



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:

Rasith Rangana
Fitness Coach
Sri Lanka, Hakmana
Formerly in fashion industry

Bio
Rasith is the Head Coach of the Mighty Transformation Program. His passion is to help people change their lives in the simplest and most realistic way possible. He believe everyone deserves the right to good health and to be happy with themselves inside and out.

Business Full time business personal coaching services

Business Growth Drivers Online | In person | Social Media

Goals

- Identified any physical limitations of clients, and created fitting plans.
- Buy healthy Products and sell customers.
- Served as an encouraging supporter by giving clients the tools necessary to change their physical, mental, and emotional well-being

Motivations

- Social ★★★★★
- Payment ★★★★★
- Power ★★★★★
- Team works ★★★★★
- Loyalty ★★★★★

Frustration

- Does not have deep knowledge about the trust and importance in technology.
- System Lack
- Forgetting to search new products every week
- No proper ratings

Demographics

- age : 28
- Gender : Male
- Location : Hakmana
- Job : Fitenss Coach
- Family : Lives with her girlfreind

Needs for an App
An app where he can buy all the gym products and suppliments needed for himself

Icons for devices: Android, Apple, Apple, Windows. Social media icons: Facebook, Instagram, Twitter, YouTube.

08 August 2021



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

DESIGNTRAVELPARTY

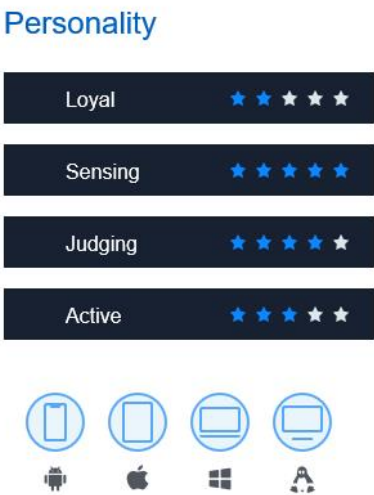


Bio
John Parker is an English singer and songwriter. He is one of the world's best-selling music artists, with sales of over 120 million records. He was brought up in London and he is very famous for his playback singing in English, pop, and Rock. Diamond is my latest song here. It is my duty to take 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



“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

t i s

Influences

- Revives
- Friends
- Tehnologies
- 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

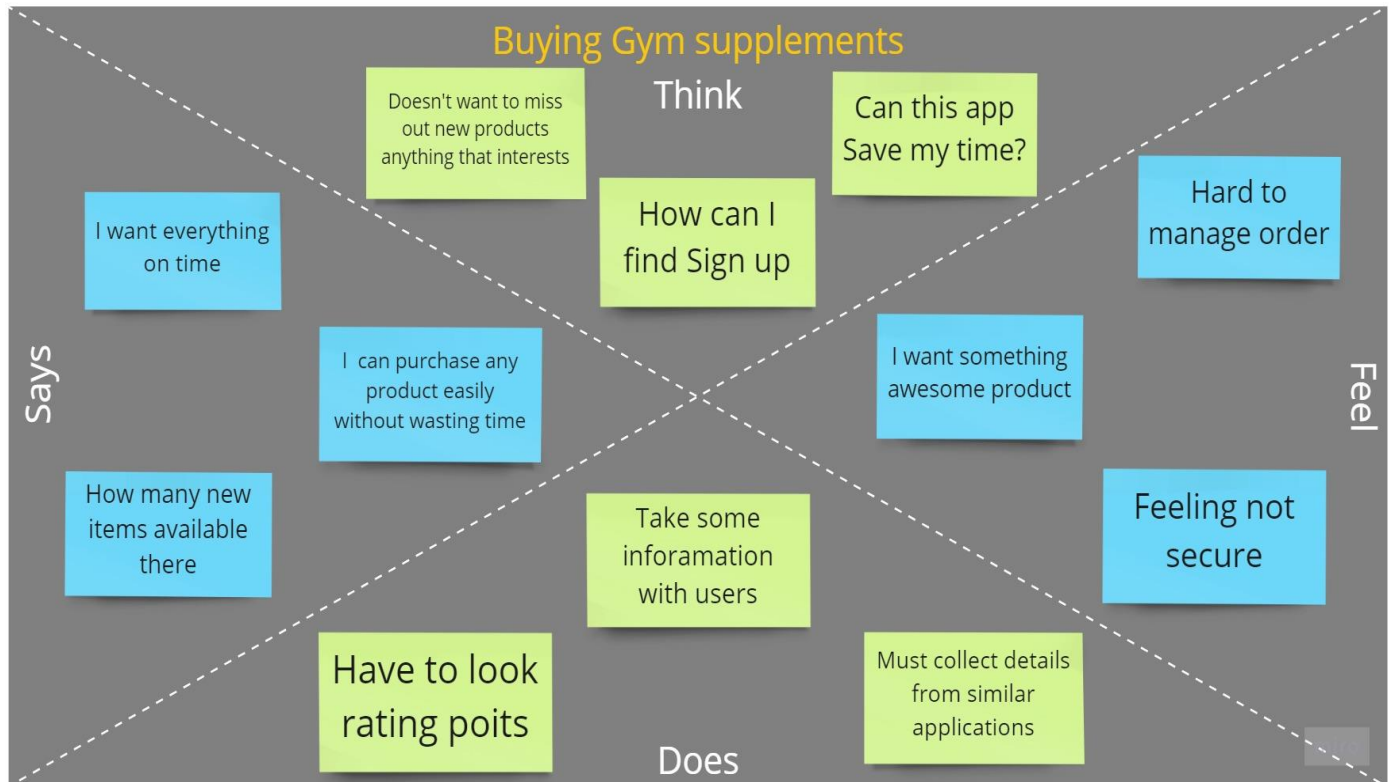
- ✗ Having to go out of her way to have the products delivered
- ✗ Having no reviews makes her uncomfortable
- ✗ Clunky UI is frustrating

Constraints

- * Heavy travel
- * Can be hard to charge the phone while traveling
- * The cost of travel

1.2 Empathy map(s)

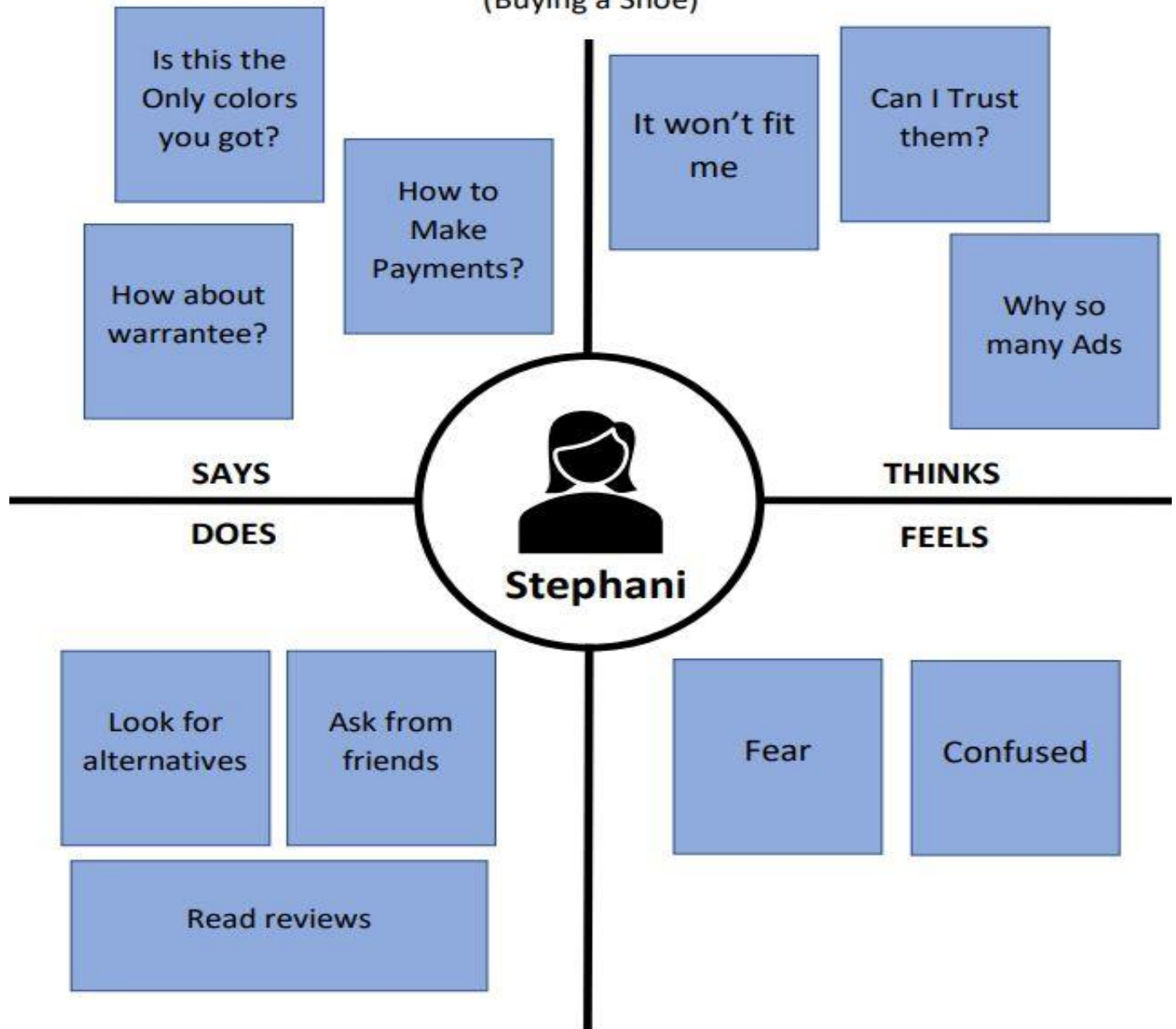
Salika:



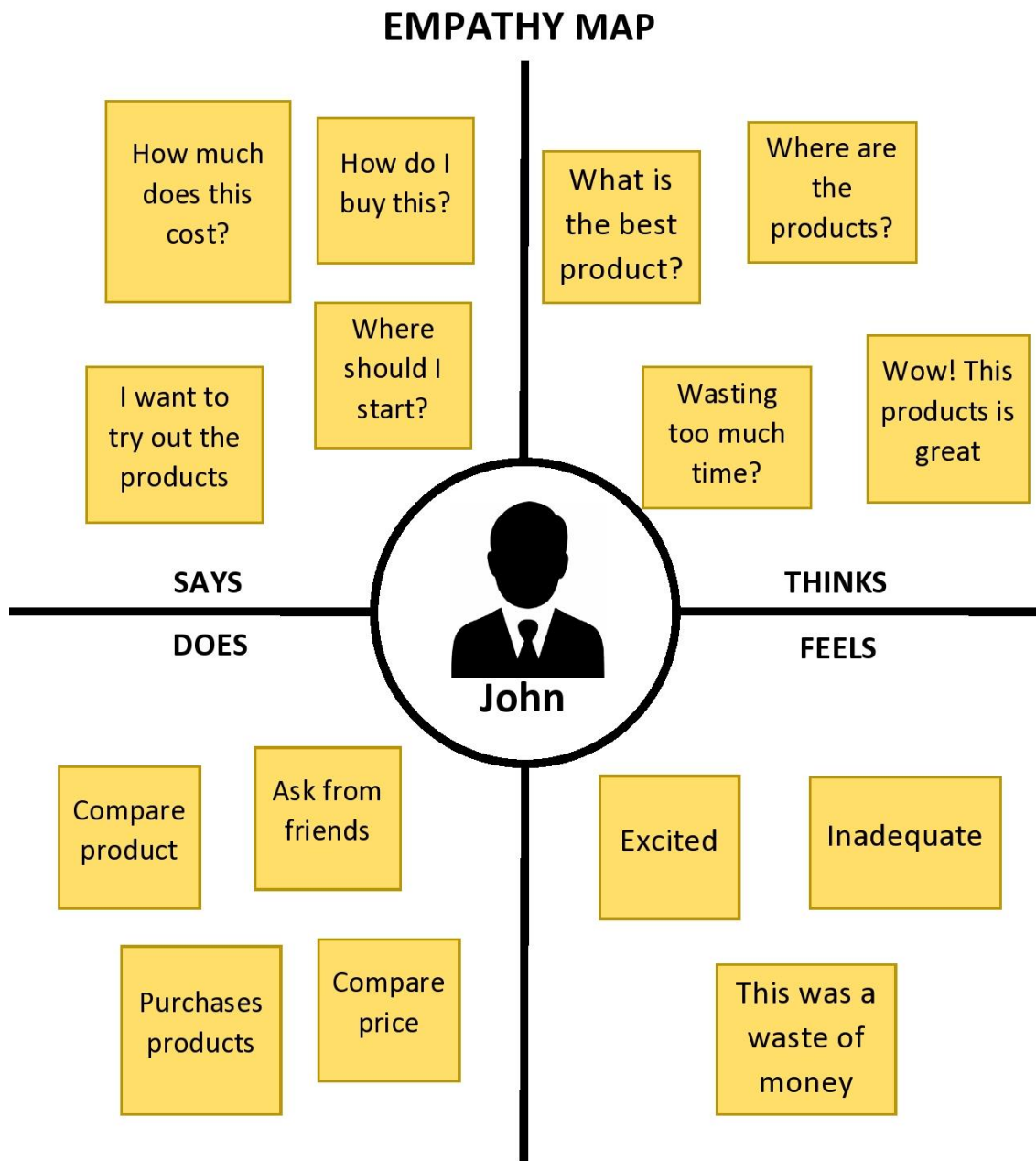
Binuka:

EMPATHY MAP

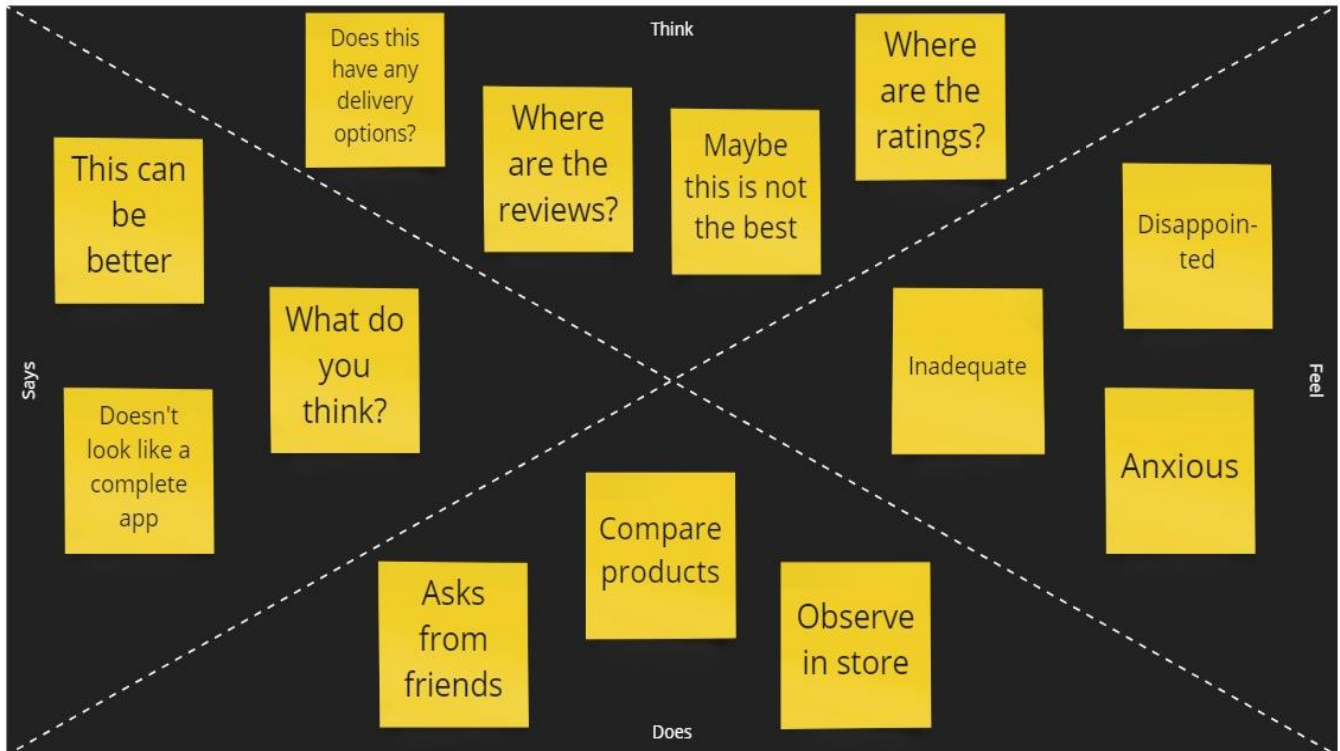
(Buying a Shoe)



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

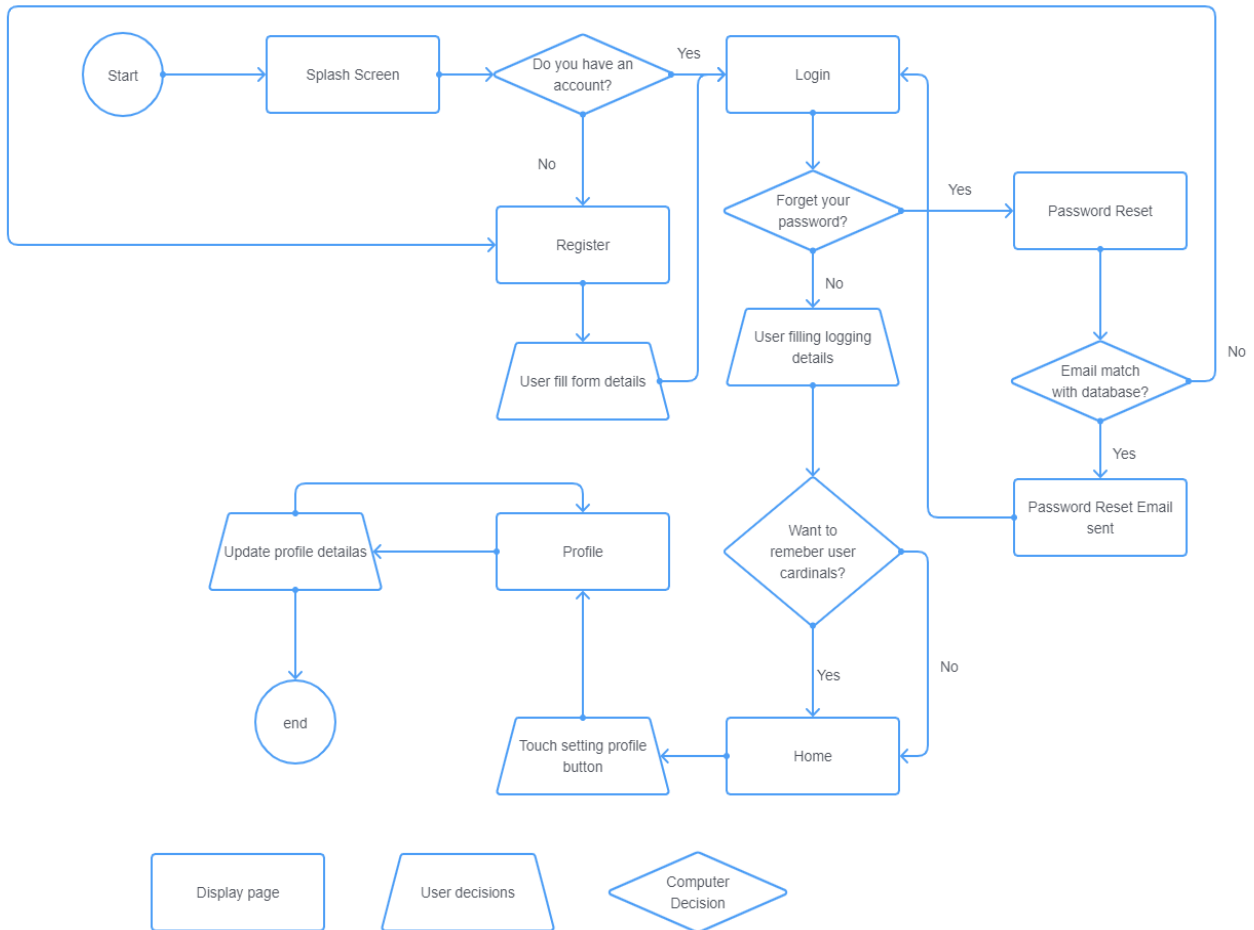
Binuka: As a customer I want to buy shoes so that I can wear them.

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

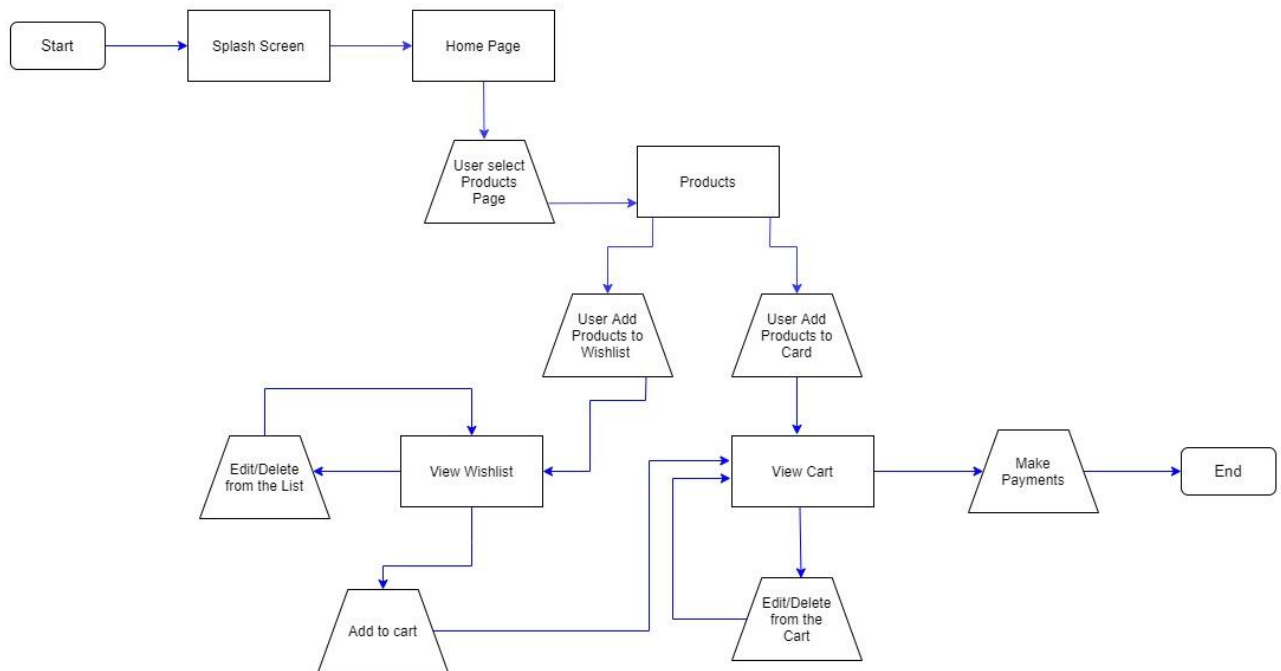
Yasoja: As a traveler, I want to have products delivered to me so that I don't have to waste time

1.4 Identify user flow(s)

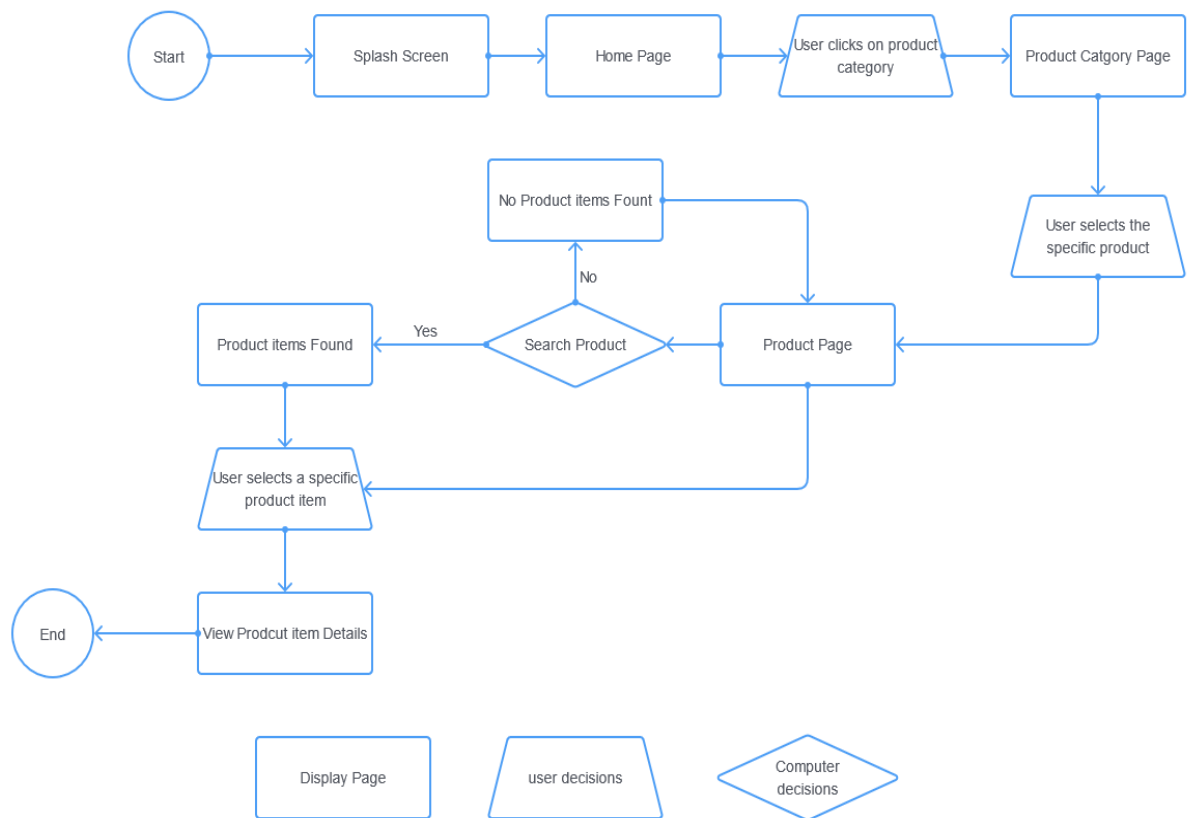
Salika:



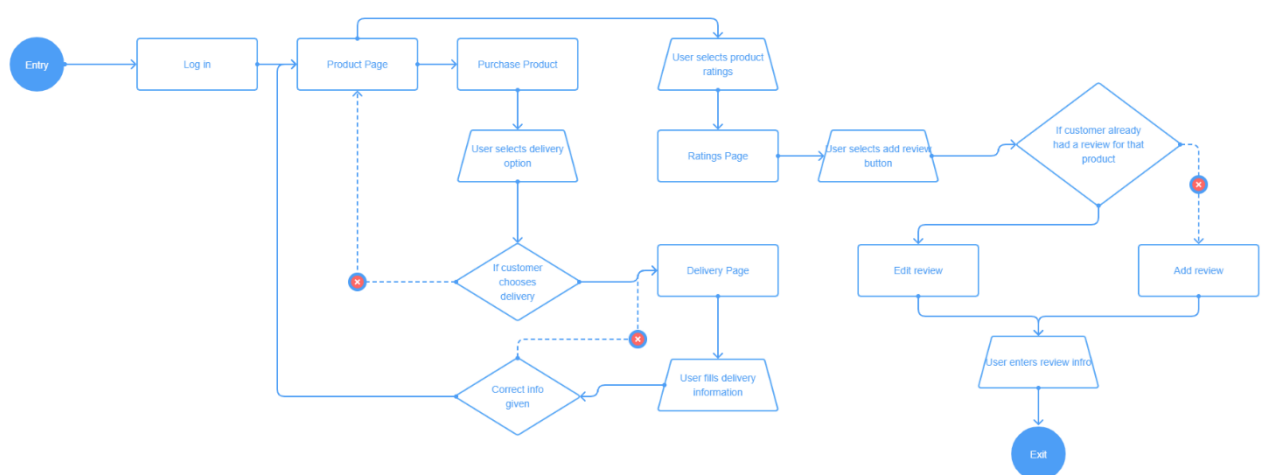
Binuka:



Umesh:



Yasoja:



1.5 Service Blueprint

