SE 3050

User Experience Engineering

2021s2_REG_WE_13

Contents

1 Personas

1.1 Annual customer looking for discounts

NAME	MARKET SIZE	TYPE
Kalum Pathiraja	70 %	**Economy Class Traveler**

Background

Kalum is a trainee software engineer at one of the leading software companies in Sri-Lanka. He likes to explore the world . He likes taking a vacation abroad every year with his friends . But his relatively low salary does not allow him to travel very often.

- Very rarely buys tickets at full price.
- Travels in economy class a majority of the time.
- Looking for deals on ticket prices .
- Has no brand loyalty.
- Does a lot of price research online.
- Has only brought tickets online up to now

Demographic

Gender   25   years

Sri - Lanka

Single

Trainee Software Engineer

Rs120,000

Goals

- Looking for discounts.
- Searching for good deals on exotic travel destinations
- Best valued 2 way tickets.
- Get customer responses quickly
- Get access to frequently asked questions and reviews on trips

Quote

"I'm gonna find the best destination to travel for my vacation "

Skills

Tech-savy

0   25   50   75   100

Language-competency

0   25   50   75   100

Online research

0   25   50   75   100

Communication skills

0   25   50   75   100

Finance

0   25   50   75   100

Motivations

- Getting access to deals early
- Explore travel destinations
- Explore pricing costs
- Timely exploration of discounts respective to destinations
- Ease of ticket booking / check-in and good travel experience
- Easy to navigate interfaces
- Exploring reviews and customer feedback.

Frustrations

- High ticket pricing of certain destinations
- High wait time to book tickets
- Expired deals still on the list
- High loading times and delays in the service.
- Ugly user interfaces and bad customer support.

Technology

Context/environment

Kalum is looking for good deals in the weekend

Browsers

Chrome

Brands and influencers

CATHAY PACIFIC

THAI

SINGAPORE AIRLINES

1.2 Business customer looking to make the ticket booking process easy.

NAME

Aaron Akesh

MARKET SIZE

80 %

TYPE

Frequent Traveller

Goals

- Since he is travelling frequently he looks for offers
- Easily book tickets through the app
- Check available flights easily when he wants to plan an immediate trip
- Expects sponsorships from travel agents

Background

Aaron is a blogger and a traveller who loves to explore new places around the world. He is a frequent traveller and also having a YouTube channel where he posts videos related to the places he visits. Some popular travel agents in the country are willing to sponsor for Aaron's trips so that he can easily travel without any financial problems. Also in last year he was awarded as the most popular Sri Lankan blogger.

Demographic

Male   32   years

Sri Lanka

Single

Blogger, traveler

Motivations

- Sponsorships offered by travel agents
- Responsive mobile application
- Easy to check available flights

Frustrations

- Sometimes the app displays incorrect times for flights

Browsers

Technology

Skills

Tech-savy

| 0 | 25 | 50 | 75 | 100 |

Language-competency

| 0 | 25 | 50 | 75 | 100 |

Online research

| 0 | 25 | 50 | 75 | 100 |

Communication skills

| 0 | 25 | 50 | 75 | 100 |

Finance

| 0 | 25 | 50 | 75 | 100 |

1.3 VIP customer

NAME

Rajeev Goonathilake

MARKET SIZE

75 %

TYPE

VIP Traveller

Goals

- Travel to the specific destination without getting any delay
- Expects the benefits available for VIP customers
- Ensure the security of the officials and himself throughout the trip
- Easily get through the checking points with minimal number of checking

Background

Rajeev is a state Minister of Sri Lankan government and he is the Minister of Finance. He usually travels once a month to different countries to attend different Financial Forums and for Business purposes. He is one of the top speakers of Global Economic Summit and was awarded as the most influenced Finance Minister in the world.

- He is a Platinum member of Sri Lankan Air Lines
- Eligible for the VIP member benefits
- Tickets can be booked easily at anytime

Demographic

Male   56   years

USA

Married

Minister of Finance

Motivations

- Privileges getting when reserving a flight
- Quick response from the staff
- Easy to check the available flights

Frustrations

- Sometimes flight times are not properly updated for some destinations

Technology

Browsers

Skills

Tech-savy

| 0 | 25 | 50 | 75 | 100 |

Language-competency

| 0 | 25 | 50 | 75 | 100 |

Online Research

| 0 | 25 | 50 | 75 | 100 |

Communication Skills

| 0 | 25 | 50 | 75 | 100 |

Finance

| 0 | 25 | 50 | 75 | 100 |

UXPRESSIA

1.4 Family passenger

NAME

Saman Fernando

MARKET SIZE

20 %

TYPE

Family Traveler

Background

Saman is a Managing Director who working in a leading company in Sri Lanka. And he spends most of his day in the office and meetings. He rarely communicates with his family because of the busyness in his job. But when he got a holiday he mostly likes to travel with his family all around the world.

- He likes to travel to different countries
- Easy to book nearly seats

Goals

- Family gatherings
- Happiness

Demographic

Male   30   years

Married

Managing Director

Rs150,000

Motivations

- Easy to checking
- Easy to book seats
- Cheap return tickets for family
- Online Purchase
- Easy to find flights

Frustrations

- checking queue
- No customer responses

Browsers

Technology

Skills

Tech - Savy

0	25	50	75	100

Language - competency

0	25	50	75	100

Online Research

0	25	50	75	100

Communication Skills

0	25	50	75	100

Finance

0	25	50	75	100

2 Empathy maps

2.1 Annual customer looking for discounts

1.WHO are we empathizing with?

- We are empathizing with Kelum pathiraja
- He is a trainee software engineer at on of the leading software companies in Sri-Lanka
- In this situation , he is representing an economy class passenger.
- He representing the people who are looking for cheap ticket prices and deals.
- He is sound in technology and does a lot of research online about low prices. But he has a comparatively low income and has no brand allegiance.

7.What do they THINK and FEEL?

I need to get best quality for the lowest price possible so that I can travel more often with my salary.

I want my passport to be filled with stamps

I value personal recommendations more , than some one on the internet.

2.What do they need to DO?

- Kalum wants to look at up coming deals and find best valued 2 way tickets.
- He also wants to explore exotic travel destinations .
- He is on the lookout for customer feedback about trips.
- He wants to get access to frequently asked questions and contact customer support when required.
- Number of trips that Kalum has taken (on deals) can be a success matric .
- Also the response time of the customer support can be taken as a success metric

6.What do they HEAR?

- He is a self opinionated person so he is less prone to external factors.
- Hearing travel stories from friends
- Hearing positive feedback about the airline brand.
- He discusses special deals with friends.
- Traveling around Europe is easy

3.What do they SEE?

- Deals on other service providers
- Competitive applications with great customer support
- Friends posting on social media.
- Hashtags in social media with exotic travel destinations
- Reviews on trip advisor and other such websites on the service provided by the company and the application
- Blog posts.
- Special discounts on the application.

5.What do they DO?

- He is a software engineer , so he spends a lot online . Therefore he reads a lot of travel blogs
- He plans his trips before hand and most probably buy a 2 way ticket.
- He spends a lot of time on social media looking at friends posts and hashtags on travel destination
- He also spends time on competitive applications such as Singapore airlines, hunting for good deals on flights.
- He frequently asks for questions on website forums.

PAINS

What are their fears, frustrations and anxieties?

- Fear of the complex UI's
- Fear that they wont get alerts of upcoming deals
- Fear of not having quick customer response

GAINS

What are their needs, hopes, wants and dreams?

- He wants to get an intuitive experience when searching for discounts
- He wants to explore destinations easily
- He wants to see reviews

4.What do they SAY?
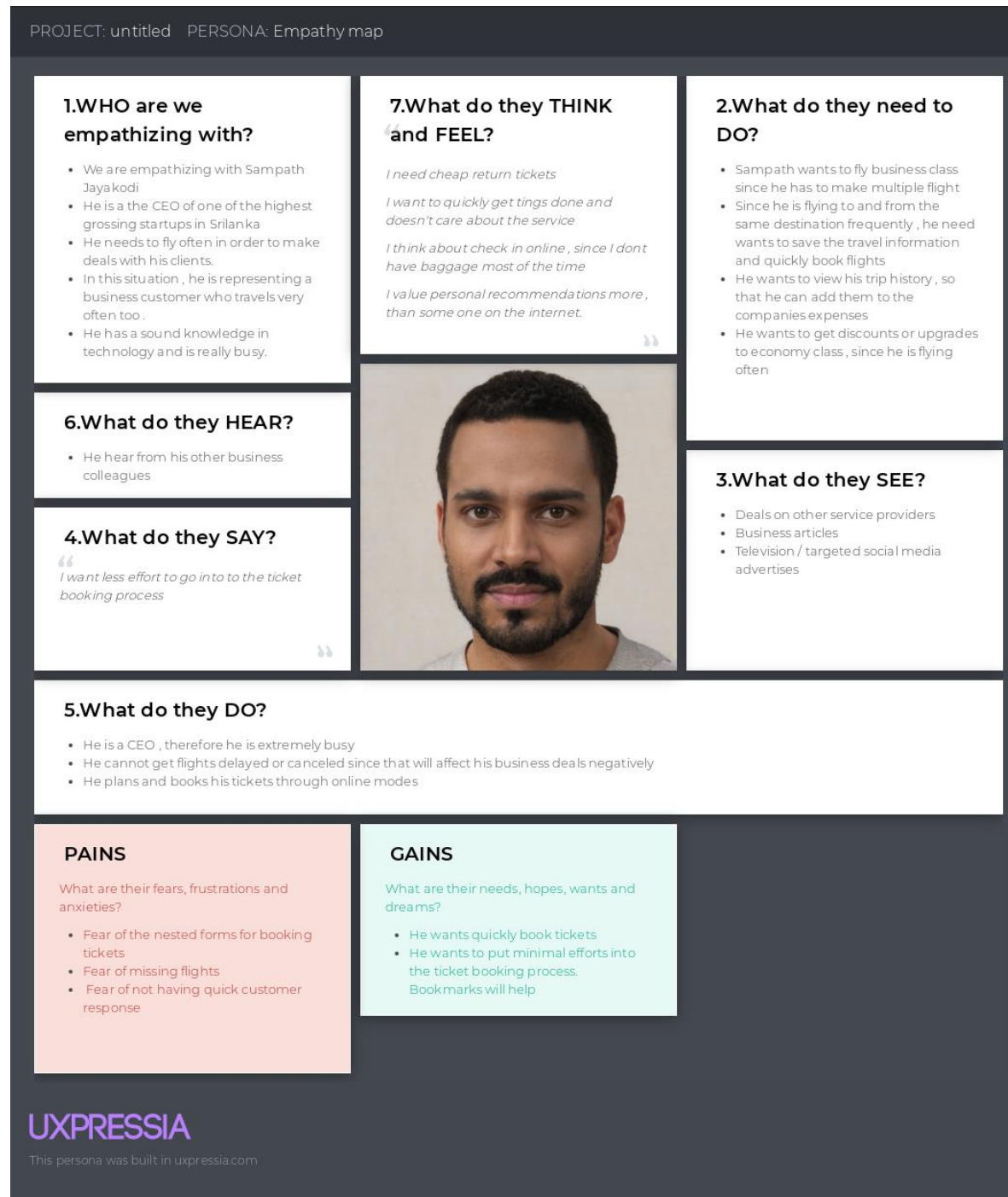
I am planning on an annual trip.

I like to improvise.

Google is my friend

I mostly use mobile applications instead of websites

2.2 Business customer looking to make the ticket booking process easy.

1.WHO are we empathizing with?

- We are empathizing with Sampath Jayakodi
- He is a the CEO of one of the highest grossing startups in Srilanka
- He needs to fly often in order to make deals with his clients.
- In this situation , he is representing a business customer who travels very often too .
- He has a sound knowledge in technology and is really busy.

6.What do they HEAR?

- He hear from his other business colleagues

4.What do they SAY?

I want less effort to go into to the ticket booking process

7.What do they THINK and FEEL?

I need cheap return tickets

I want to quickly get tings done and doesn't care about the service

I think about check in online , since I dont have baggage most of the time

I value personal recommendations more , than some one on the internet.

3.What do they SEE?

- Deals on other service providers
- Business articles
- Television / targeted social media advertises

2.What do they need to DO?

- Sampath wants to fly business class since he has to make multiple flight
- Since he is flying to and from the same destination frequently , he need wants to save the travel information and quickly book flights
- He wants to view his trip history , so that he can add them to the companies expenses
- He wants to get discounts or upgrades to economy class , since he is flying often

5.What do they DO?

- He is a CEO , therefore he is extremely busy
- He cannot get flights delayed or canceled since that will affect his business deals negatively
- He plans and books his tickets through online modes

PAINS

What are their fears, frustrations and anxieties?

- Fear of the nested forms for booking tickets
- Fear of missing flights
- Fear of not having quick customer response

GAINS

What are their needs, hopes, wants and dreams?

- He wants quickly book tickets
- He wants to put minimal efforts into the ticket booking process. Bookmarks will help

2.3 VIP passenger

1.WHO are we empathizing with?

- We are empathizing with Rajeev Goonathilake
- He is the Minister of Finance of Sri Lanka
- In our scenario he represents the VIP passenger
- All the VIP passengers like politicians, actors, sports men/women are represented by him

7.What do they THINK and FEEL?

I want to travel for different countries very frequently. Therefor want a high quality travel experience with all the benefits applicable for VIP passengers.

2.What do they need to DO?

- Rajeev wants to travel safely in a high security environment with a minimal number of checking.
- From the positive feedback we get every time after a trip we get to know that he is satisfied with our service.

6.What do they HEAR?

- Hearing positive feedback about the airline.
- Hearing from the officials who travel with him
- Hearing travel benefits from other VIP passengers

3.What do they SEE?

- Competitive applications with great customer support
- Offers in other airline brands
- Special offers for Premium customers
- Reviews other passengers have given in the feedback and review section in the app

5.What do they DO?

- He is a state minister and he always looks for more comfortable ways to travel

PAINS

What are their fears, frustrations and anxieties?

- Fear that they don't get alerts about new benefits and offers
- Fear that there's delay in flights

GAINS

What are their needs, hopes, wants and dreams?

- He wants to arrive his destinations without
- He wants to see reviews

4.What do they SAY?

I am planning to use this mobile application and airlines in every possible time

UXPRESSIA

This persona was built in uxpressia.com

2.4 family passenger

NAME	MARKET SIZE	TYPE
Saman Fernando	20 %	**Family Traveler**

Background

Saman is a Managing Director who working in a leading company in Sri Lanka. And he spends most of his day in the office and meetings. He rarely communicates with his family because of the busyness in his job. But when he got a holiday he mostly likes to travel with his family all around the world.

- He likes to travel to different countries
- Easy to book nearly seats

Goals

- Family gatherings
- Happiness

Demographic

♂ Male   30   years

Married

Managing Director

Rs150,000

Motivations

- Easy to checking
- Easy to book seats
- Cheap return tickets for family
- Online Purchase
- Easy to find flights

Frustrations

- checking queue
- No customer responses

Browsers

Technology

Skills

Tech - Savy

0	25	50	75	100

Language - competency

0	25	50	75	100

Online Research

0	25	50	75	100

Communication Skills

0	25	50	75	100

Finance

0	25	50	75	100

UXPRESSIA

This persona was built in uxpressia.com

3 User stories

3.1

As a user , I would like to browse for flights along with their respective prices and reviews , from a particular city to a given destination on a particular date so that I can make an informed decision on which flight I should book.

3.2

As a frequent business traveler, I want to make the ticket booking process to the same location (which is an iterative process), less repetitive and cumbersome as possible so that I can save my valuable time
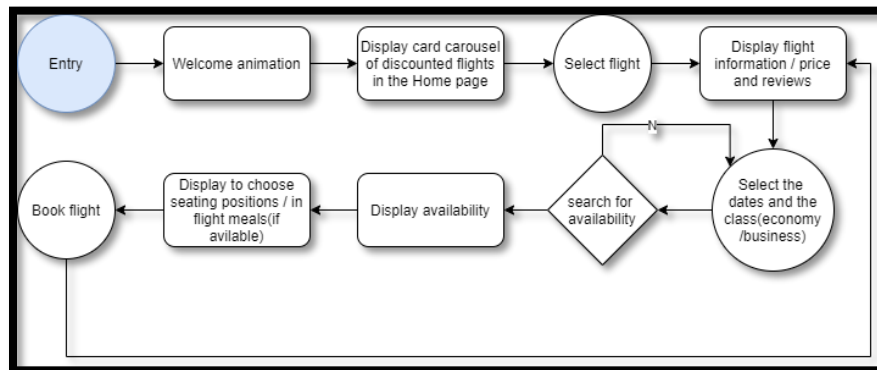
3.3

As a VIP Customer , I want to enjoy the perks provided by the airline such as discounts , lounges and separate boarding areas , so that I can enjoy my privileges
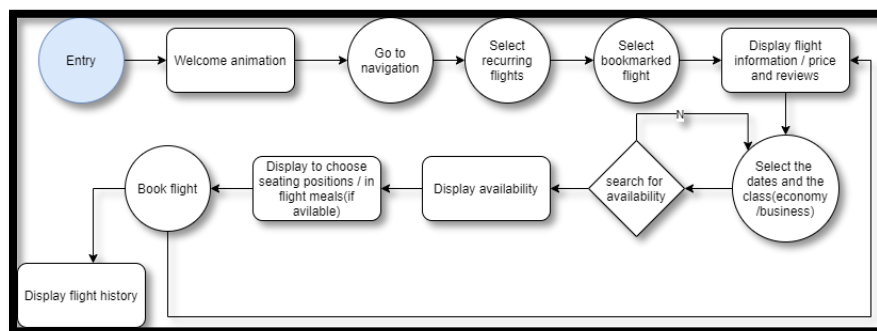
3.4

As a person who is travelling with my family, I want to book tickets online and check in , so that I don't have to go through the hazel at the airport.
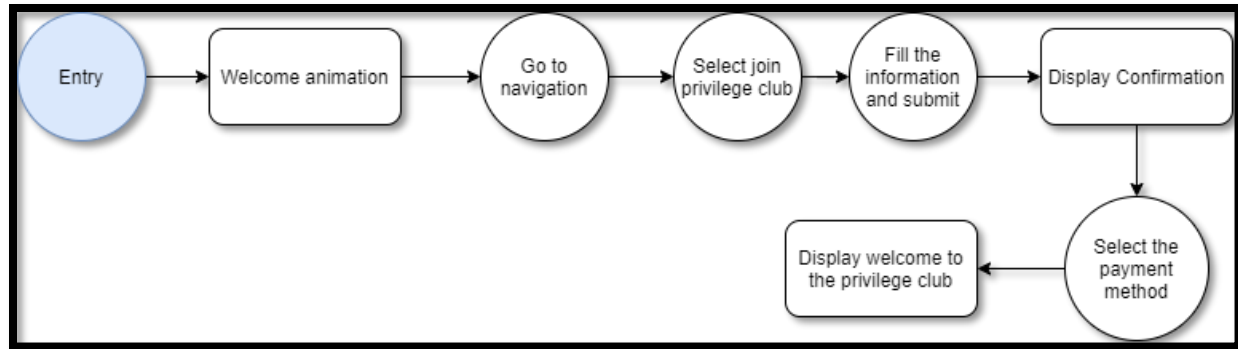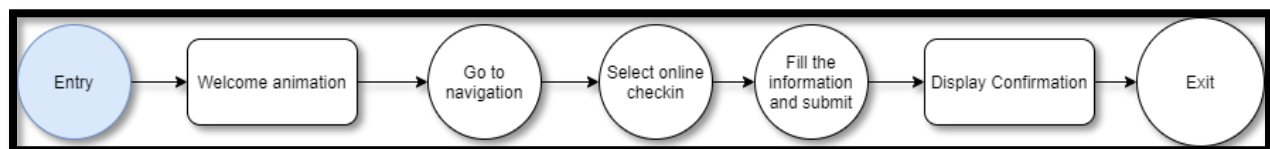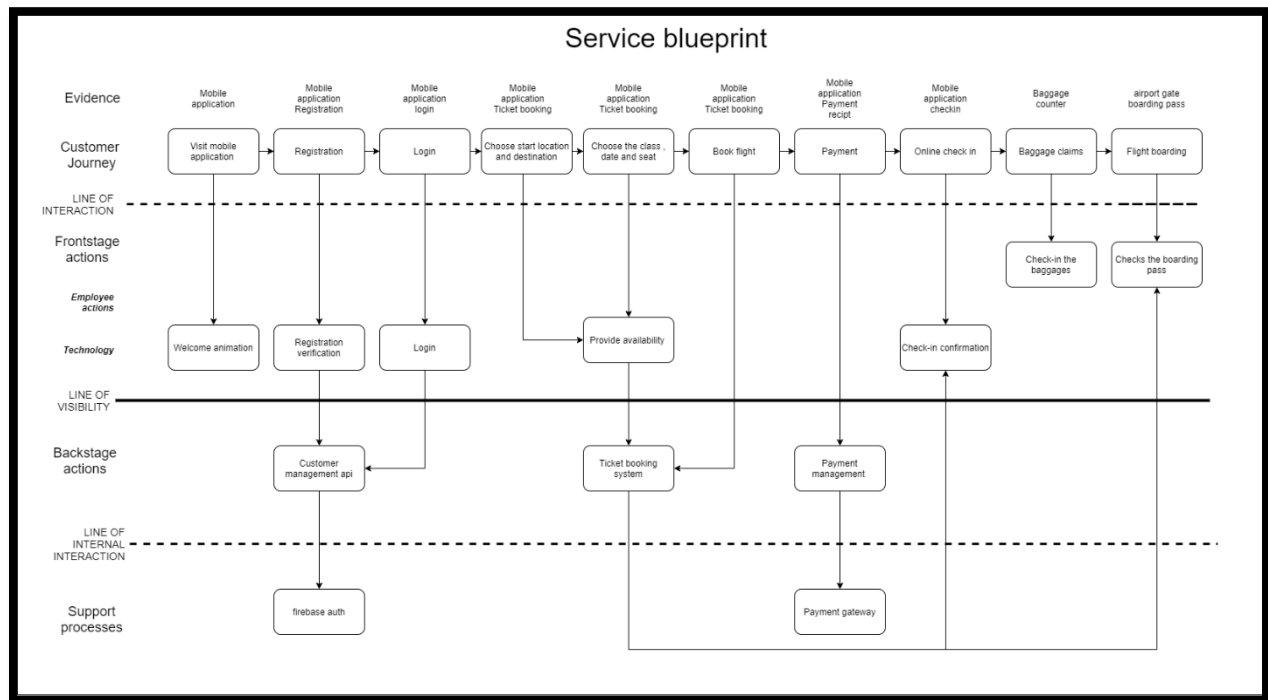
4 User flows

4.1

4.2

4.3

4.4

5 Service blueprint

Service blueprint

	Mobile application	Mobile application Registration	Mobile application login	Mobile application Ticket booking	Mobile application Ticket booking	Mobile application Ticket booking	Mobile application Payment recipt	Mobile application checkin	Baggage counter	airport gate boarding pass
Evidence										
Customer Journey	Visit mobile application	Registration	Login	Choose start location and destination	Choose the class , date and seat	Book flight	Payment	Online check in	Baggage claims	Flight boarding

LINE OF INTERACTION

Frontstage actions — Check-in the baggages / Checks the boarding pass

Employee actions

Technology — Welcome animation / Registration verification / Login / Provide availability / Check-in confirmation

LINE OF VISIBILITY

Backstage actions — Customer management api / Ticket booking system / Payment management

LINE OF INTERNAL INTERACTION

Support processes — firebase auth / Payment gateway

6 Contributions

IT19132310	Hettiarachchi L.S	1.1/2.1/3.1/4.1/5
IT19139036	Jayadeva A.S.V	1.2/2.2/3.2/4.2/5
IT19120980	Palliyaguruge D.N	1.3/2.3/3.3/4.3/5
IT19146898	Fernando K.D.A.B	1.4/2.4/3.4/4.4/5