Master Minds

UEE_FP_SER010

Life On Land in Sri Lanka

Student ID	Student Name
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SER010

User Experience Engineering SE3050
Department of Computer Science and Software Engineering, Faculty of Computing, Sri Lanka
Institute of Information Technology (SLIIT)

Personas

UDARI SITHUPRABHA

PROFILE

The journalist Udari Sithuprabha. She married to famous environmental Scientist Nimna thiranjaya. She has been keeping a diary for a very long time now, and it's mostly about endangered forest and animal species. She also writes for a blog. Her blog posts and essays in environmental journals are widely read and respected by scientists studying biodiversity and charitable givers to forest preservation causes. She wants a straightforward platform that caters specifically to the needs of her magazine and its readers.

Age: 25 years

Location: Hotel Nizy, Ganemulla, Kadawatha, Sri Lanka

CONTACT

PHONE:
070 30 07 028

LINKEDIN:
www.linkedin.com/in/udari.sithubra

EMAIL
Udari.nimna@gmail.com

EMOTIONS AND ATTITUDES

- Emotions – Pride, gratitude
- Attitudes – trusted, patience, independence.

WORK – ENVIROMRNTAL JOURNALIST

MOTIVATION

- Audience focused on Same field.
- Improve observer awareness.
- User friendly web and mobile platform.
- Lifetime blogging services.

GOALS

- Adding new blog articles for available fields.
- Categorized Bloggs and articles by tagging titles.
- Update corrections and remove articles when need as possible.
- Fundraising and accept donations for forest conservation.

TECHNOLOGY ABILITY

- Postgraduate of communication and media studies.
- Five years of experience as an online blogger.
- Knowledge and background with virtual technology.
- Quality of writing and communication skills.

FRUSTRATIONS

- Crashing of application.
- Time wasted trying to figure out how the software works.
- Problems in categorizing articles.

PRIYANJAN RAAMESH

PROFILE

Mr. priyanjan raamesh is a wildlife officer. He is currently working on wildlife department of Sri Lanka. He always involved threats in wildlife, and protection of wildlife. He is giving advice to journalist and people, who searching about wildlife. he is a blog writer about wildlife, and he has big audience. Nowadays he is waiting for platform that reach his work to do effective and give and get advice from same field professionals.

Age: 42 years

Location: Matara, Sri Lanka.

CONTACT

PHONE:
077 38 07 985

LINKEDIN:
www.linkedin.com/in/priyanjn

EMAIL
Priyan5@gmail.com

EMOTIONS AND ATTITUDES

- Emotions – Brave, fierce
- Attitudes – leadership, patience.

WORK – WILDLIFE OFFICER

MOTIVATION

- Fearless in wildlife and forest.
- Pride of professional adviser.

GOALS

- Write journals to audience that searching for wildlife.
- Get effective steps for protection in wildlife.
- Get connected with professionals in same field.

TECHNOLOGY ABILITY

- Experienced in working via internet and software.
- Good online communication skills.
- Always updating with new environmental and wildlife technologies.

FRUSTRATIONS

- Crashing of application.
- Some people not interested in wildlife things.

AROSHINI DISSANAYAKE

PROFILE

Aroshini Dissanayake is a well experienced Environmentalist. Currently she is president of association of environmentalists. She is doing research about endangered plants, environmentally balance and special things and species of environment. Also, she directly joined with forest conservation activities. She is now looking for a highly efficient and straightforward platform that can aid in environmental study.

Age: 40 years

Location: Badulla, Sri Lanka

CONTACT

PHONE:
071 38 79 333

LINKEDIN:
www.linkedin.com/in/arosh/ni

EMAIL
aroshinidima@gmail.com

EMOTIONS AND ATTITUDES

- Emotions – Kind, brave
- Attitudes – trusted, Straightness, independence.

WORK – ENVIROMENTALIST

MOTIVATION

- Get connected with observers with same field.
- Encourage more proactive measures for forest preservation.
- Doing great research and protect special environmental species and things.

GOALS

- Reach effective research goals.
- Creating donations for forest conservation.
- Protect and replanting endangered plants and species.
- Collecting new environmental news and information from blogs and articles.

TECHNOLOGY ABILITY

- Has good knowledge about IT
- Has experience in blog writing.
- Connections in environmental Monitoring systems.
- Good online and virtual communication skills.

FRUSTRATIONS

- Hard to get donations for tree planting campaigns.
- Much time for familiar with application.
- Get much time to connect more environmental bloggers and article writers for the application.

HESHAN PERERA

PROFILE

Heshan perea is a businessman. He has many businesses of nationally and internationally. As a hobby, he is doing travels and camping in natural forests and mountains. He is big nature lover as well. He always gets step to protect environment and wildlife. He has established a link with the wildlife department and is developing initiatives to safeguard forests. He's a generous businessman who puts his money into projects that preserve forests and safeguard endangered species.

Age: 38 years

Location: Gampaha, Sri Lanka

CONTACT

PHONE:
077 38 77 000

LINKEDIN:
www.linkedin.com/in/hesha.perera

EMAIL
heshperera@gmail.com

EMOTIONS AND ATTITUDES

- Emotions – Kind, Anticipation
- Attitudes – loyal, friendly, independence.

WORK – BUSINESSMAN

MOTIVATION

- Pure nature lover.
- Interested in environmental and wildlife fields.
- Have economy for doing donations.

GOALS

- Protect the special environmental species and wildlife.
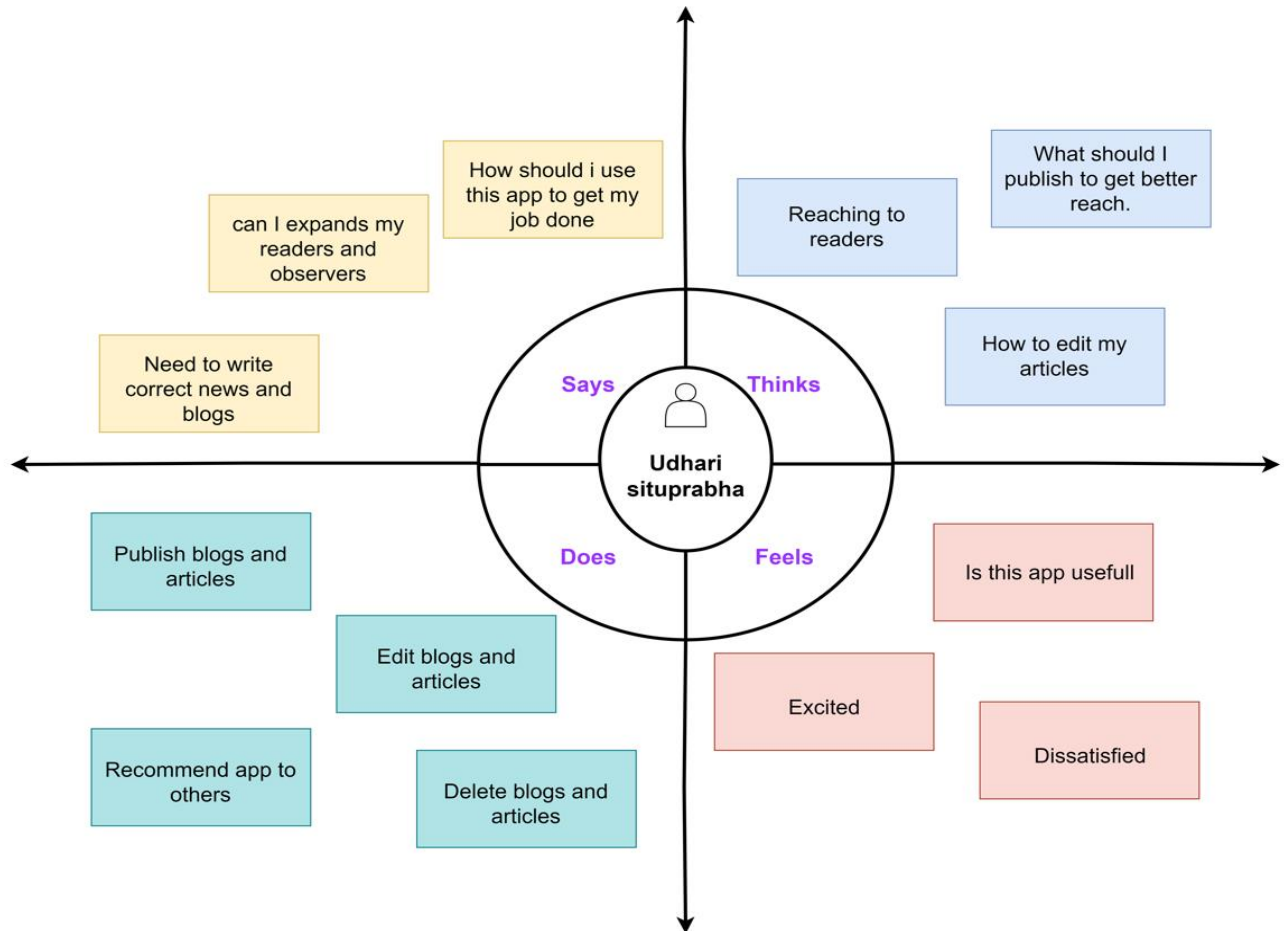- Getting environmental knowledge from professionals.
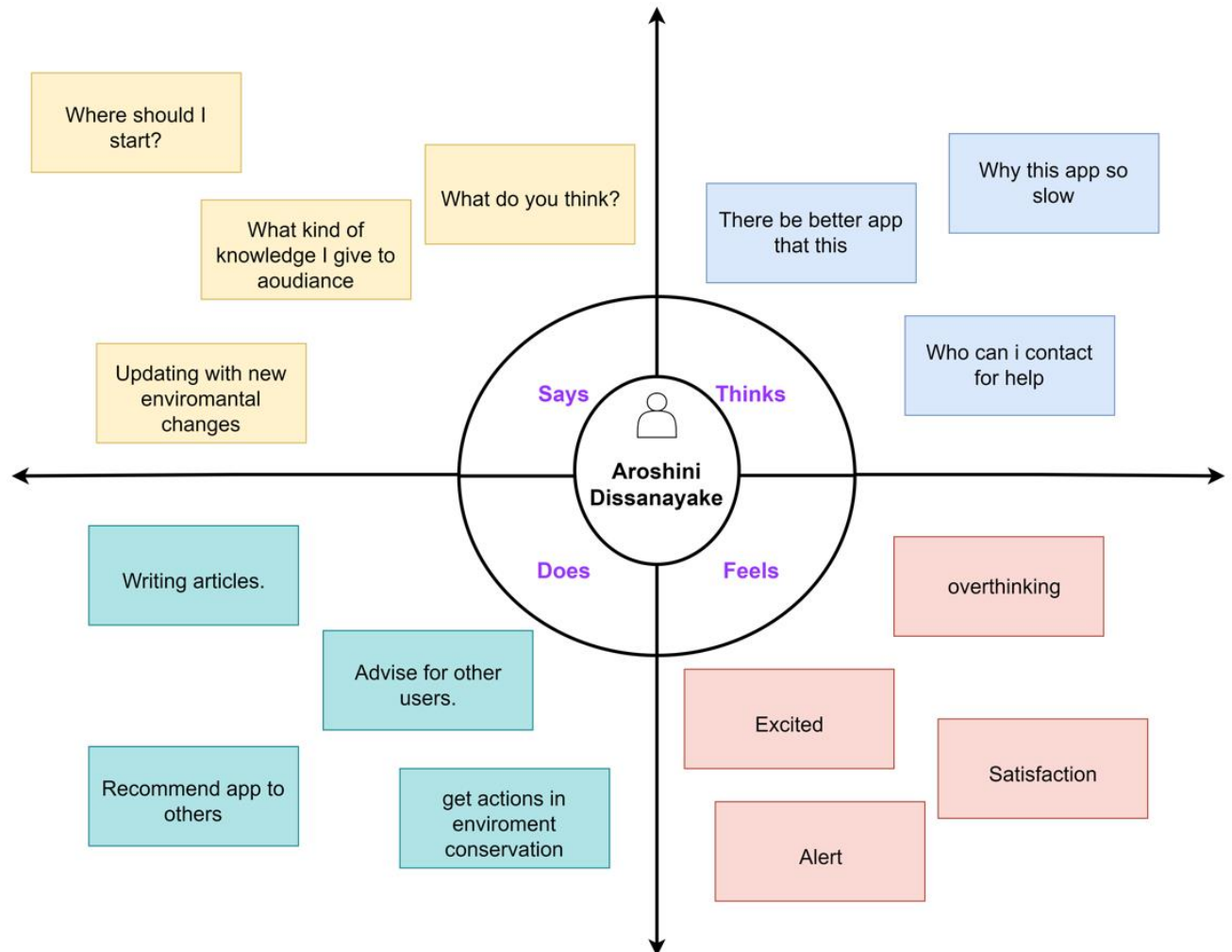
TECHNOLOGY ABILITY

- Good knowledge in IT.
- Experience in money donating.

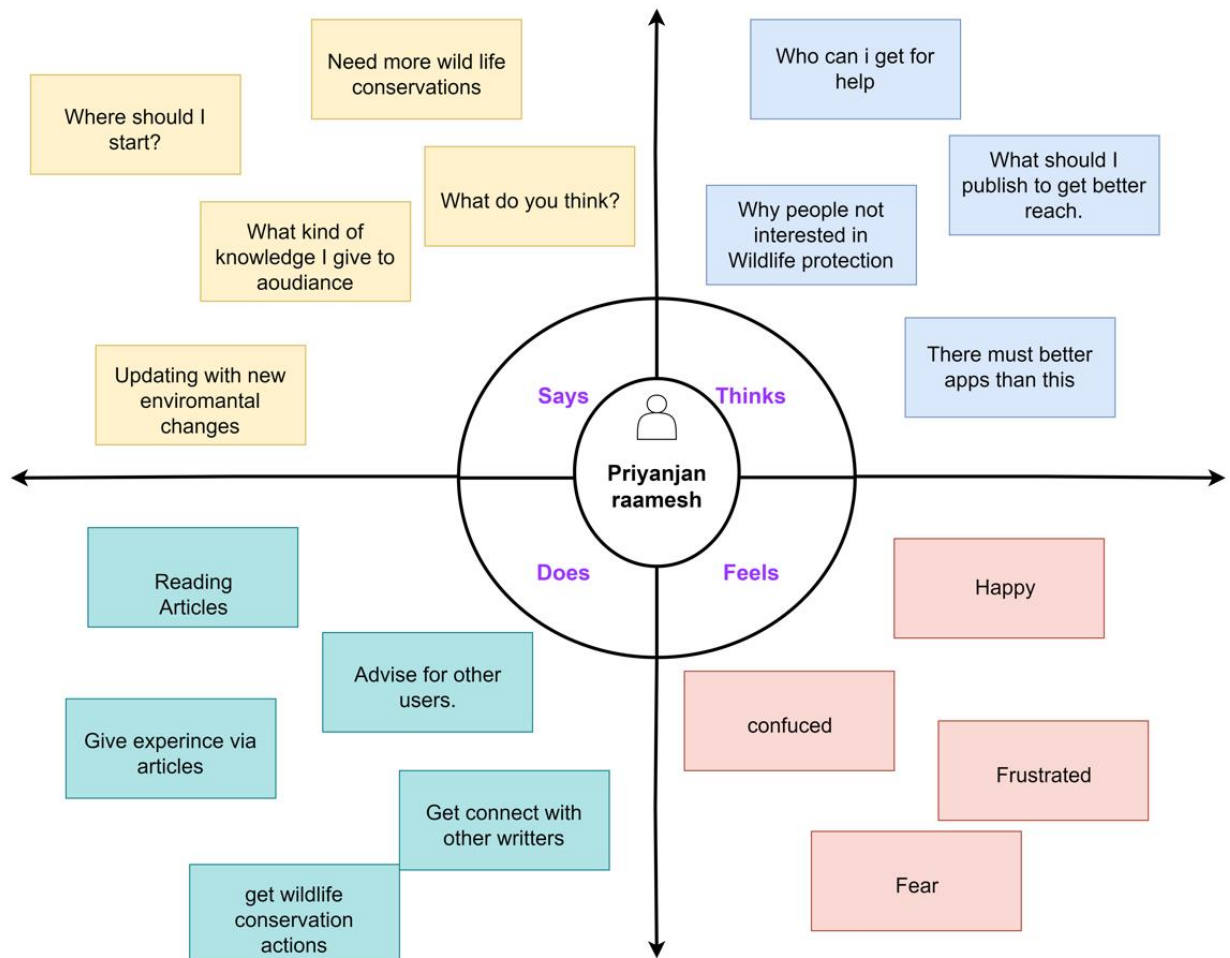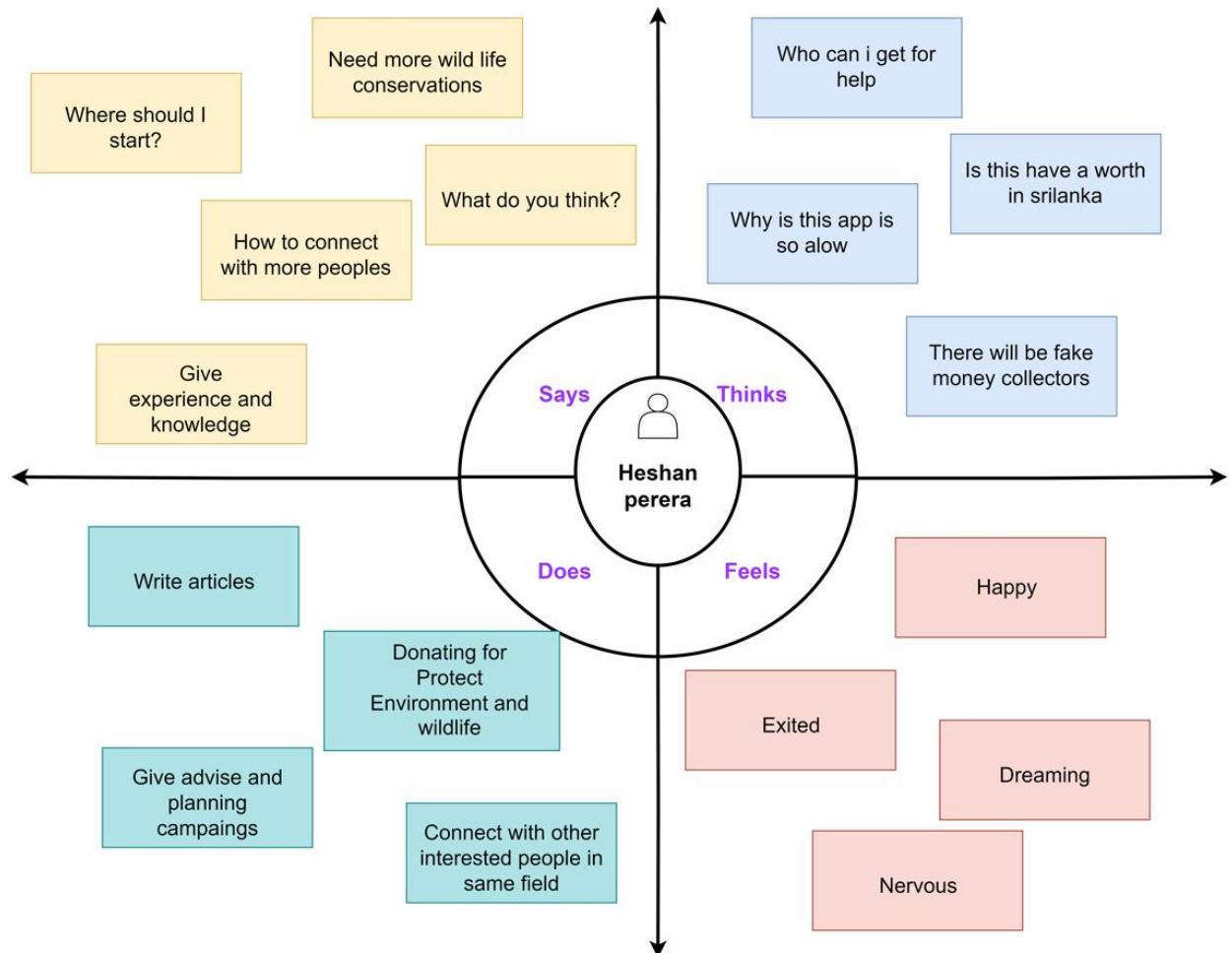### FRUSTRATIONS

- Crashing of application.
- Slowness of the app.
- Unable to connect with good environmentalist.
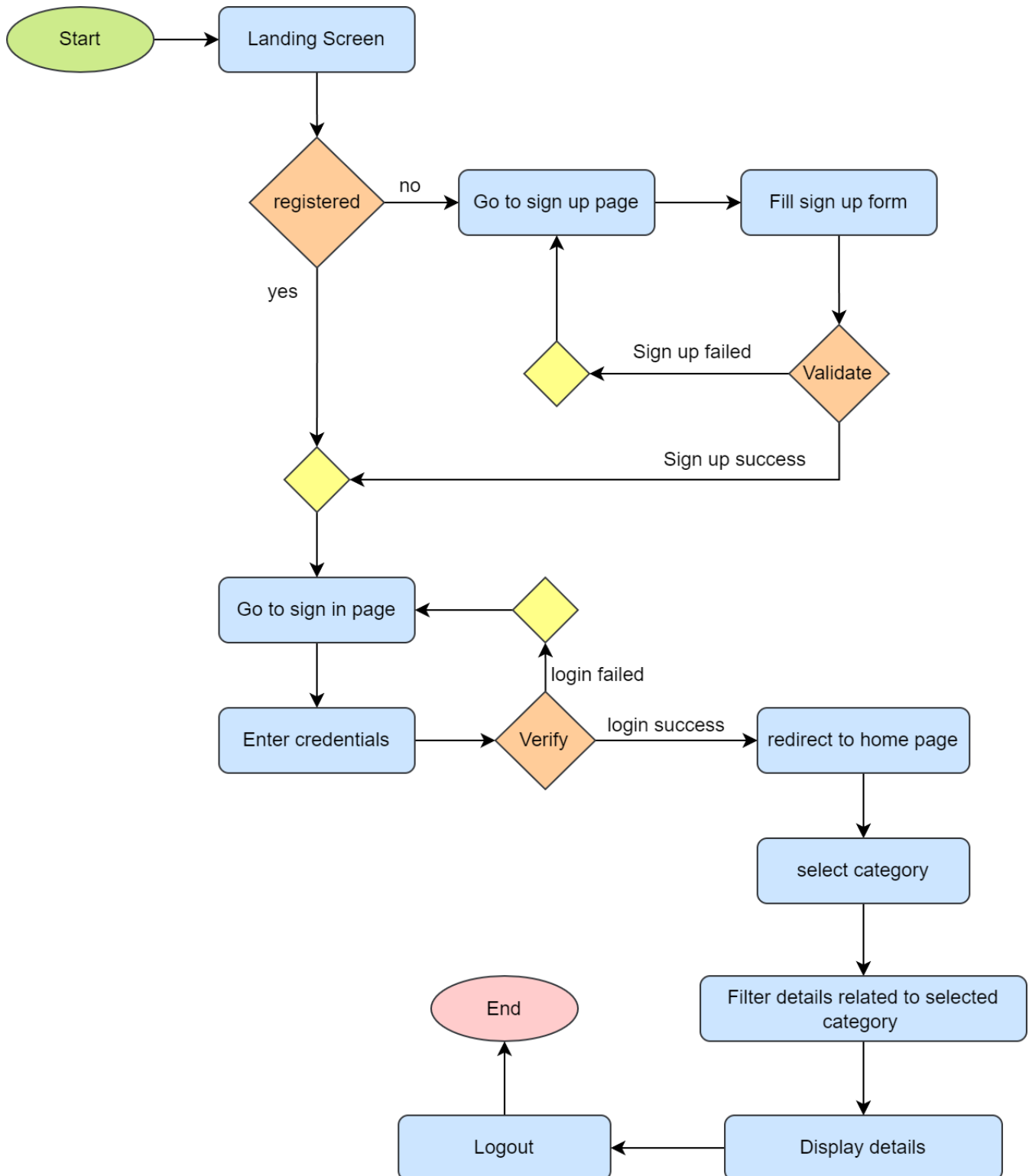- May be fake people on the website.

Empathy Maps

Empathy map for Priyanjan raamesh

Says
- Where should I start?
- Need more wild life conservations
- What kind of knowledge I give to aoudiance
- What do you think?
- Updating with new enviromantal changes

Thinks
- Who can i get for help
- What should I publish to get better reach.
- Why people not interested in Wildlife protection
- There must better apps than this

Does
- Reading Articles
- Give experince via articles
- Advise for other users.
- Get connect with other writters
- get wildlife conservation actions

Feels
- Happy
- confuced
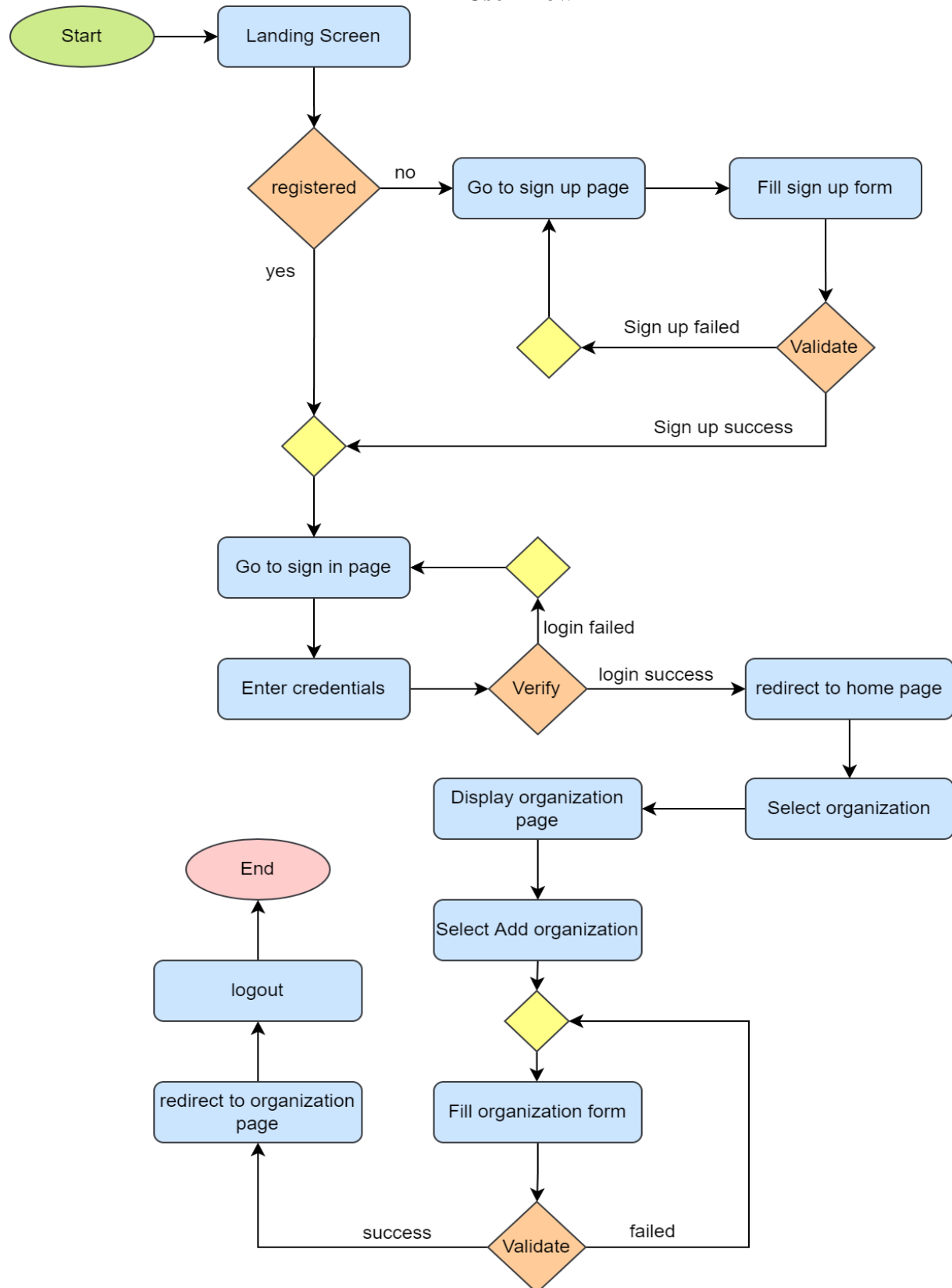- Frustrated
- Fear

User Stories

1. As an wild life officer, I need details about forests in Sri Lanka such as inherent animals and plant details of the forests as well as endangered animals and plants,
so that I can do proper research about Sri Lankan forests.

2. As an environmentalist, I need to publish our organization details and its importance, so that I can introduce our organization to people.

3. As an environmental journalist, I need to publish blogs and articles, so that I can get publicity for my blogs and articles.

4. As a nature lover (user), I need to donate funds, so that I can be a part of protecting life on land in Sri Lanka.
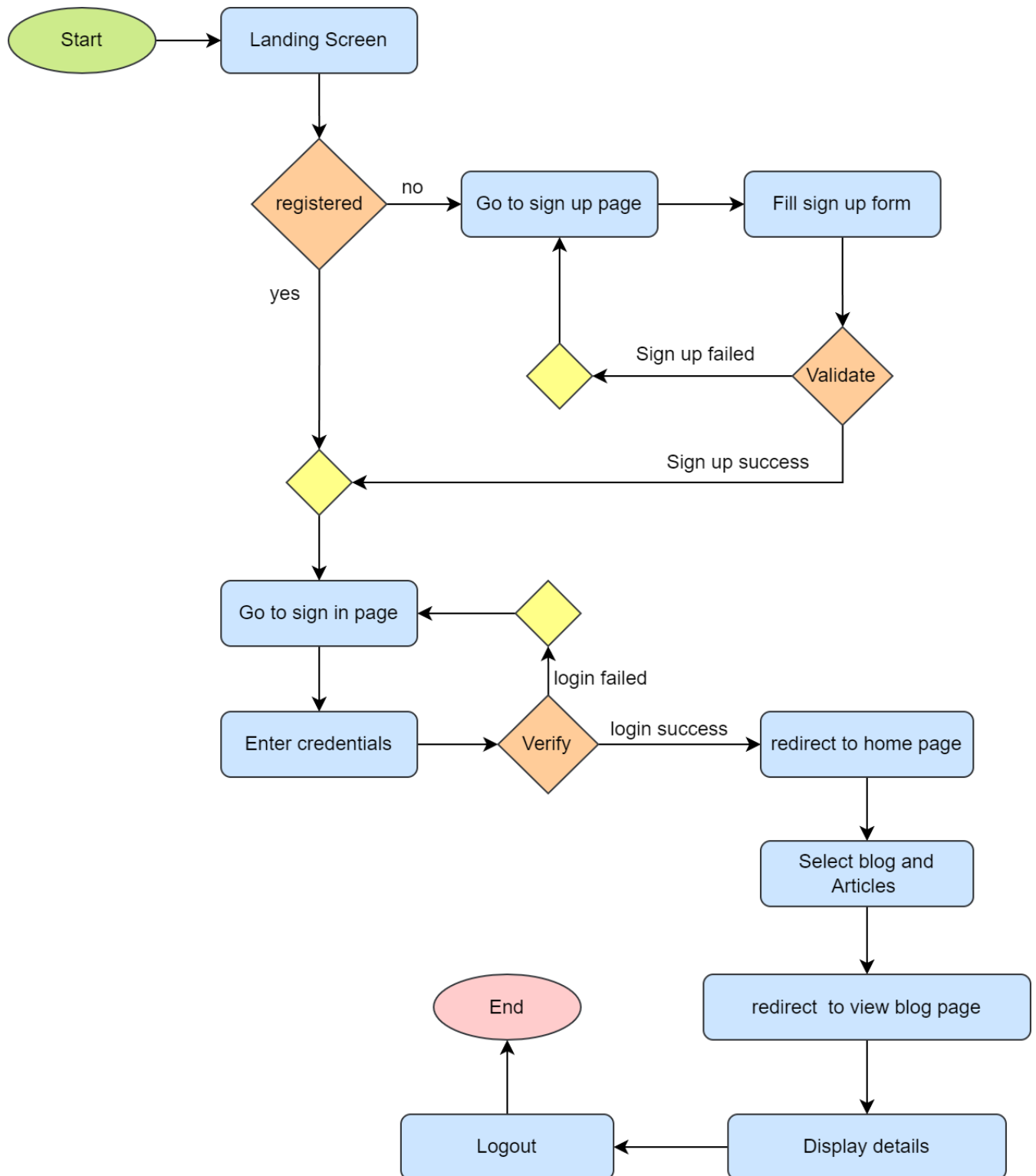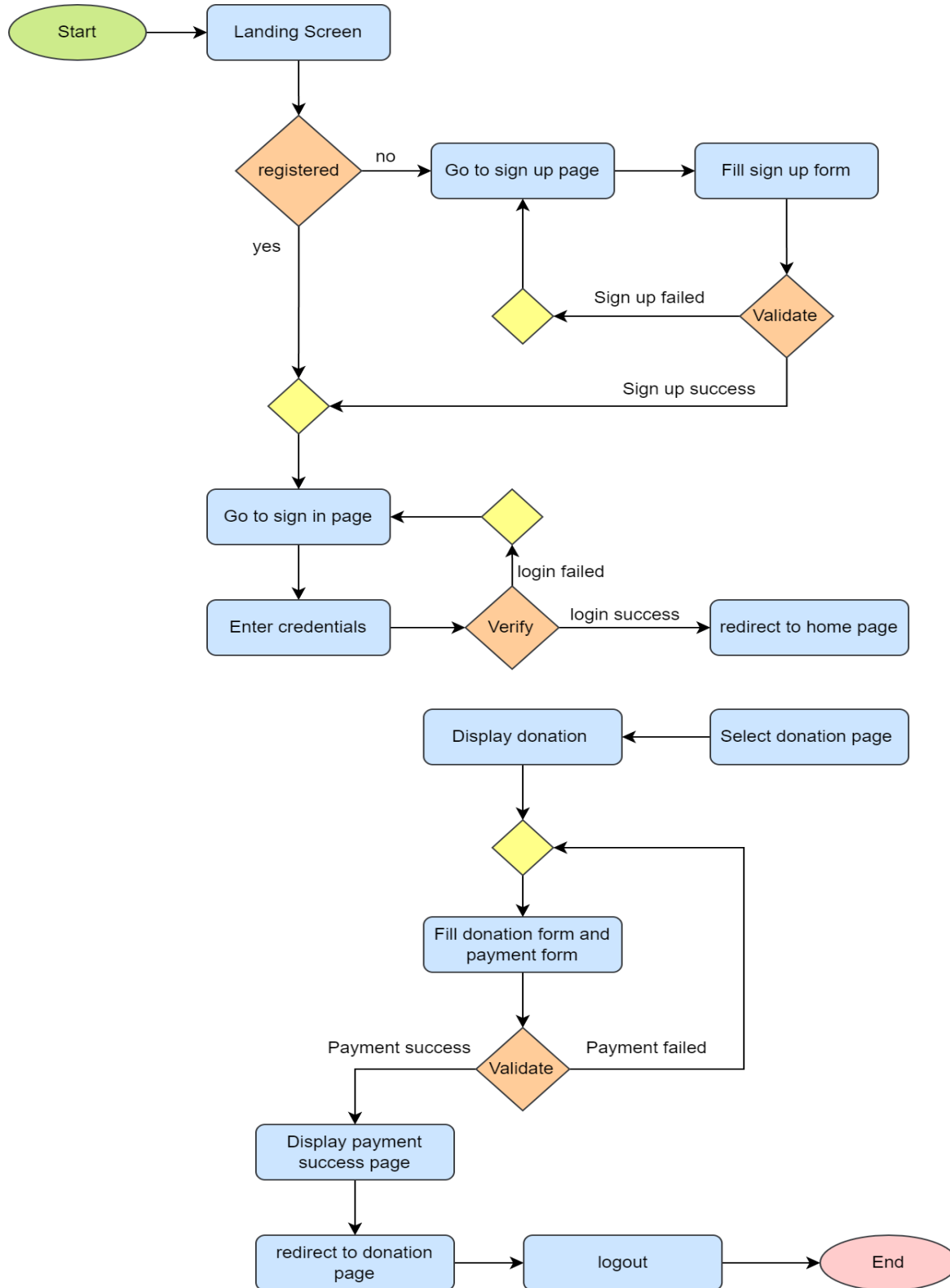
User Flows
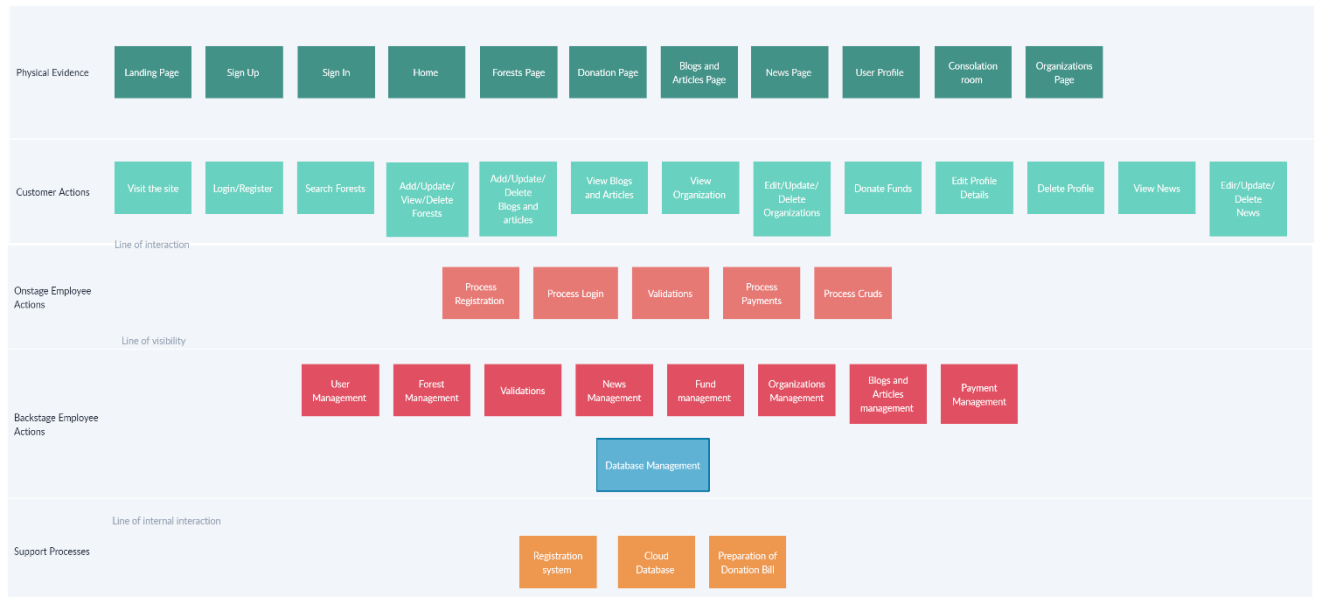
User Flow 1

User Flow 2

User Flow 3

User Flow 4

Service Blueprint

Individual Contribution

Student ID	Student Name	Individual Contribution
IT20128418	Rathnayaka R.M.D.H	• Persona – Environmental journalist • Empathy Map – Udari Sithupraba • User Story – 3 • User Flow 3 • Service Blueprint
IT20167028	Thiranjaya W.A.L.N	• Persona – Environmentalist • Empathy Map – Aroshini Dissanayake • User Story – 2 • User Flow 2 • Service Blueprint
IT20136574	Sandeepana N.R.S	• Persona – Businessmen • Empathy Map – Heshan Perera • User Story – 4 • User Flow 4 • Service Blueprint
IT20238612	H.A Hasith Deminda	• Persona – Wildlife officer • Empathy Map – Priyanjan Ramesh • User Story – 1 • User Flow 1 • Service Blueprint