User Experience Engineering
Practical Sheet 3
2021S2_REG_WE_54

a. Personas

IT19131016
Perera H.K.P.S

Emma Doe

GOLAS

- As a mother, Emma values her children's education.
- She believes languages, mathematics, science are essential skills to have.
- She want her children to know about the folks and all in an interesting way

FRUSTATIONS

- No time to teach children herself.
- No language classes in her area.
- Unsure where to start with pre-school kids.

DEVICES

- Smart Phone
- iPad
- Laptop
- Tablet

ABOUT

- Mother to 3 pre-school children
- Programmer
- Works long hours
- Hopes her children are successful

PERSONALITY

Emma Doe is a driven mother of three kids who values education highly. She loves learning in everything she does.

UX NEEDS

- Visually pleasing
- Informative
- Memorable
- Motivating

IT19136370

Weerasinghe W.A.H.T

Alex Hales

"Tech Enthusiast and a Quick Learner."

Age: 43
Work: Teacher
Family: Married, 2 kids.
Location: Ohio, USA

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- To improve his Mathematic knowledge
- To improve his teaching style
- To improve his voice
- To learn new technologies
- To improve his problem-solving skills
- To spend more time with his family

Frustrations

- Anger issues
- Stressful
- No social life

Bio

Alex Hales, a 43-year-old man from Ohio currently working as a teacher in Pilgrim School Los Angeles. He has a Bachelor's Degree in Computer Science and Diploma in Mathematics. He married a Teacher from the same School. He has 2 kids. He likes to spend with his family when he is free. He also likes to go with new technology-related things.

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

IT19016962

Wickramasekara T.M.A.M

James Bennet

"I'm very bad to learning mathematics. Because, I don't like that subject"

Age: 9 years old
Work: Student
Family: Mom, Dad and one Sister.
Location: Los Angeles, CA, USA

Personality

Introvert	Extrovert
Thinking	Feeling
Analytical	Creative
Judging	Perceiving
Passive	Active

Goals

- To improve mathematical knowledge.
- To complete higher education in world famous University.
- To learn music and become music teacher.
- To learn music instrument plying.

Frustrations

- Unfamiliar to wake up early in the morning.
- Unfamiliar with study online.
- Haven't any friends familiar to his thinks and likes.
- Stressful when doing studies.

Bio

James Bennet is a student in Pilgrim School Log Angeles. His favorite subject is music and he bad at mathematics. His Father is works as Bank Manager in Los Angeles city branch. His Mother is a housewife. In weekend he like to listing music and sing song with his sister. He like to eat chocolate very much.

Motivation

Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

Television
Social Media
Mobile
Music Instrument

IT19753140

Gunaratne U.A

John Peterson

Age: 6
Work: Student
Location: London

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- To improve language
- To learn English, Sinhala, and Tamil.
- To learn languages via mobile application.
- To learn how to pronounce Letters.

Frustrations

- Not very enthusiastic about learning.
- Like to play games more than learn.
- Hard to focus on education.
- Careless.

Bio

John Peterson is a Child. He is in grade 1 now. He needs to learn English, Sinhala, and Tamil letters. John likes to play video games very much. He is a very active person among his friends.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

Preferred Channels

Traditional Ads

Online & Social Media

Youtube

b. Empathy Maps

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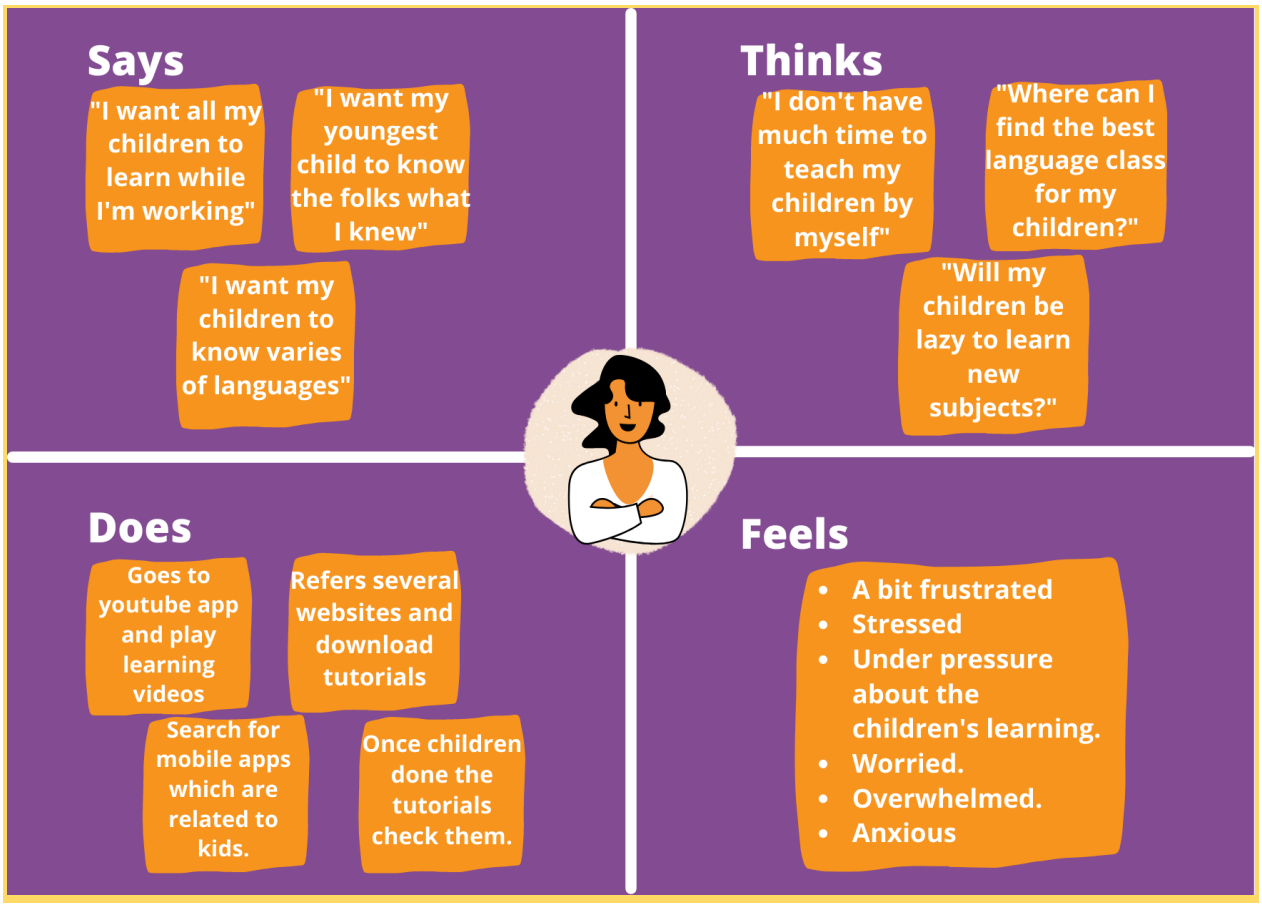
Perera H.K.P.S



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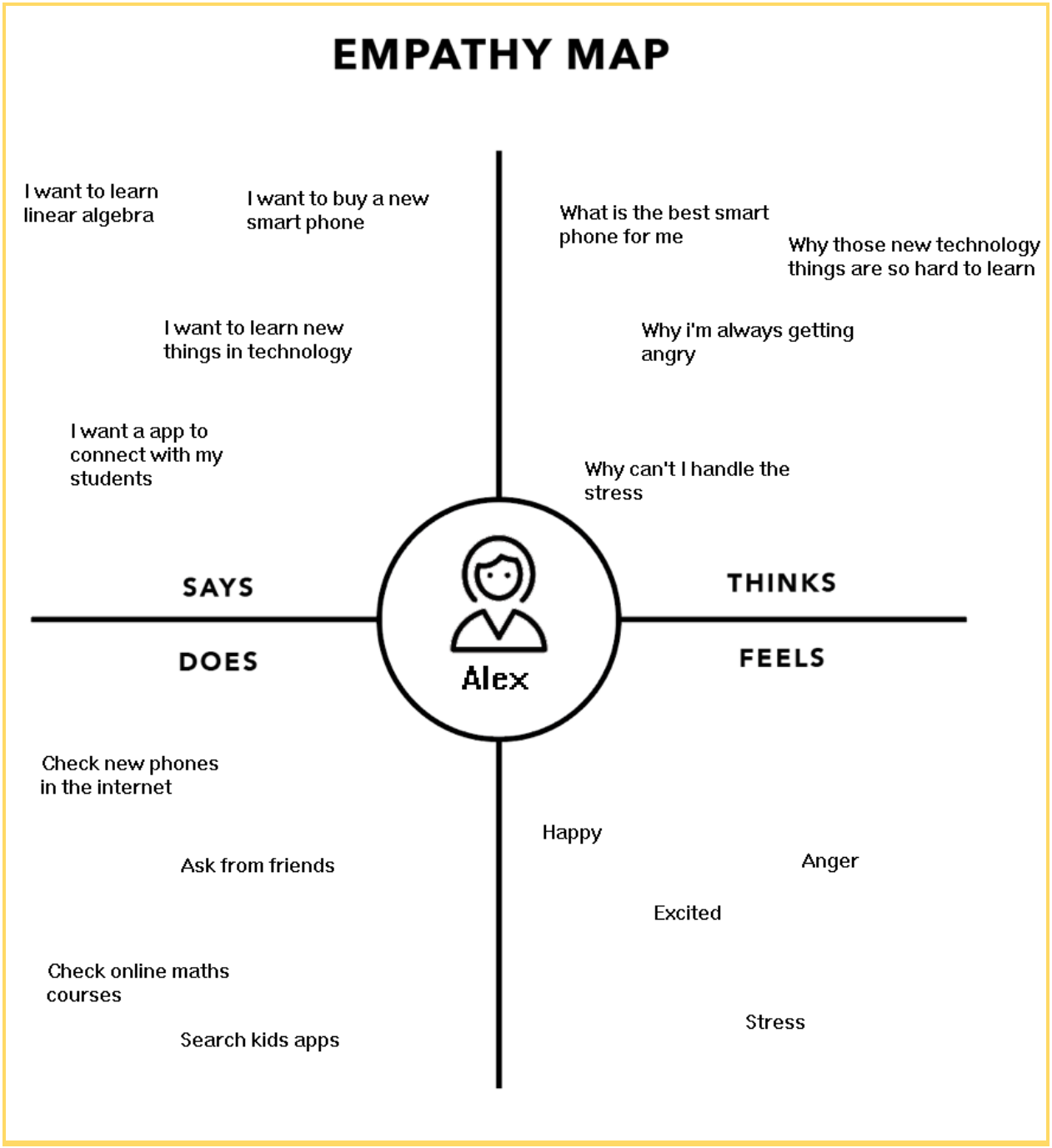

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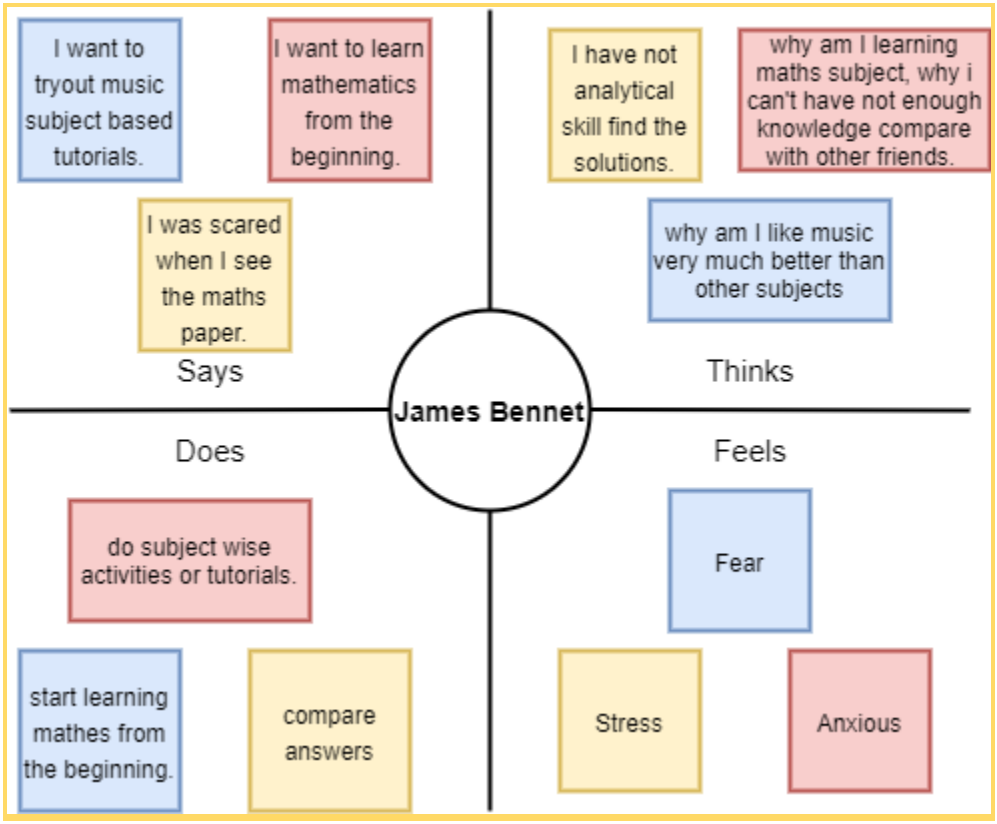
Wickramasekara T.M.A.M



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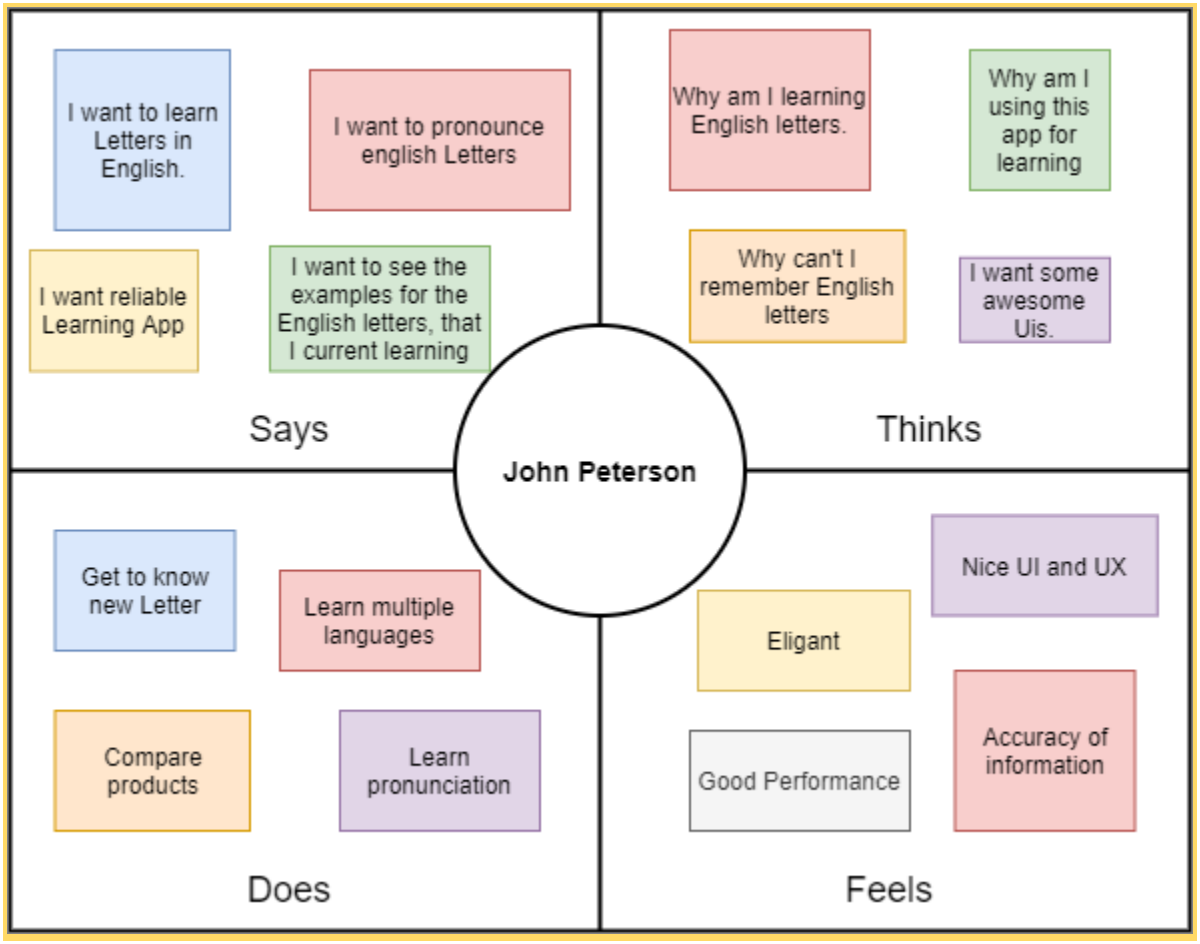
Gunaratne U.A



c. User Stories

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User role : Parent

As a mother, I want my children to enjoy their learning and engage with their studies while having a track of what they have learnt, so that I can track the progress of the children.

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User role : Teacher

As a teacher, I want a new app to connect with my students, so that I can give some questions for each lesson and check them individually with their marks.

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Wickramasekara T.M.A.M

User role: Student

As a student, I want to be able to find activities subject wise and view the latest activity I already attended. So that it will be helpful to do subject related activities and find the next activity or task easily

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User role: Student

As a school child, I want to be able to view English, Sinhala, Tamil letters in this app, so that I can learn multiple languages.

d. User flows

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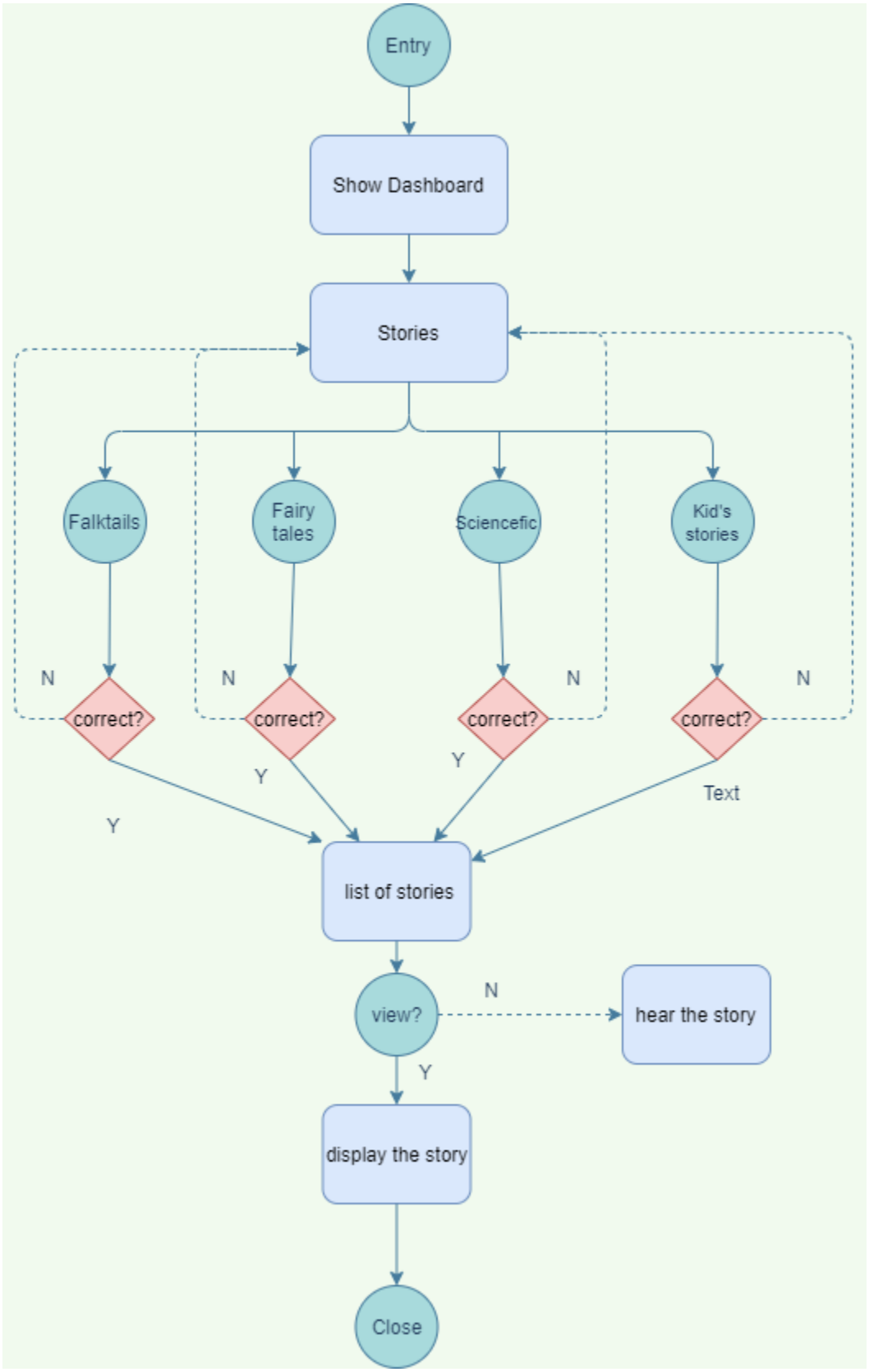
Perera H.K.P.S



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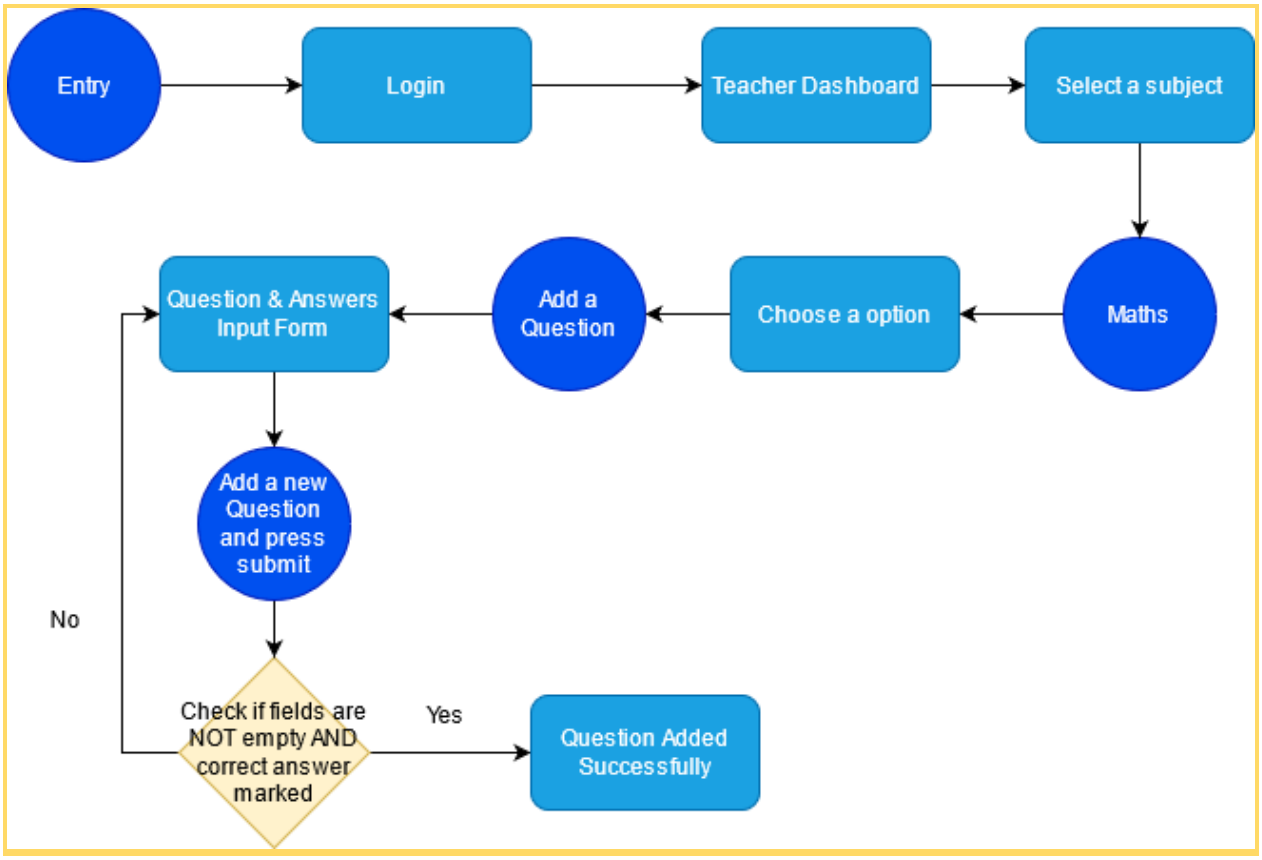

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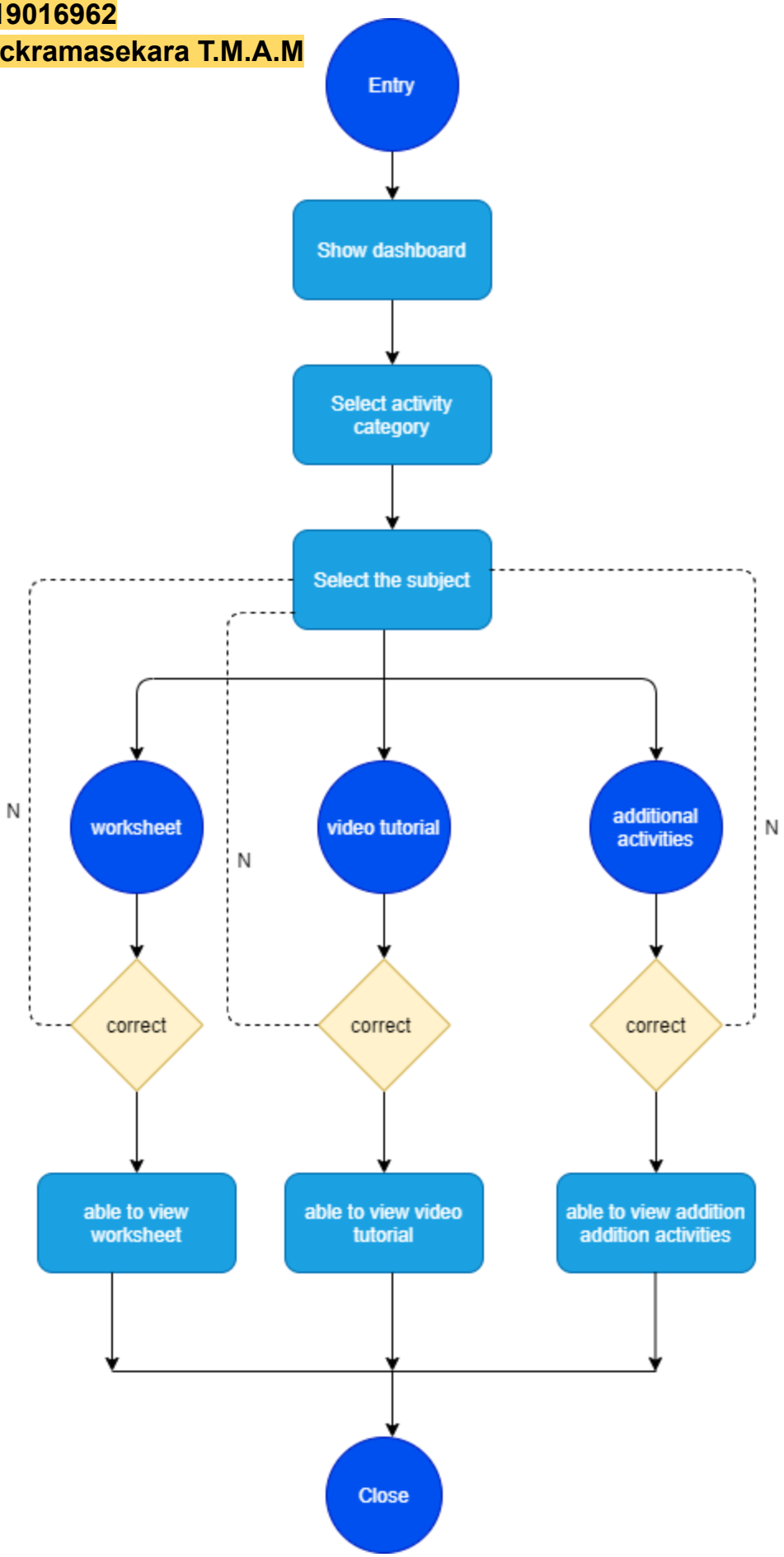

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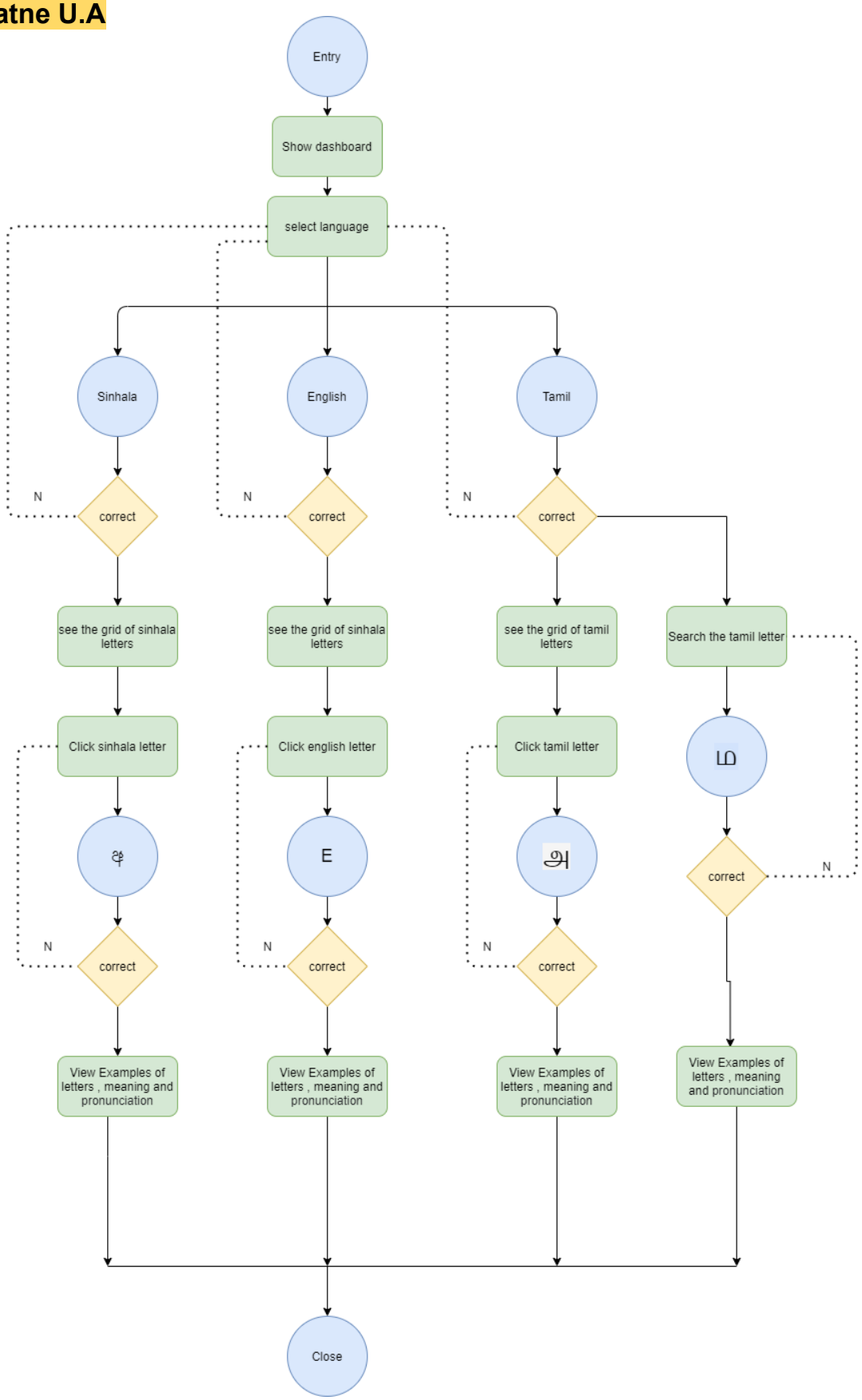
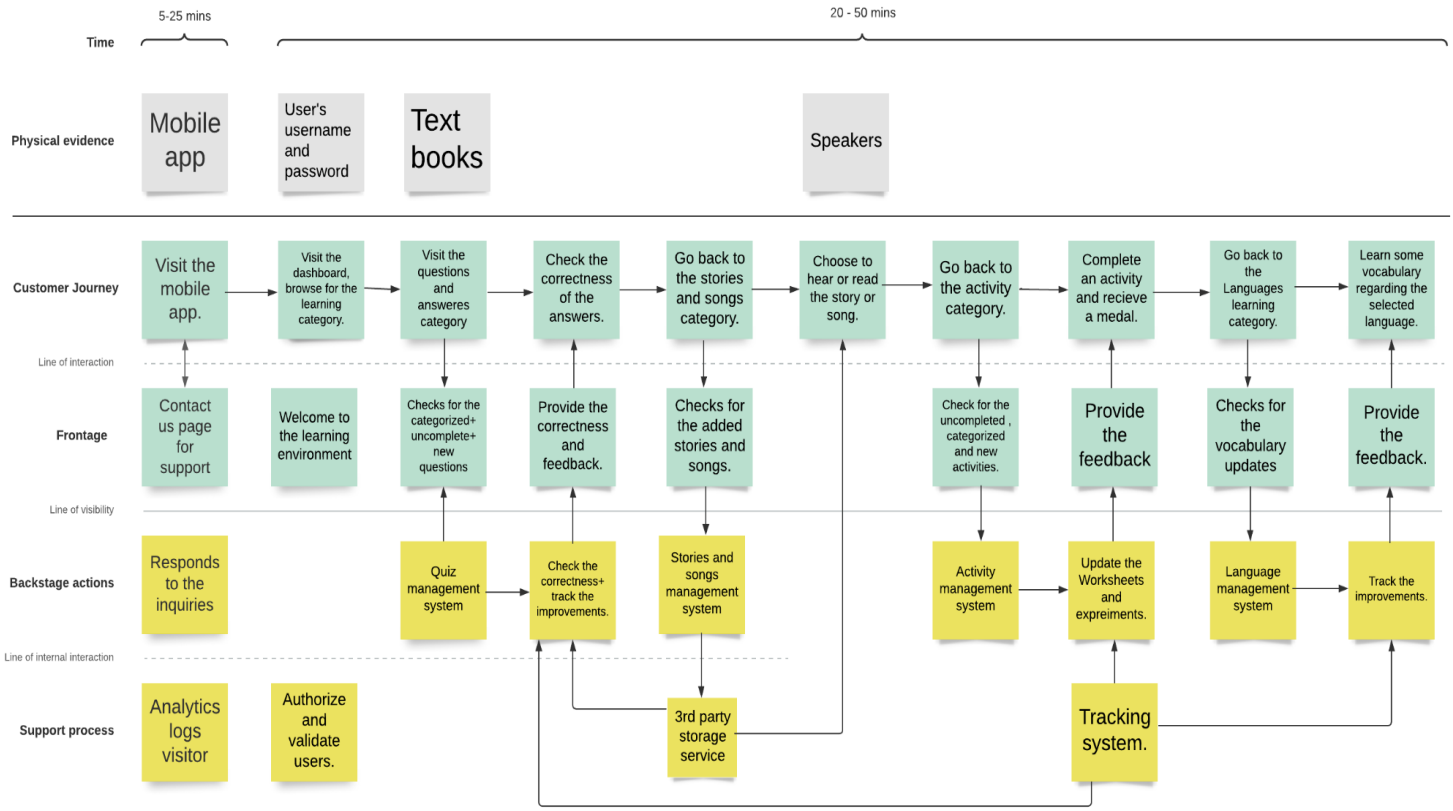
e. Service Blueprint