



Sri Lanka Institute of Information
Technology

SE3050 – User Experience Engineering

Milestone 01


Project ID: SEJ004


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1.1 Cleaning Volunteer looking for volunteer events

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1.2 Member of a volunteer organization looking to organized volunteer events

NAME Nimal Jayashantha		MARKET SIZE  90 %	TYPE Member Of The Volunteer Organization
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Background

Nimal Jayashantha is a full-time hotelier who owns a hotel in galle. He is the secretary of Ranminithanna youth organization. One of their main goal is to keep travel destinations in galle clean and promote tourism. Nimal also a social media manager of the organization and he mainly manage a YouTube channel , Facebook page and a Instagram page

Goals

- Organize volunteer projects in the area
- Gather all volunteers with those projects
- Post updates on social media so that they can expand the organization by adding new member
- Raising the awareness of people about environmental pollution and its effects by publishing blog from their YouTube channel.

Demographic info

♂ Male 30 years

📍 Sri Lanka

Married

Diploma

Hotel Management




Motivations

- Quick Responses from volunteer
- Easy to find near by places need to be cleaned.
- Easy find projects conduct by others




Frustrations




- Lack of participation from volunteers for projects
- Sometime app is displaying incorrect information about projects
- When trying to add new project sometimes app displays an error

Preferred channels

 Mail  Phone  Face to face

Technology

Key Characteristics

Language - competency

0 25 50 75 100

Finance

0 25 50 75 100
















Communication Skills

0 25 50 75 100


Tech - savy


0 25 50 75 100

1.3 Manager of cleaning company looking for better opportunities for cleaning crews

NAME Kasun Silva		MARKET SIZE  82 %	TYPE Manager Of Cleaning Company		
	Background <p>Kasun silva is the sales manager of syntax lanka cleaning company from two years He has a huge experience in sales and marketing field. Kasun has raised the company sales by 32% in last year by expanding the company marketing campaign in different platforms. Currently he is looking for a productive marketing campaign that he can assure their promotions are reaching to their potential customers.</p>				
	Goals <ul style="list-style-type: none">• Looking more opportunities to increase their sales• Search for customers who needs a cleaning service agency• Branding their company among those who loves to voluntarily clean the environment.• Improving brand awareness of the company among different communities				
	<table><tr><td>Demographic info ♂ Male 40 years 📍 Sri Lanka Married Masters [Degree]</td><td>motivation<ul style="list-style-type: none">• Easy to search for potential customers• Can launch productive marketing campaigns at a low cost• More opportunities to make new customers</td><td>Frustration<ul style="list-style-type: none">• In some periods user engagement is low.• App Doesn't have a way to filter out expired job• Bad customer support</td></tr></table>			Demographic info ♂ Male 40 years 📍 Sri Lanka Married Masters [Degree]	motivation <ul style="list-style-type: none">• Easy to search for potential customers• Can launch productive marketing campaigns at a low cost• More opportunities to make new customers
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Preferred channels  Mail  Phone  Face to face		Key Characteristics Online Research  0 25 50 75 100 Communication skill  0 25 50 75 100 Availability  0 25 50 75 100 Finance  0 25 50 75 100			
Technology      					

1.4 Manager of company who are looking for cleaning agencies

NAME Malith Gunasekara		MARKET SIZE  65 %	TYPE Manager Of A Company
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Background


Malith is the human resource manager of a newly started IT company. Vision of their company is to provide a productive environment for their workers so they believe that workers can work with their maximum potential. Malith is responsible for Keeping their office clean provide a productive environment for workers. He wants to clean the office everyday and to dispose their garbage regularly.

Goals

- find a good cleaning agency for a low cost
- engage with similar communities so he can learn tips and tricks to make his office more productive
- search and view ratings and comments about the cleaning agencies in the area
- get responses from cleaning agencies quickly

Demographic info

Gender 32 years

 Sri Lanka

Married

Masters

Human resource management


Motivations


- Lot of cleaning agencies have registered in the app
- app allows to negotiate the business needs with them
- easy to navigate through interfaces
- simple user designs


Frustrations

- sometimes have to experience a unresponsiveness
- High prices for cleaning agencies
- Unable to identify inactive agencies at a glance



Preferred channels



 Mail

 Phone

 Face to face

Technology

Key Characteristics

Budget control

0 25 50 75 100

Organization Influence

0 25 50 75 100

Availability

0 25 50 75 100

Empathy maps

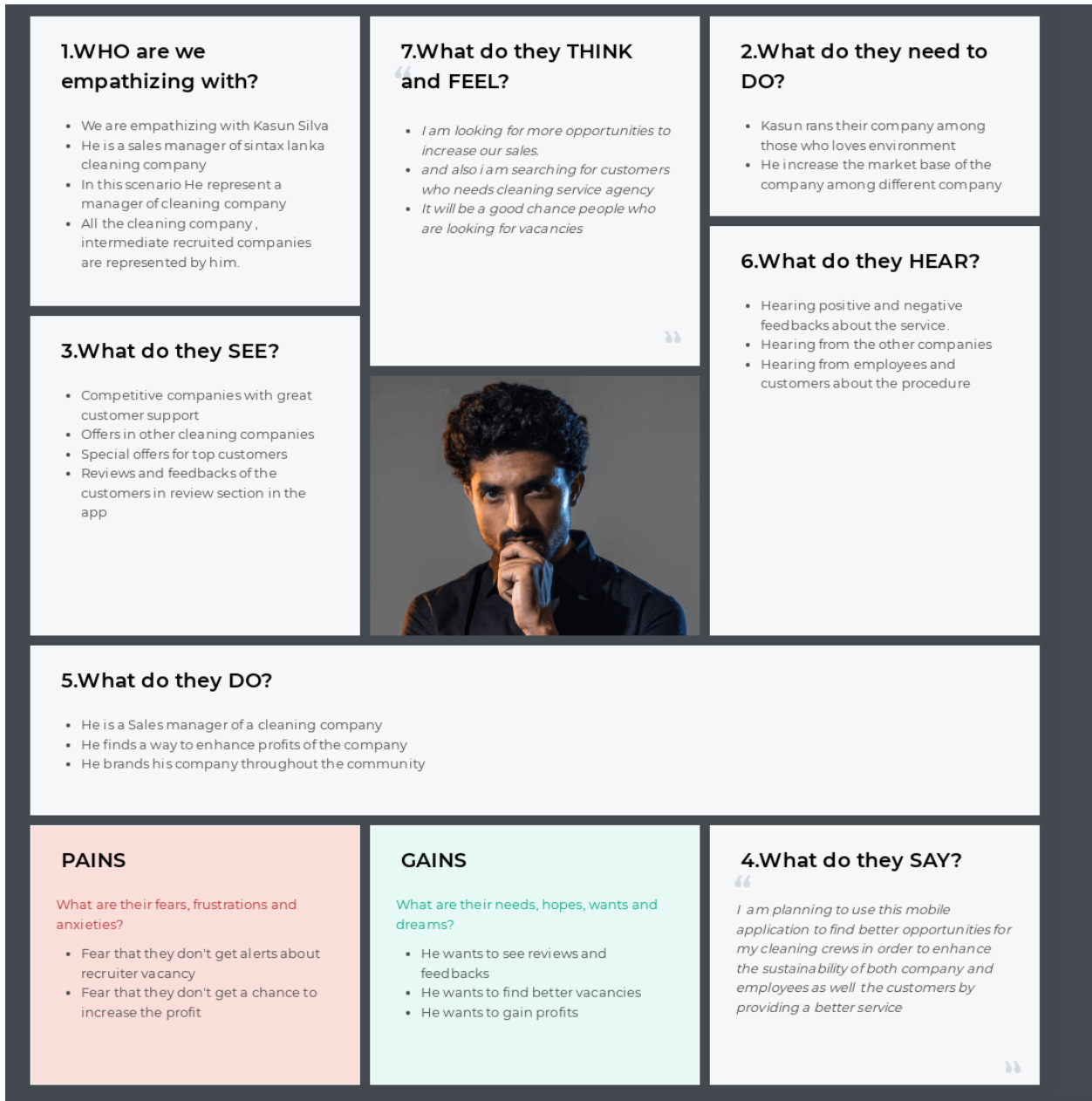
2.1 Cleaning Volunteer looking for volunteer events



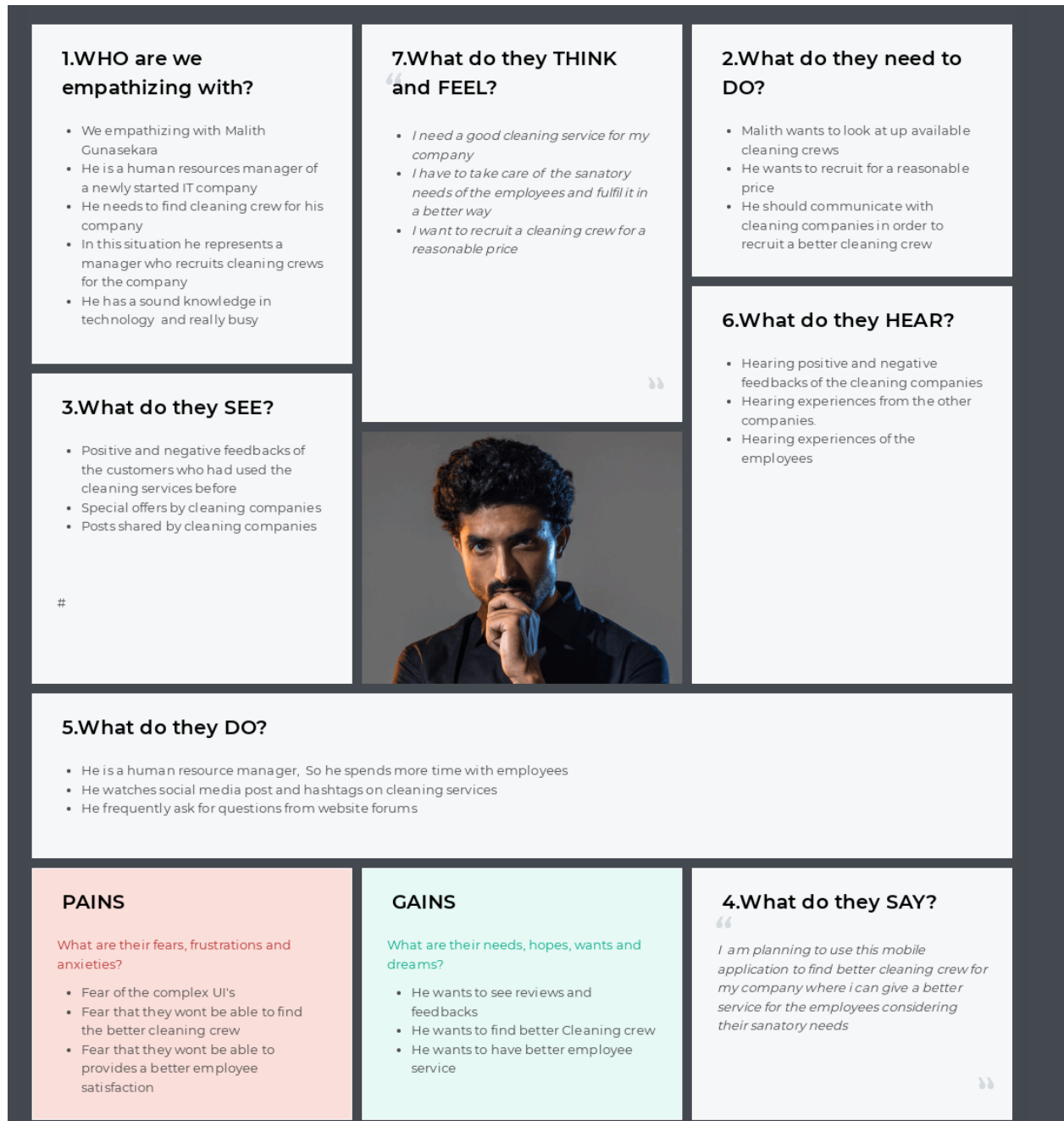
2.2 Member of a volunteer organization looking to organized volunteer events



2.3 Manager of cleaning company looking for better opportunities for cleaning crews



2.4 Manager of company who are looking for cleaning agencies



3 User stories

3.1

As a cleaning volunteer, I would like to browse and engage with charity events published by volunteer organization so that I could enhance my self-satisfaction schema and help others and environment as much as I could do.

3.2

As a member of a volunteer organization, I can publish events that we are organizing all over the country for a large community, so that I will be able to connect with a large group of people who are willing to do charity works and grow up our organization.

3.3

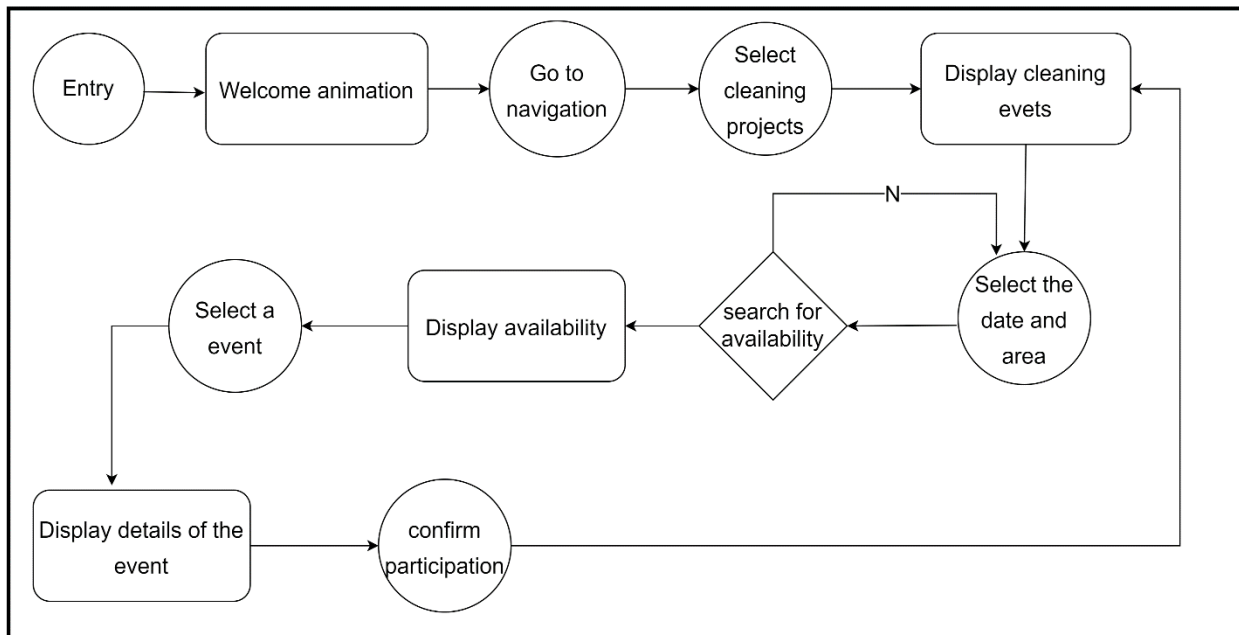
As a manager of cleaning company, I would be able to browse and find out the opportunities to recruit my teams for particular companies, so that I will be able to find better opportunities for my teams and enhance both the company and employee growth.

3.4

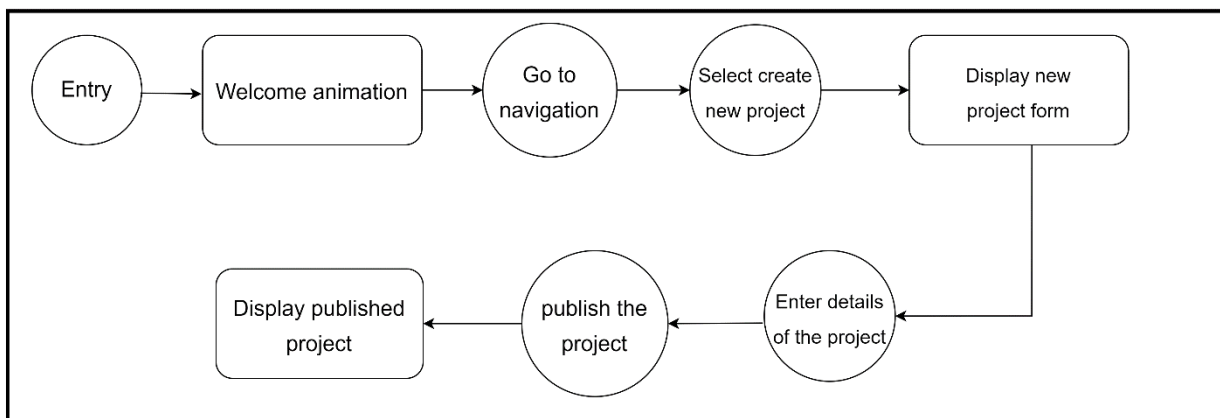
As a manager of a recruiting company, I would be able to find cleaning staff for my company as per our requirement, so that I would be able to maintain the sanitary requirement of the company in the needed level and also give a chance to the cleaning crews.

4 User flows

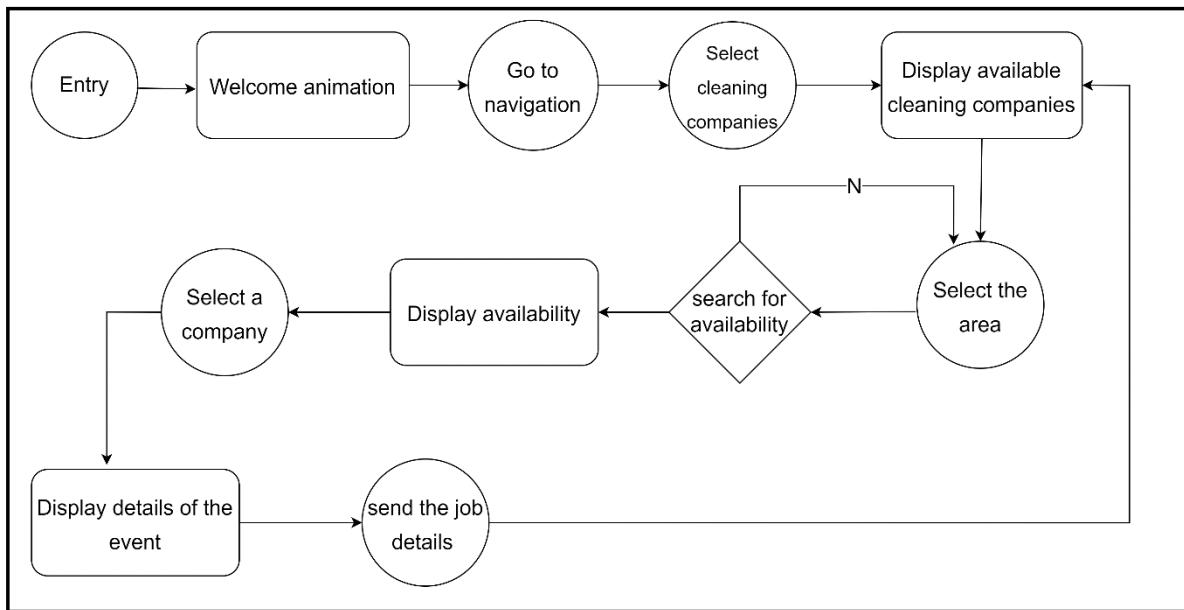
4.1



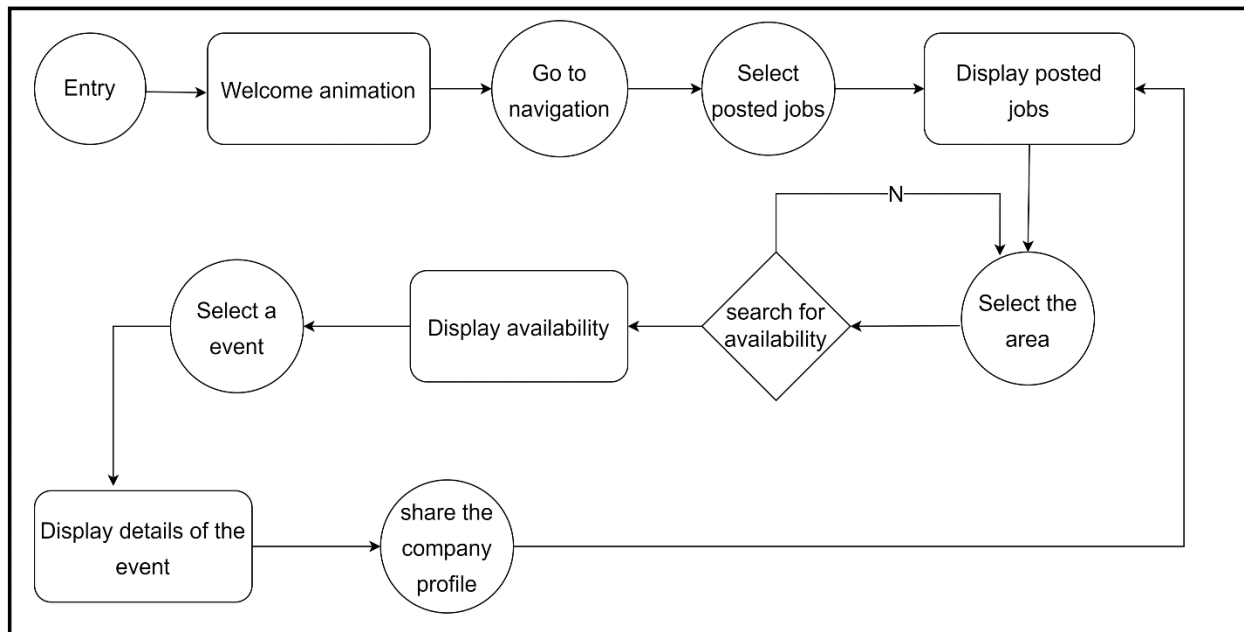
4.2



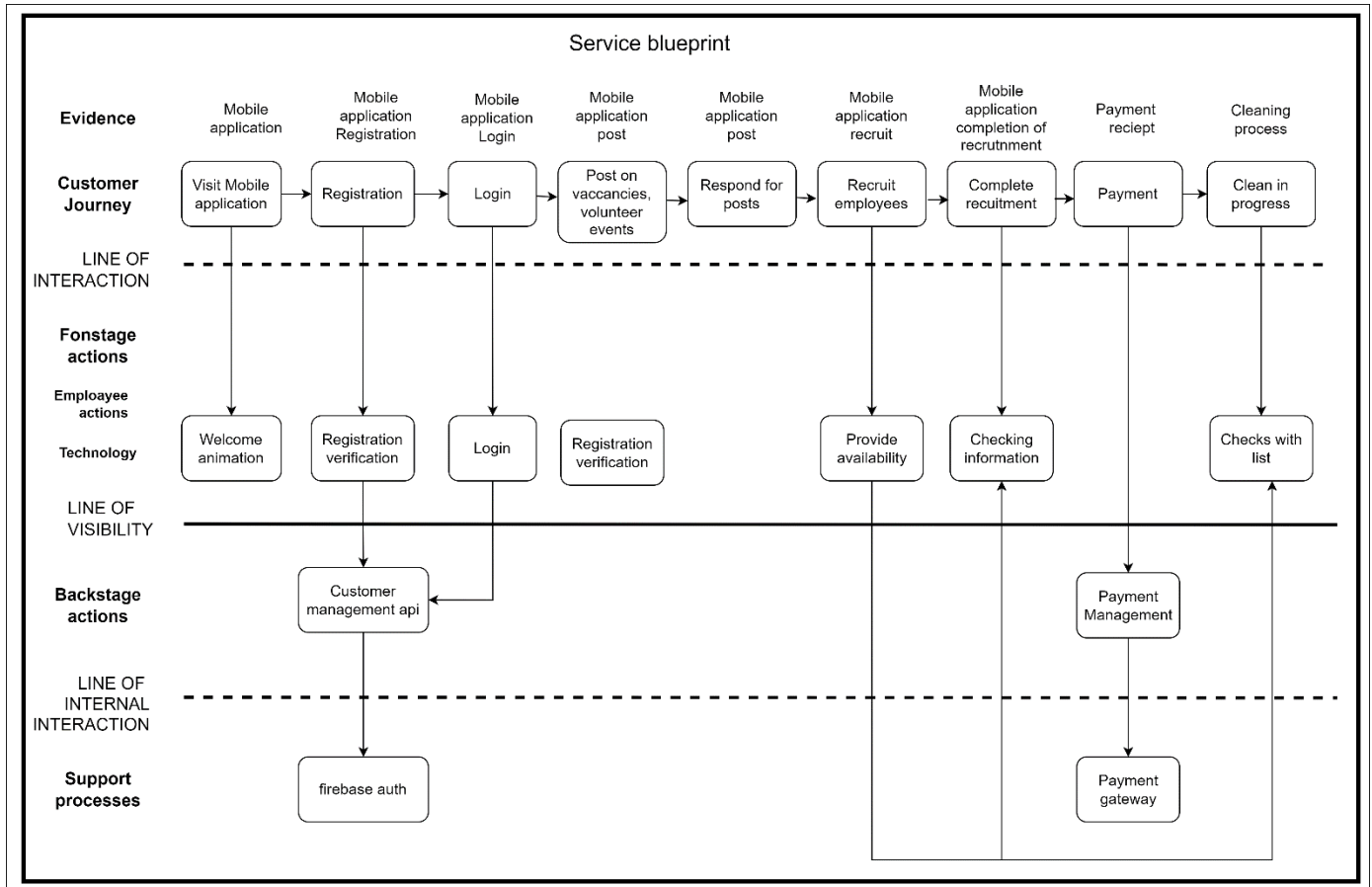
4.3



4.4



5 Service blueprint



6 Contributions

Group ID		Student Reg. No	Student Name	Contribution
<u>SEJ004</u>		IT20639112	E.T.N. Perera	1.1, 2.1, 3.1, 4.1, 5
		IT20645052	G.L.S.E. Liyanage	1.2, 2.2, 3.2, 4.2, 5
		IT20649562	A.A.T. Kavinda	1.3, 2.3, 3.3, 4.3, 5
		IT20659158	M.A.H.R.Nanayakkara	1.4, 2.4, 3.4, 4.4, 5