



SRI LANKA INSTITUTE OF INFORMATION TECHNOLOGY

USER EXPERIENCE ENGINEERING – SE3050

YEAR 3 SEMESTER 2 | 2021S2_REG_WE_48

Group Details

Student ID	Name
IT19123578	Sanduni Jayamali Gamage K.G.
IT19028774	Athapaththu P.N.P
IT19140476	Nandu Gamitha Manawadu
IT19143682	Gimhana P.S

IT19123578 | Sanduni Jayamali Gamage K.G.

1. Persona

Doctor



Eromi Gamage

Age: 35
 Work: Doctor
 Family: Married, 2 kids.
 Location: Colombo

Hard working Humble Responsible

Passionate Time Management

Bio

Eromi is a doctor, who is married and has two children. She is currently working in Colombo General hospital. She is a cardiologist who works on covid related patients most time. She is a hardworking person who always wants to provide a better service for patients.

Due to the current pandemic situation in the country, she misses most of her time with the family and spends a very stressful lifestyle. She is not very familiar with technology and she always wants to provide the best for her children.

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Want to be a specialist in the next 2 years.
- To be a globally recognized doctor.
- To provide a happy life and education for her children and family.
- To be with her family most of the time after this pandemic is over.
- To provide a better service for her patients

Frustrations

- Not have much time to spend on browsing items.
- Not very familiar with modern fashions.
- Cannot search items directly from the store.
- Difficulty in browsing kids' items.

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Skills

Technology Skills	
Communication Skills	
Interpersonal Skills	

Brands & Influencers






Social





2. Empathy Map



3. User Story

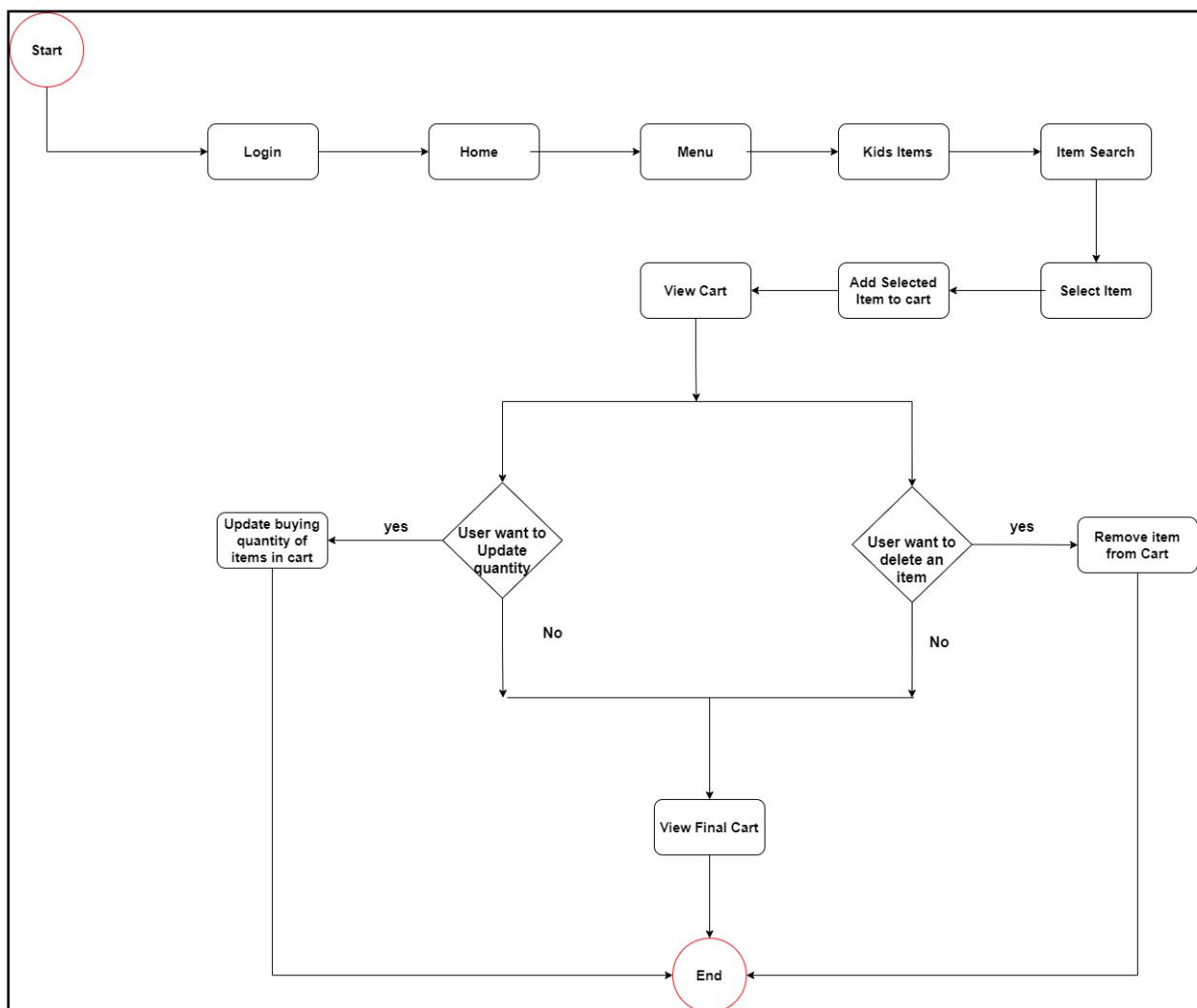
Topic: Add Items to Cart.

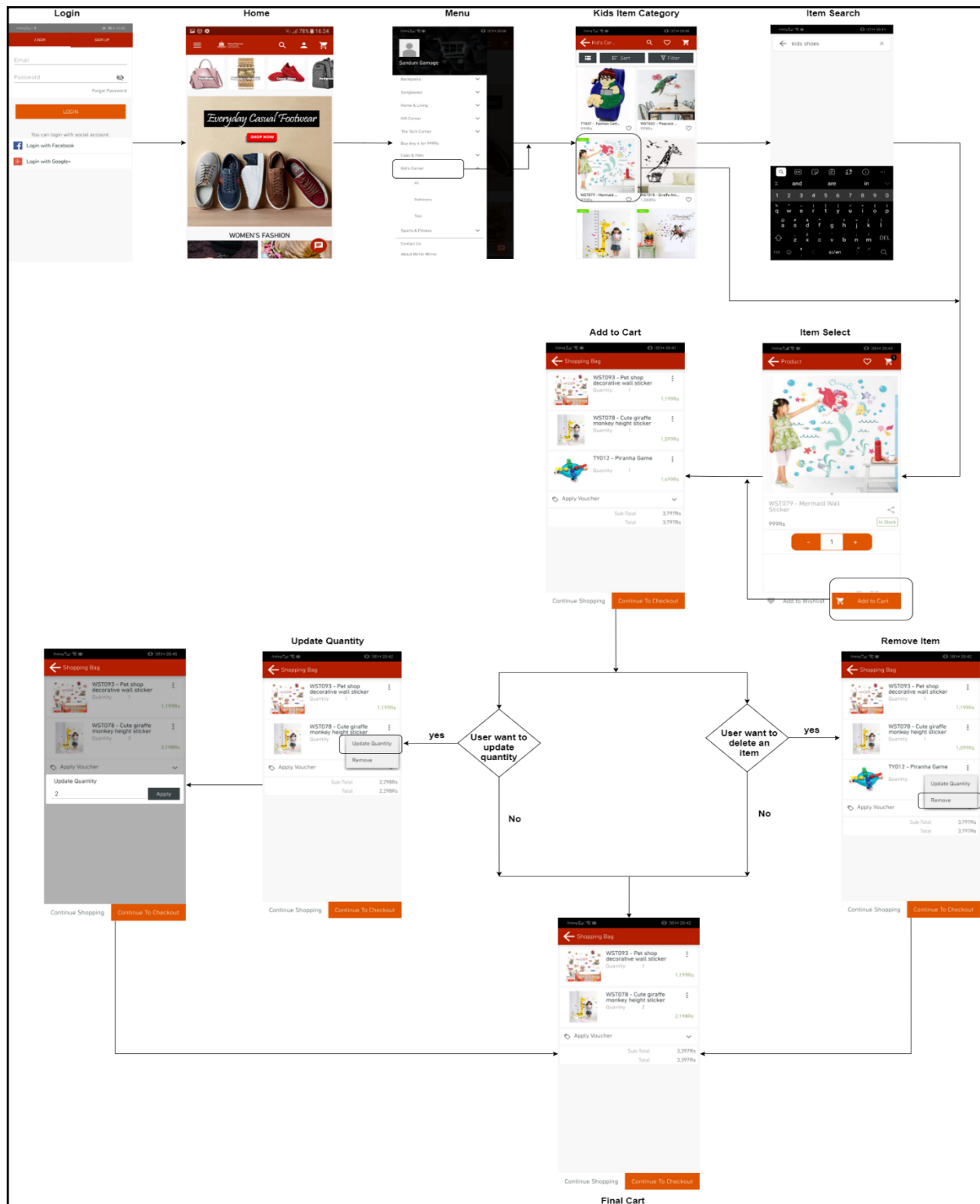
As a doctor,

I need to buy items for my children easily,

So that I can fulfill my children needs and make them happy.

4. User Flow





IT19028774 | Athapaththu P.N.P

1. Persona

Teacher



Himali Perera

Age: 28
Work: Teacher
Family: Married,
Location: Galle

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Time management

Leadership Team spirit

Hardworking Organized Understanding

Bio

Himali is a school teacher who works at Rippon Girls college since 2016. She trained as a teacher from Gampaha training college. She is a very intelligent, patient, and hardworking person. During the pandemic situation, she has to work from home and conduct online lessons from home. Therefore, she couldn't have enough time to shopping. So, she found a fashion products online shopping mobile app. Then she searched for her favorite pair of shoes. But the pair of shoes that she needs is out of stock. So, she decides to give feedback to the app and add that item to the wish list.

Goals

- To buy a pair of shoes that suits for feet size with her favorite color
- To online shopping at home on any time
- To reduce time wasting for shopping
- To give feedback, add the product to the wish list and buy the product when it is available in the store.

Frustrations

- No time to physical shopping due to pandemic situation.
- The pair of shoes that suits for feet size from brown color is not available in the store.
- Can't touch and check the product before buying it.
- There could be physical damages in the product.

Motivation

Incentive

Fear

Growth

Power

Social

Skills

Technology Skills

Communication Skills

Interpersonal Skills

Brands & Influencers

Apple GUCCI LYCEUM

Social

f in YouTube

2. Empathy Map



3. User Story

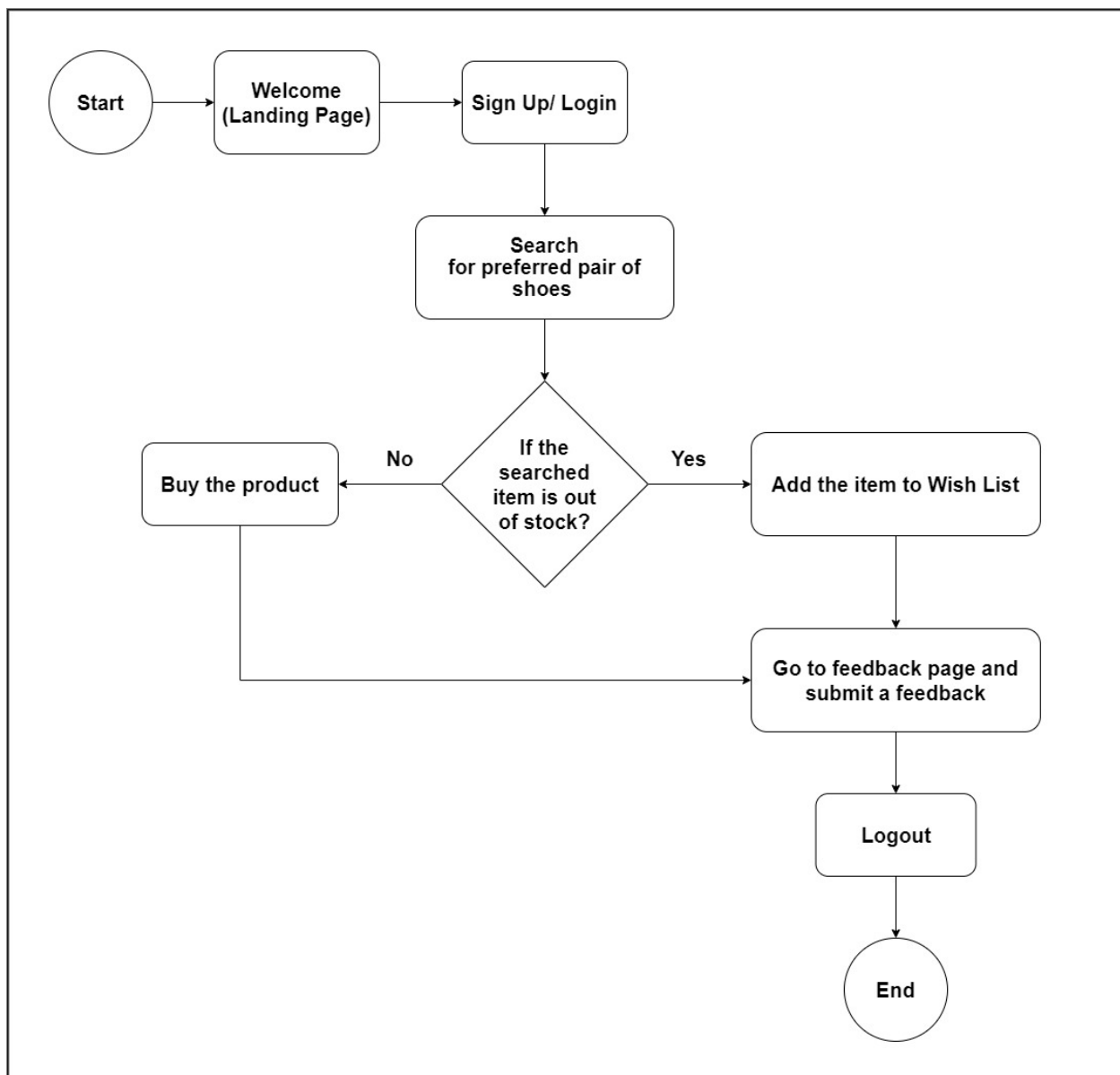
Title: Feedback and Wish List

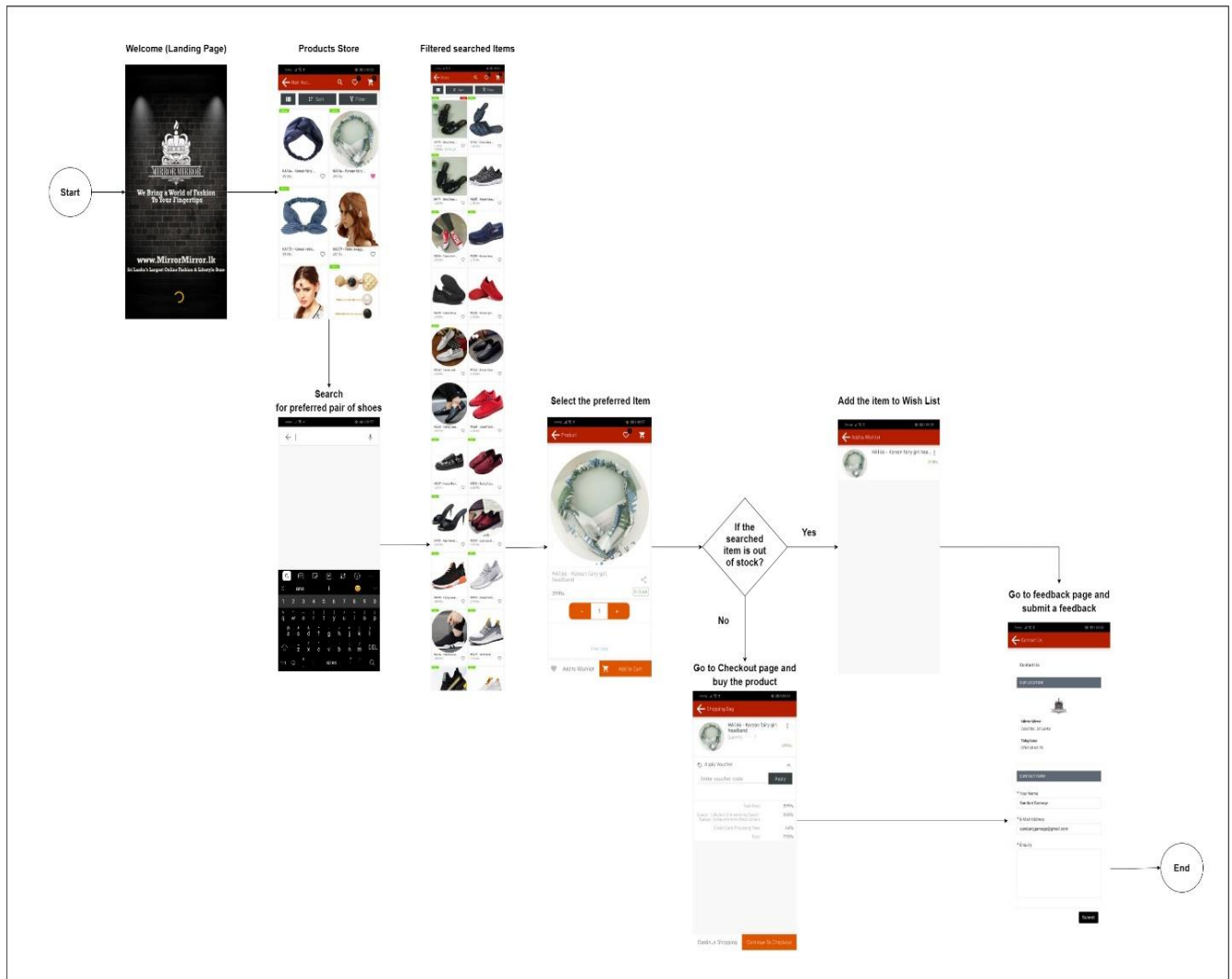
As a teacher,

I want to give a feedback to app and add my preferred, unavailable item to wish list,

So that I can buy that product as soon as that product is available in the stock.

4. User Flow






IT19140476 | Nandu Gamitha Manawadu.

1. Persona

Student



Bianca De Silva

Age: 23
 Work: Student, Intern Fashion Designer
 Family: Single
 Location: Galle

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

Bianca is Educated and comes from a family with an average income. She is currently following a Degree in Fashion and Textile Design at the University of Moratuwa. Also, she is working as an Intern Fashion Designer at Orient Design.

She uses social media regularly on a daily - basis. She shops online regularly such as clothes, make-up, electronics. She is up-to-date with fashions and hip places to go. She doesn't like doing ordinary things and she is an art lover which includes visual arts, photography, music and, she follows many contemporary artists. She saves her money on fashion items.

Goals

- Complete the degree with a first-class.
- Be a Successful Fashion Designer.
- Wear recognizable items (famous brands)
- Have a unique lifestyle.
- Differentiate herself from the crowd.

Frustrations

- Cannot Manage academic and intern works.
- Not terribly tech-savvy
- Too many websites to visit as she is a fashion lover.
- Cannot be logged in with other platforms (Facebook, Google)


Motivation

Incentive	90%
Fear	10%
Growth	95%
Power	60%
Social	90%


Skills

Technology Skills	40%
Communication Skills	85%
Interpersonal Skills	75%

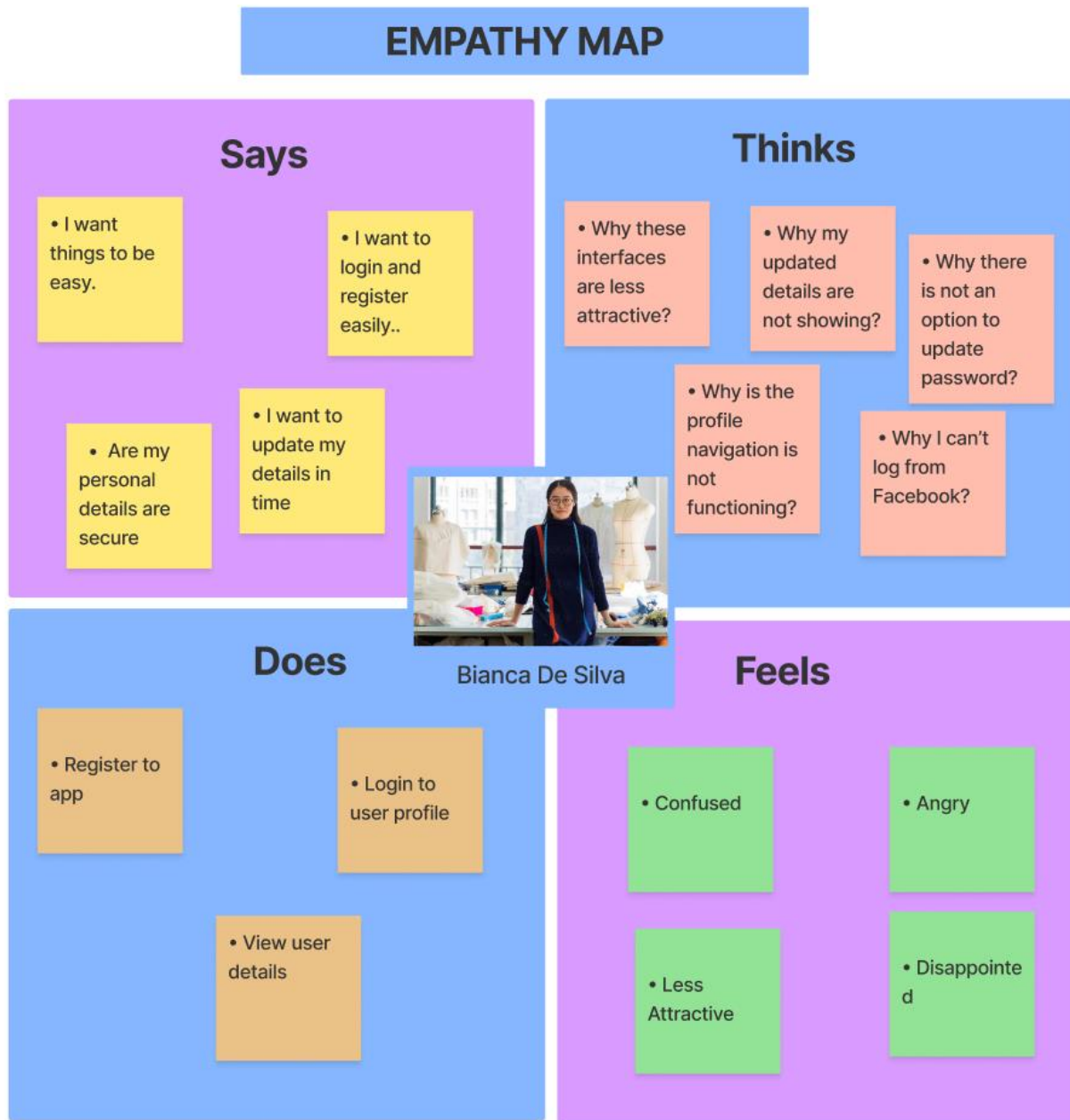
Brands & Influencers



Social



2. Empathy Map



3. User Story

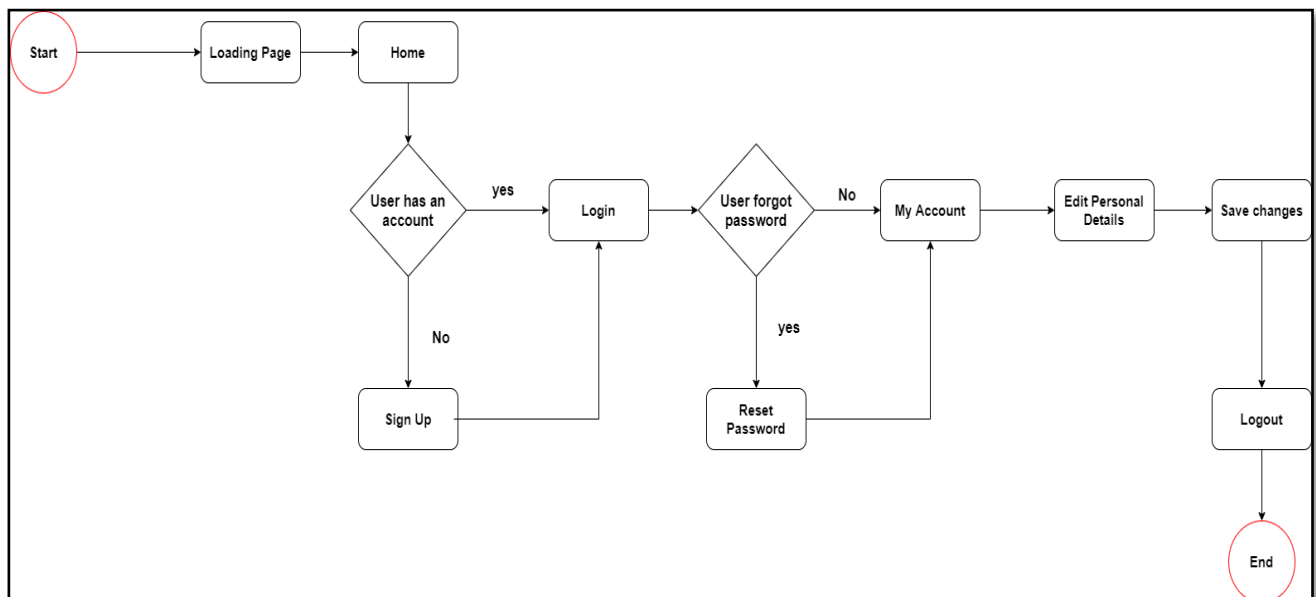
Topic: Register to the App

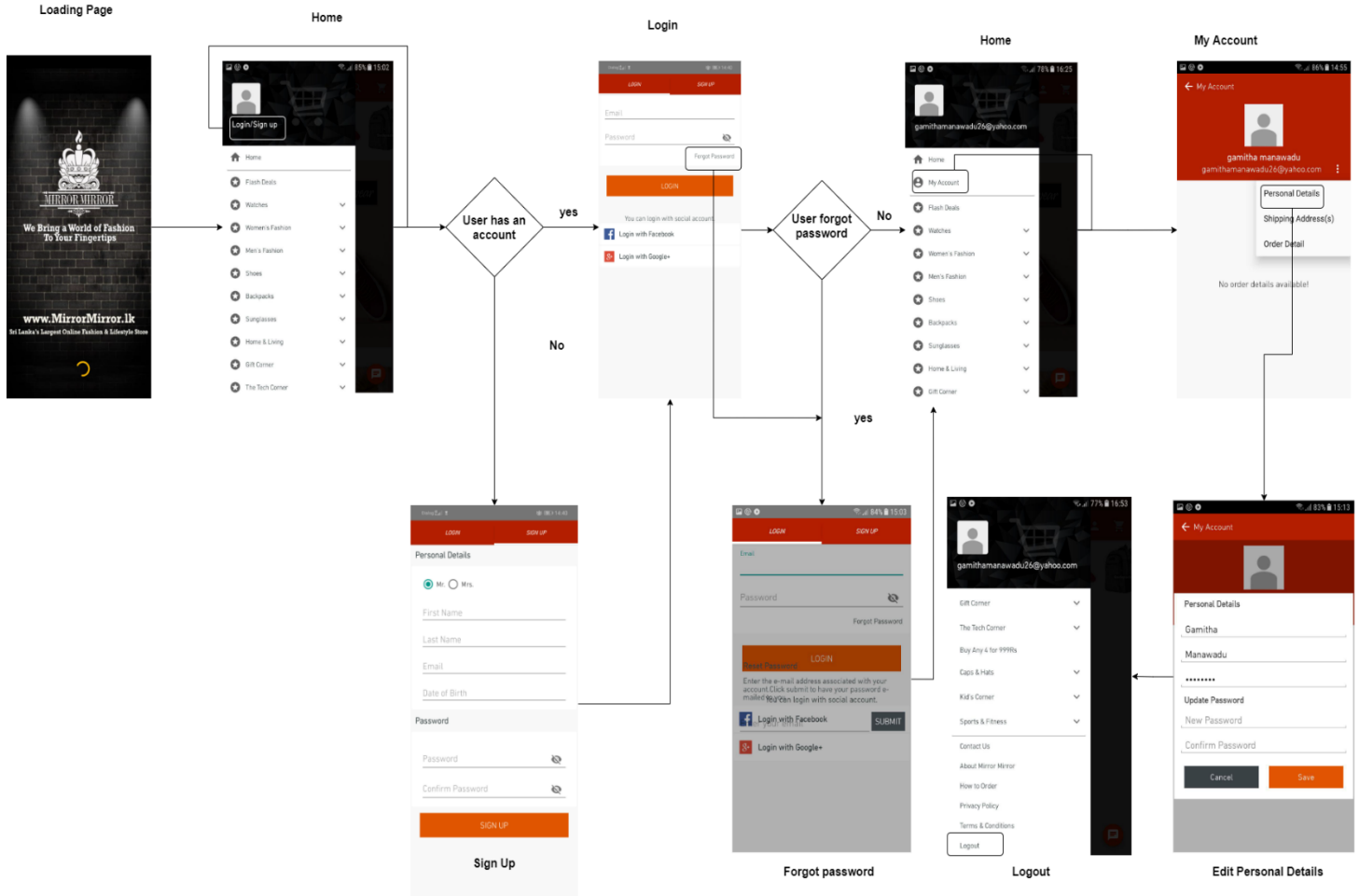
As a student

I need to register and login to the system easily,

So that I can make an account and access all the system facilities easily.

4. User Flow





IT19143682 | Gimhana P.S.

1. Persona

Clerk



Max Payne

Age: 22
 Work: Clerk
 Family: Single
 Location: Mount Lavinia

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Time management Leadership Team spirit

Hardworking Organized

Bio

Max is a Professional Clerk in AUX company since 2011. He graduated from Colombo university in 2010. He is a hardworking person. Since the pandemic situation, he has to work from home and attend online meetings from home. Therefore he could not go shopping. He is seeking a good shopping app.

Goals

- To finish his work on time
- Becoming a Senior clerk within next 2 year
- To get salary Increasing

Frustrations

- No time to physical shopping.
- Difficult to go physical shopping in present times.

Motivation

Incentive

Fear

Growth

Power

Social

Skills

Technology Skills

Communication Skills

Interpersonal Skills

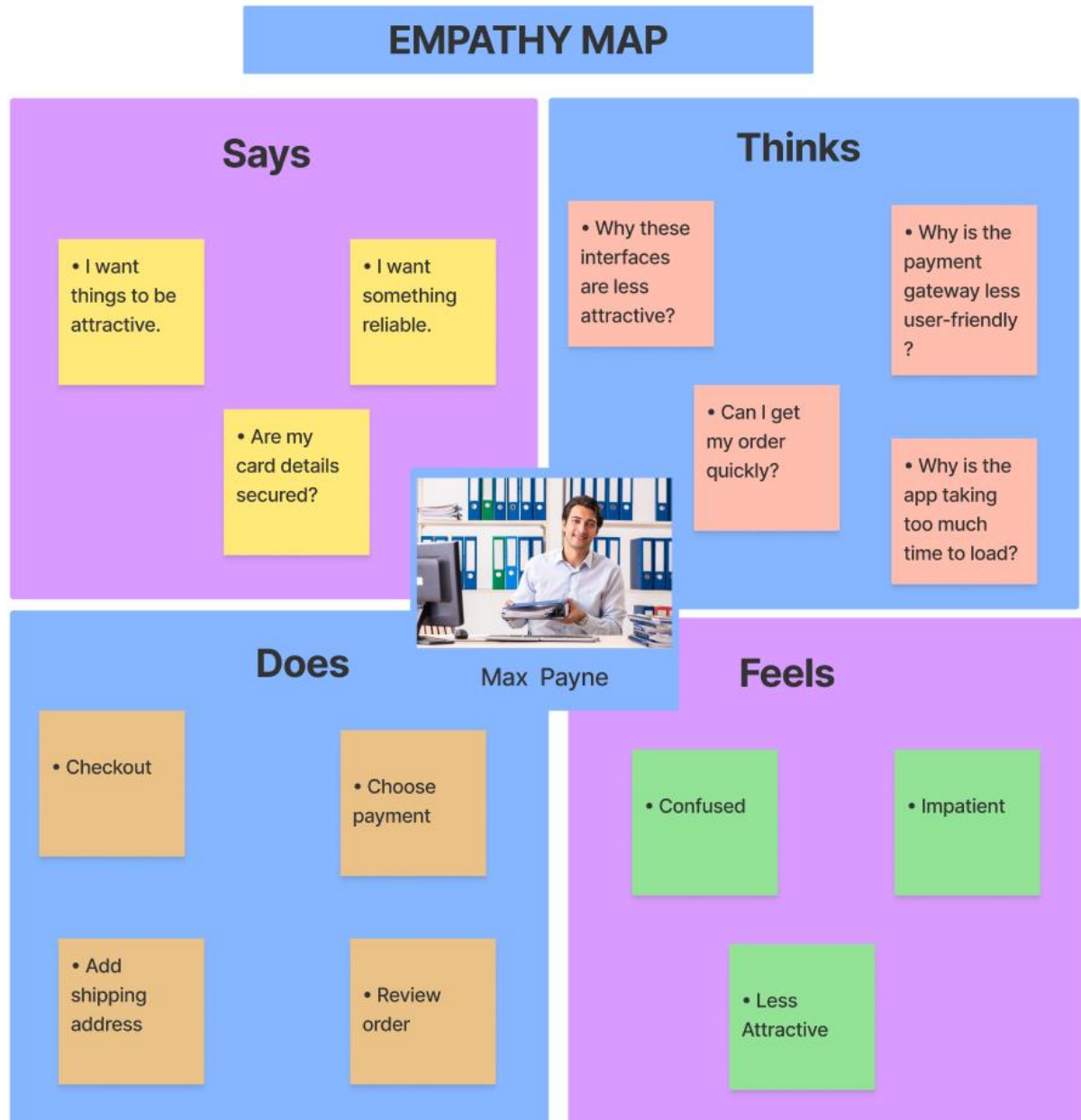
Brands & Influencers

LACOSTE POLO adidas Apple

Social

f in Instagram Twitter

2. Empathy Map



3. User Story

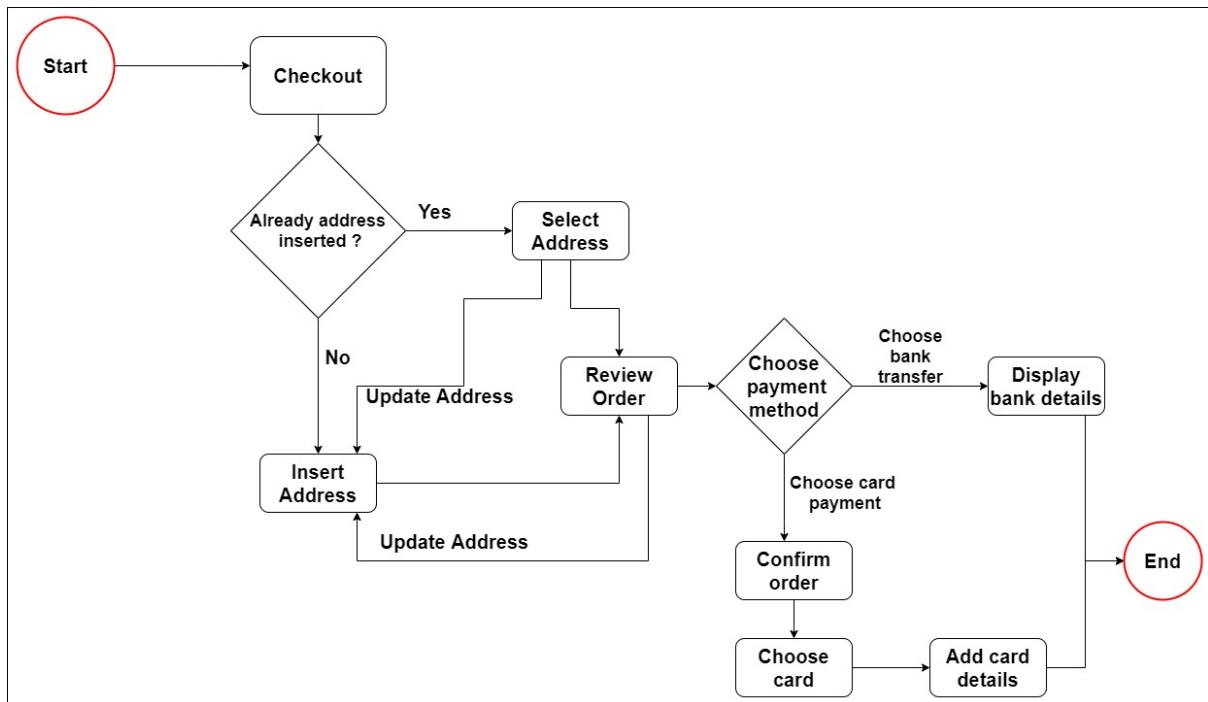
Title: Payment gateway

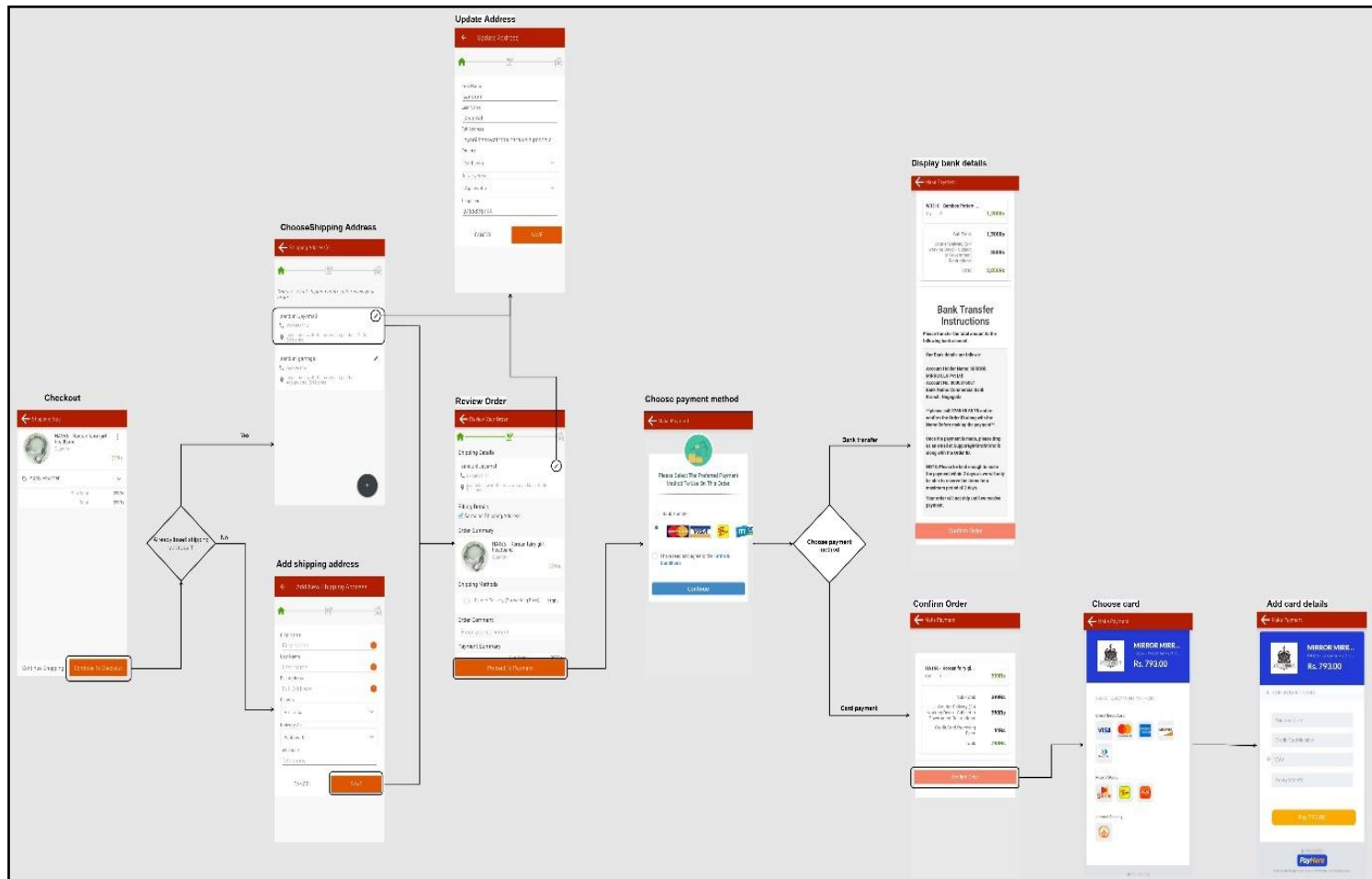
As a clerk,

I want to check out my cart and see the calculated total bill amount, payment options and select or remove the payment method,

So that I can do my payments in my preferred way.

4. User Flow





All Members

1. Service Blueprint

