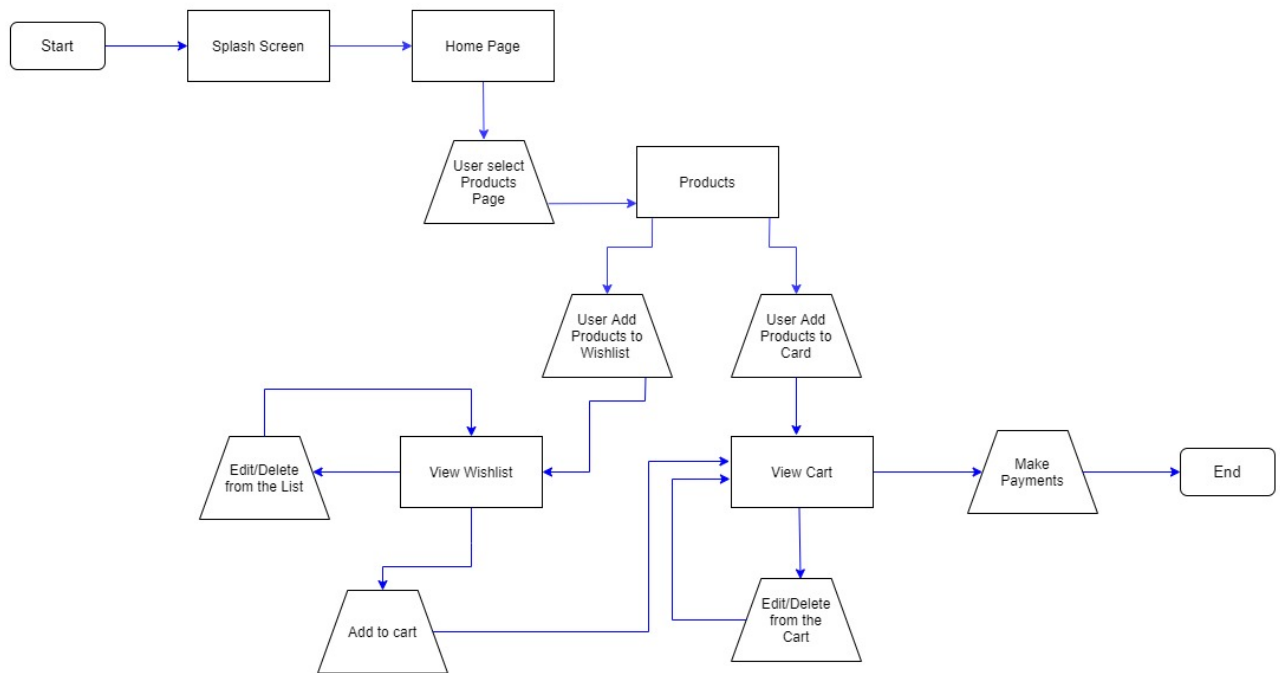
**Yasoja:** As a traveler, I want to have products delivered to me so that I don't have to waste time

## 1.4 Identify user flow(s)

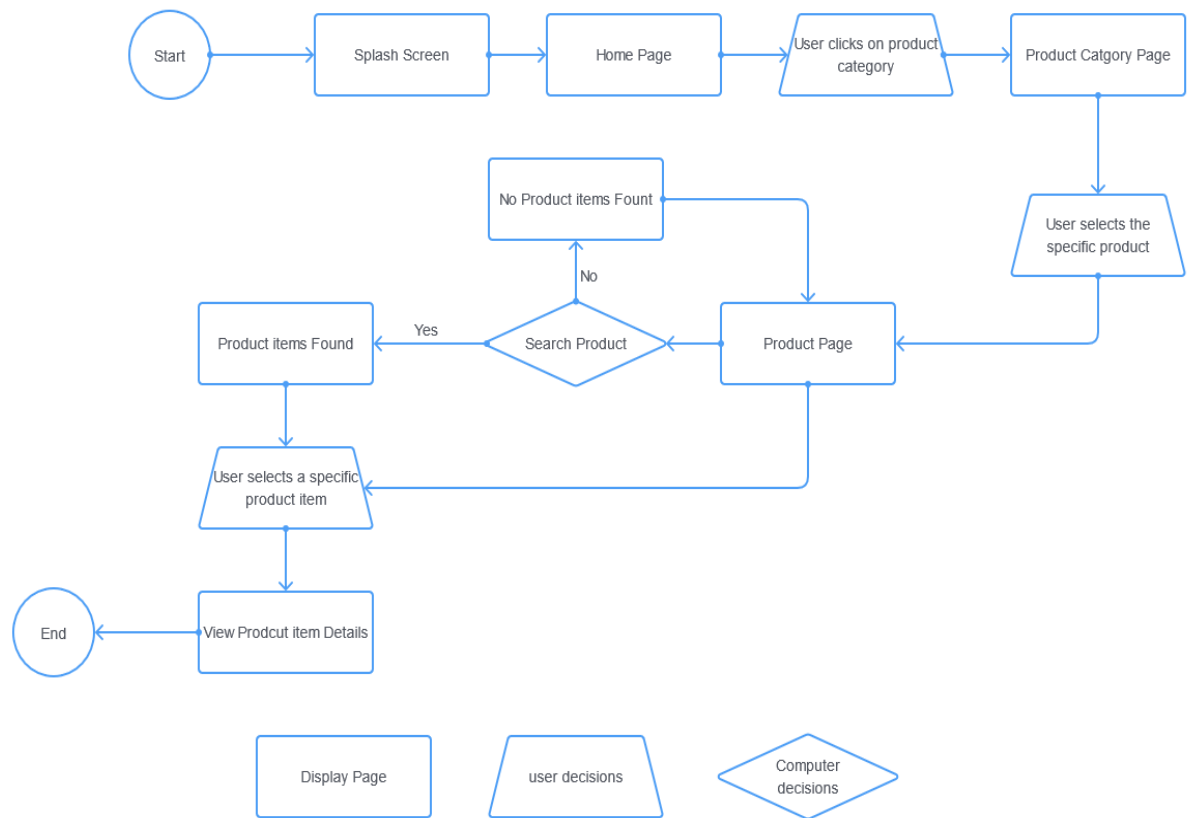
### Salika:



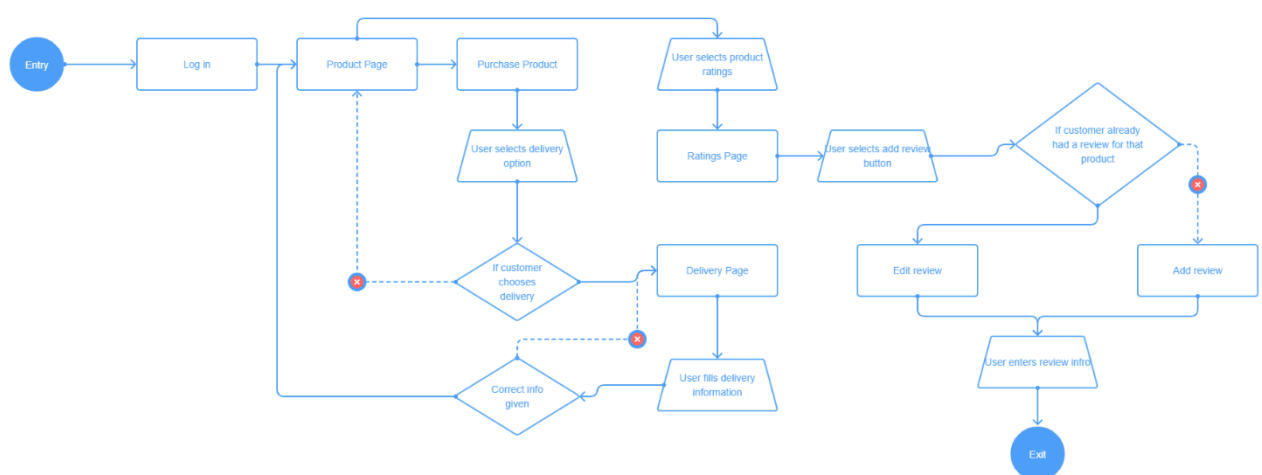
## Binuka:



**Umesh:**



**Yasoja:**



## 1.5 Service Blueprint

