



## BSc (Hons) in Information Technology

### Media – Year 3, Semester 2

Lab sheet 03

SE3050 – User Experience Engineering


Semester 2, 2024

### Lab Practical 03 – Identify User Groups

#### Personas

##### IT21813702 : Lakshan Perera - The Local Food Provider

### Lakshan Perera



AGE	42
EDUCATION	Bachelor's degree in Business Administration
STATUS	Married
OCCUPATION	Restaurant Owner
LOCATION	Colombo, Sri Lanka
TECH LITERATE	Moderate

**“** I want to do my part to reduce food waste in a convenient efficient manner. **”**

#### Personality

Generous

Proactive

Community Oriented

Practical

Tech-savy

#### Bio

The owner of a local restaurant in Colombo known for its traditional Sri Lankan dishes. With over 15 years in the food industry, Lakshan is deeply invested in the local community and strives to reduce food waste by donating surplus food. He believes in sustainability and community service, which aligns with his desire to use the HungerBuster app to help those in need while also promoting his restaurant's values.


#### Core needs


- A user-friendly interface for listing surplus food.
- Real-time notifications for donation pickups.
- Feedback mechanisms to improve the quality of donations.

#### Frustrations


- Limited time to manage food donations amidst busy restaurant operations
- Complexity in ensuring food safety standards are met during donations.
- Challenges in keeping track of surplus inventory and donation schedules.

#### Payment medium

  
Cash/Cheque

  
Digital Payment

#### Platform

  
Mobile App

### **1. Persona Overview:**

- **Name:** Lakshan Perera
- **Age:** 42
- **Gender:** Male
- **Location:** Colombo, Sri Lanka
- **Occupation:** Owner of a small neighborhood restaurant, "Lakshan's Kade"
- **Education:** Bachelor's degree in business administration
- **Income Level:** Middle-income
- **Marital Status:** Married with two children

### **2. Background:**

Lakshan Perera is the owner of "Lakshan's Kade," a beloved local restaurant in Colombo known for its traditional Sri Lankan dishes. With over 15 years in the food industry, Lakshan is deeply invested in the local community and strives to reduce food waste by donating surplus food. He believes in sustainability and community service, which aligns with his desire to use the HungerBuster app to help those in need while also promoting his restaurant's values.

### **3. Demographics:**

- **Age Group:** 40-50
- **Education Level:** Bachelor's Degree
- **Professional Status:** Business Owner
- **Family Status:** Married, two children

### **4. Psychographics:**

- **Interests:** Cooking, community service, sustainability practices, family activities
- **Values:** Community support, sustainability, reducing waste, family well-being
- **Personality Traits:** Generous, community-oriented, proactive, practical
- **Motivations:** Desire to reduce waste, build a positive reputation, and help those in need
- **Frustrations:** Lack of time due to business responsibilities, complexity in donation processes

## 5. Goals and Needs:

- **Goals:**
  - Reduce food waste by donating surplus food.
  - Enhance community reputation as a socially responsible business.
  - Ensure compliance with food safety regulations.
- **Needs:**
  - A user-friendly interface for listing surplus food.
  - Real-time notifications for donation pickups.
  - Feedback mechanisms to improve the quality of donations.

## 6. Pain Points:

- Limited time to manage food donations amidst busy restaurant operations.
- Complexity in ensuring food safety standards are met during donations.
- Challenges in keeping track of surplus inventory and donation schedules.

## 7. Technology Use:

- **Devices:** Smartphone (Android), Desktop computer at the restaurant
- **Tech Savviness:** Moderate - Comfortable using mobile apps for business-related tasks
- **Preferred Platforms:** Mobile apps, online forums, social media for business promotion

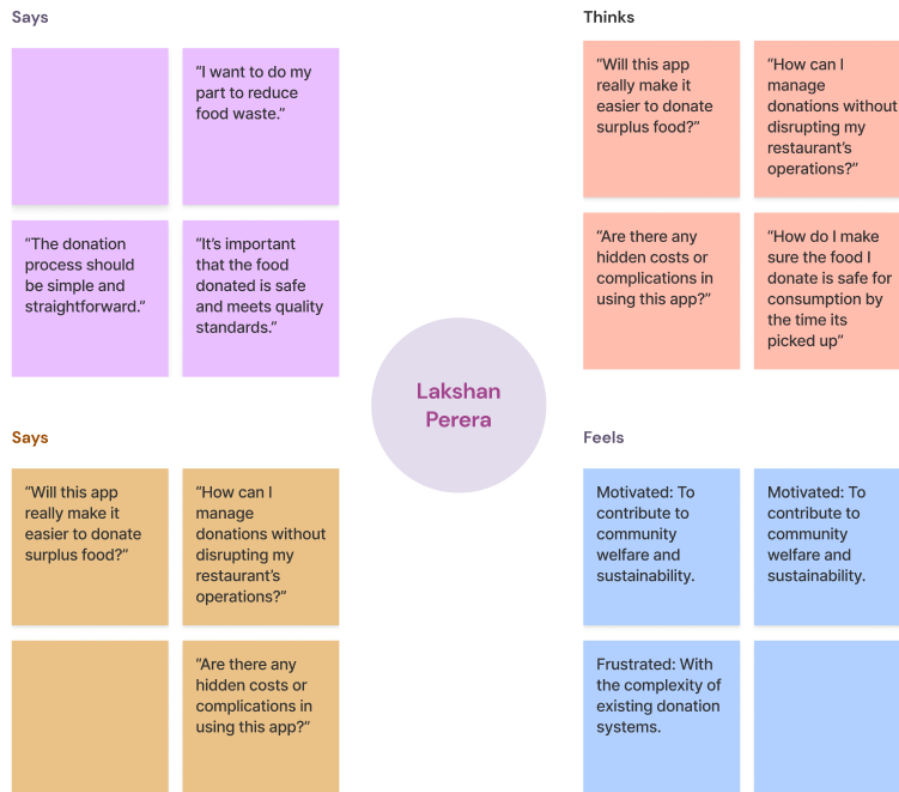
## 8. Scenario/Situation:

**Scenario 1:** After a busy lunch service, Lakshan notices several unsold food items that are still fresh. He logs into the HungerBuster app and lists these items for donation. He sets a pickup time for a local community center, which uses the app to coordinate food distribution. Lakshan receives a notification confirming the pickup, ensuring that the food is donated instead of wasted.

**Scenario 2:** Lakshan receives an alert on the app about a new local regulation for food safety. He reviews the guidelines through the app, which offers a checklist to ensure compliance. He appreciates this feature as it helps him maintain quality standards without additional effort.

# Empathy Maps

## IT21813702: Lakshan Perera - The Local Food Provider



### 1. What Lakshan Says:

- "I want to do my part to reduce food waste."
- "The donation process should be simple and straightforward."
- "It's important that the food donated is safe and meets quality standards."

### 2. What Lakshan Thinks:

- "Will this app really make it easier to donate surplus food?"
- "How can I manage donations without disrupting my restaurant's operations?"
- "Are there any hidden costs or complications in using this app?"

### ***3. What Lakshan Does:***

- Lists surplus food items on the app.
- Coordinates with donation pickup services.
- Monitors food inventory to track surplus.

### ***4. What Lakshan Feels:***

- **Frustrated:** With the complexity of existing donation systems.
- **Motivated:** To contribute to community welfare and sustainability.
- **Concerned:** About maintaining food safety and quality during donations.

### ***5. Pain Points:***

- Time constraints due to busy restaurant hours.
- Complexity in ensuring food safety during the donation process.
- Challenges in keeping track of surplus inventory and coordinating pickups.

### ***6. Gains:***

- Reduces food waste and supports the community.
- Enhances the restaurant's reputation as socially responsible.
- Simplifies the donation process through user-friendly technology.

## User Stories

### IT21813702 : Lakshan Perera - The Local Food Provider

#### **Title:**

As a local food provider, I want to easily donate surplus food through the HungerBuster app so that I can reduce food waste and help those in need.

#### **Story:**

Lakshan is a restaurant owner who often finds himself with surplus food at the end of the day. He wants to ensure that this food is not wasted and can be given to those who need it most.

Using the HungerBuster app, Lakshan wants a simple, straightforward process to list his surplus food items, including details like quantity, type, and expiration date. He also wants to schedule pickups that align with his business hours to avoid disrupting his daily operations.

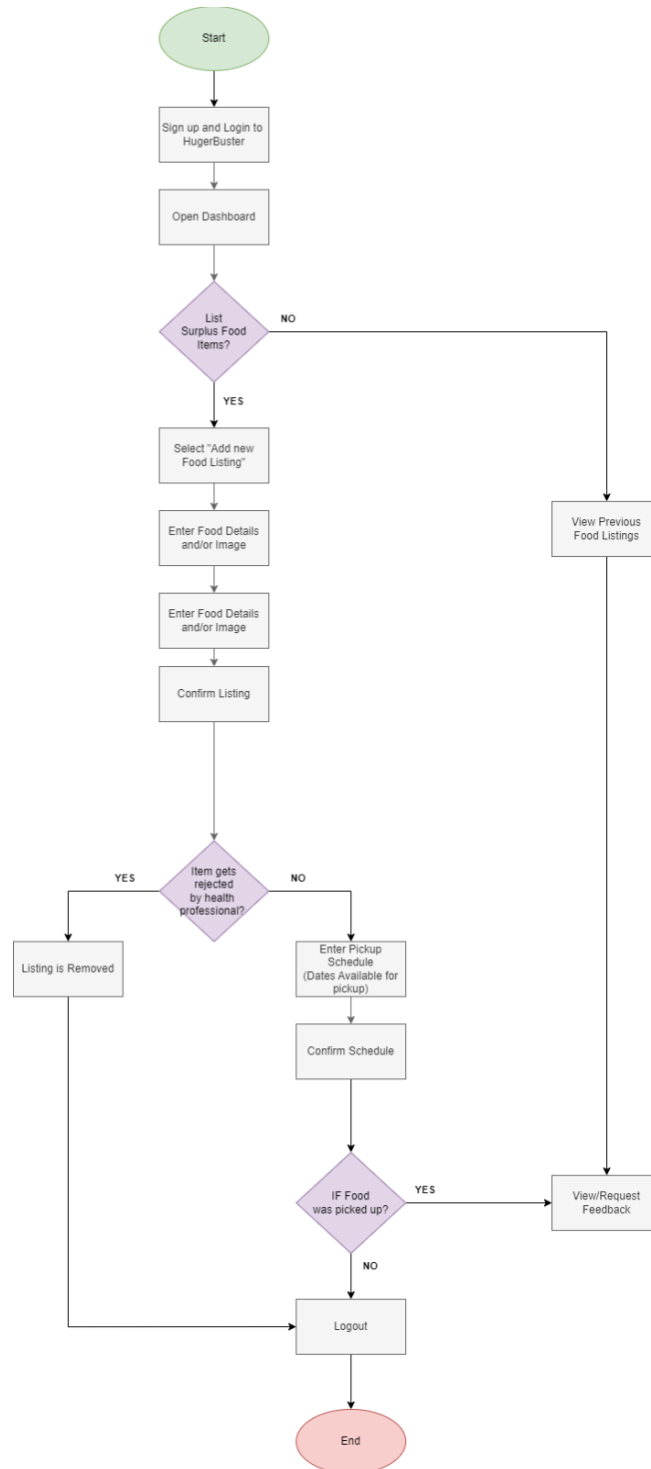
Lakshan needs a notification system to confirm his donation and pickup times as well as a feedback mechanism to understand how his donations are being received and utilized by the community. By using the app, Lakshan aims to contribute positively to his community while also managing his food inventory more efficiently.

#### **Acceptance Criteria:**

- A feature to list surplus food items with details and photos.
- An option to schedule pickup times that fit with the provider's schedule.
- Notifications for confirmation of listings and reminders for pickups.
- A feedback mechanism for tracking the success of the donation process.

# User flows

## IT21813702 : Local Food Provider



# Service Blueprint(s)

IT21813702

## IT21813702: Local Food Donor

