Name : Yash Sarang	Class/Roll No. : 47	Grade :

Title of Experiment : Mini Project on UXD

Objective of Experiment : The objective of this experiment is to design a wireframe for a user-friendly and efficient process on awebsite. The wireframe will serve as a visual representation of the interface, allowing us to identify potential usability issues and streamline the banking experience.

Outcome of Experiment : Created a UXD for the Pharmacy Website

Problem Statement : Create A UXD for Pharmacy Website

Persona Design:

Persona: Sarah Thompson - Chronic Pain Patient
- Background:
  - Age: 45
  - Occupation: Office Manager
  - Medical Condition: Chronic back pain
  - Experience with Online Shopping: Moderate
- Goals and Needs:
  - Conveniently order prescription medications online for chronic pain management.
  - Receive timely deliveries to maintain medication adherence.
  - Access accurate information about the prescribed medications and their usage.
- Challenges:
  - Navigating the online platform to find specific medications.
  - Ensuring the security and confidentiality of personal and medical information.
  - Understanding potential interactions or side effects of prescribed medications.
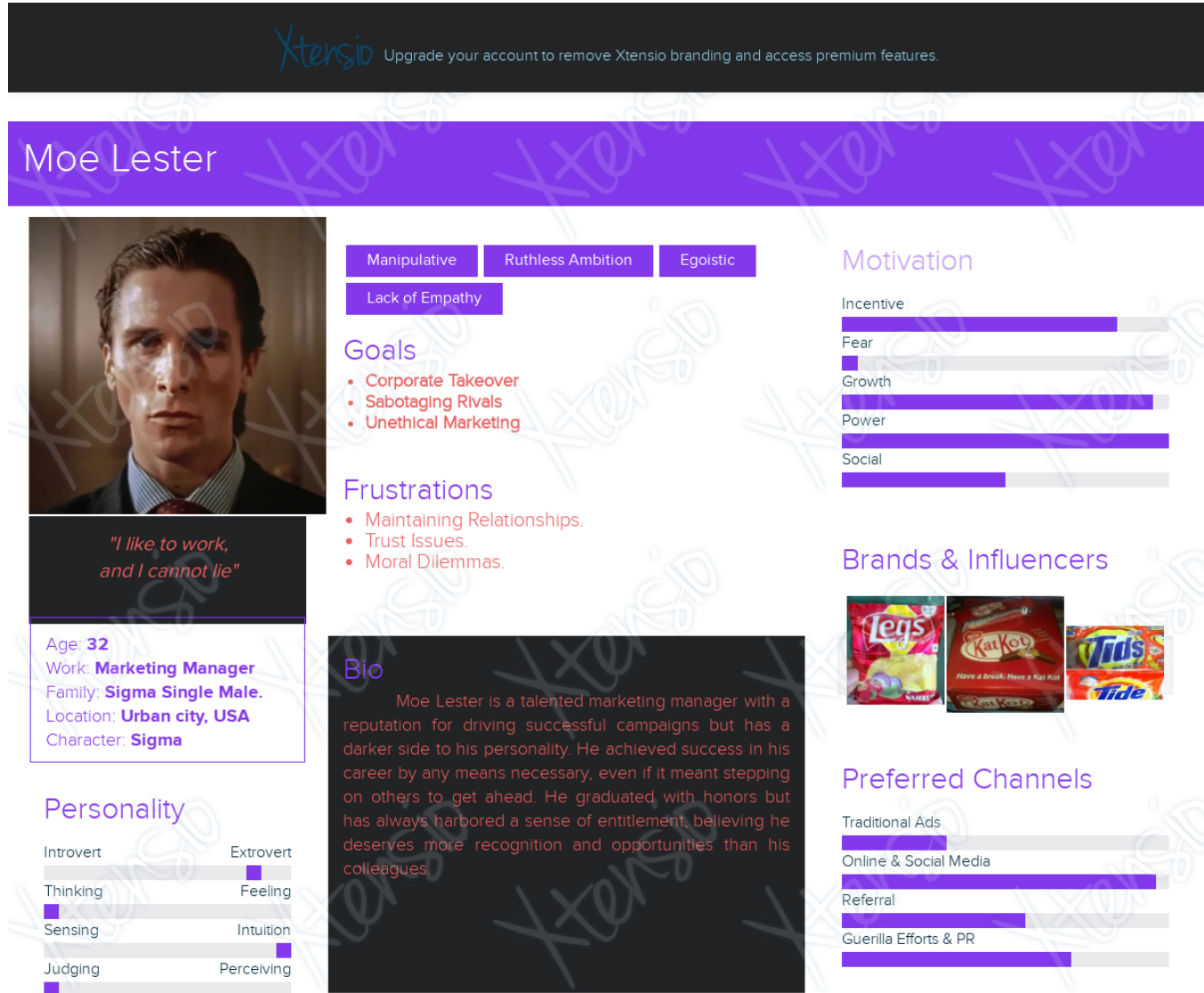
Vivekanand Education Society's
Institute Of Technology
Approved by AICTE & Affiliation to University of Mumbai

Artificial Intelligence and Data Science Department
User Experience Design / Odd Sem 2023-23 / Experiment **10**
Persona Visualised: Moe Lester

Moe Lester

Manipulative   Ruthless Ambition   Egoistic

Lack of Empathy

Goals
- Corporate Takeover
- Sabotaging Rivals
- Unethical Marketing

Frustrations
- Maintaining Relationships.
- Trust Issues.
- Moral Dilemmas.

"I like to work, and I cannot lie"

Age: 32
Work: Marketing Manager
Family: Sigma Single Male.
Location: Urban city, USA
Character: Sigma

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

Moe Lester is a talented marketing manager with a reputation for driving successful campaigns but has a darker side to his personality. He achieved success in his career by any means necessary, even if it meant stepping on others to get ahead. He graduated with honors but has always harbored a sense of entitlement, believing he deserves more recognition and opportunities than his colleagues.

Motivation
- Incentive
- Fear
- Growth
- Power
- Social

Brands & Influencers

Preferred Channels
- Traditional Ads
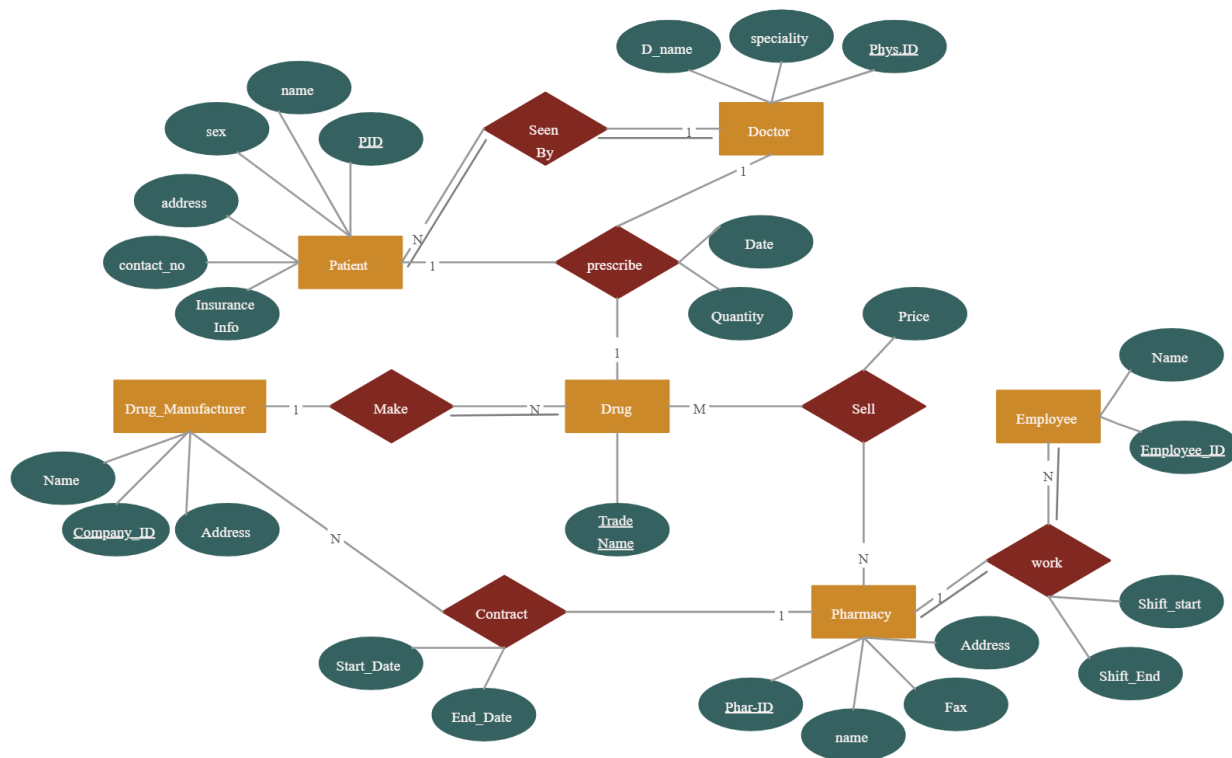- Online & Social Media
- Referral
- Guerilla Efforts & PR
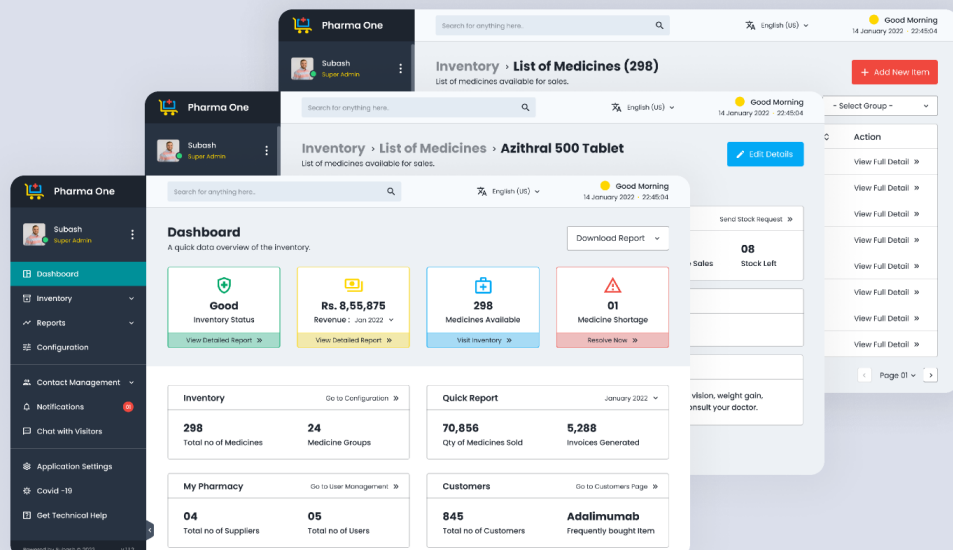
Problem Object Model:

A problem object model would include entities like "User," "Medication," "Order," "Prescription," "Inventory," "Doctor," and "Pharmacist," with appropriate relationships and attributes to represent their interactions and properties.

However, creating a complete problem object model or entity-relationship diagram requires a deeper understanding of the specific system's requirements, constraints, and functionalities. Feel free to ask for more details or specific components for the object model or diagram
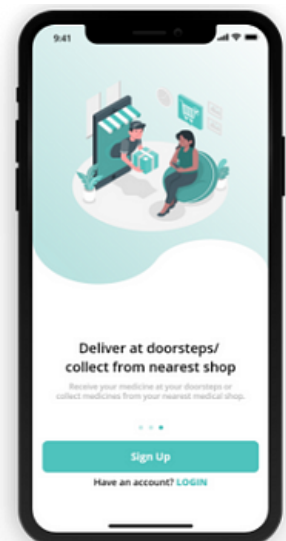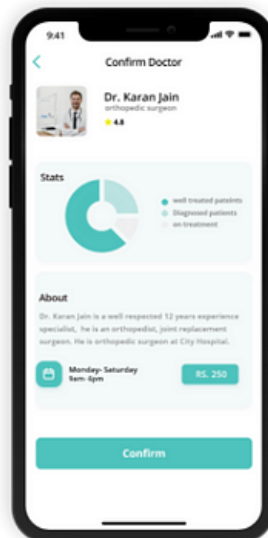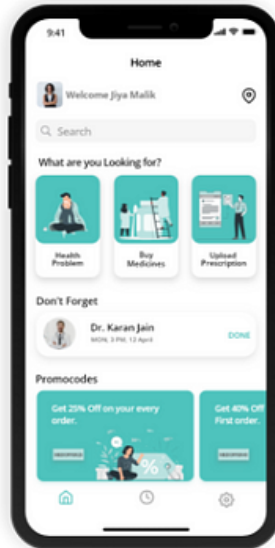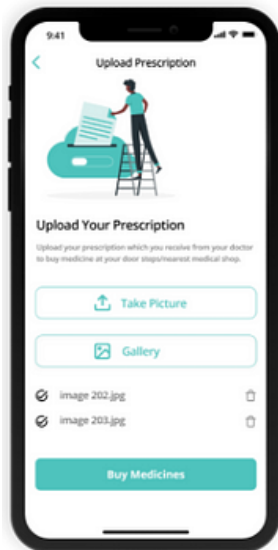
Vivekanand Education Society's
Institute Of Technology
Approved by AICTE & Affiliation to University of Mumbai

Artificial Intelligence and Data Science Department
User Experience Design / **Odd Sem 2023-23** / **Experiment 10**

ER Diagram

Final UXD:

*****