A Tale of Two Paths:
Staying or Moving,
Home or Away

A short reminder about last time...

Idea: Highlight how the Sri Lankan crisis have affected everyday life of citizens since 2000

- **2004 Tsunami**
- **End of the Civil War**
- Recent Crises (**Easter Attacks**, **COVID-19**, **2022 Protests**)

Refining Our Strategies

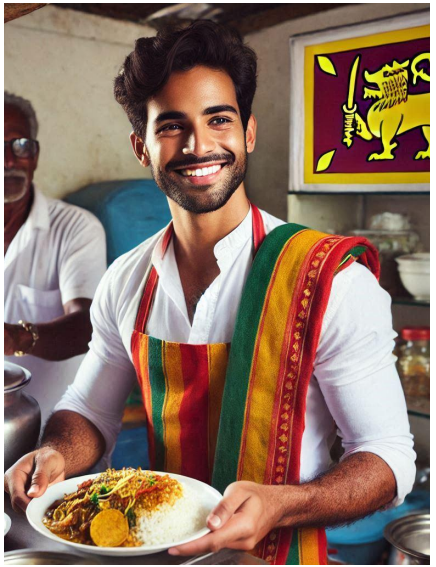
- **Intended Effect**: Assist in assessing personal safety and economic stability in Sri Lanka
- **Tone**: Informative and Emotional
- **New and only Persona**: Arjun

A New Persona in Focus: Arjun

- Profile:
  - **35 years old**, married, and currently **working in Munich** as an IT professional. **Considering moving back** to Sri Lanka to reconnect with roots.
- Challenges and Pain Points:
  - **Concerns** about **social and economic conditions**, as well as the manner in which Sri Lanka has developed over the past few years.
- Goals and Needs:
  - **Essential to evaluate the current economic landscape** and the progress which was made over the past few years.

Inspiration 1

- Mr. Perera is 32 years old and lives in Sri Lanka.
- He owns a small business in hospitality (Restaurant).
- How incidents in the last couple of decades affected his Business.
- How factors like GDP, Inflation, Tourism affected his business.



Inspiration 2

- Mr. Samarathunga is 45 years old and currently lives in Germany.
- Moved to Germany in 2005.
- He is an educated professional
- How different his life from a person living in Sri Lanka
- How economic crisis and other factors affected him

StoryTelling

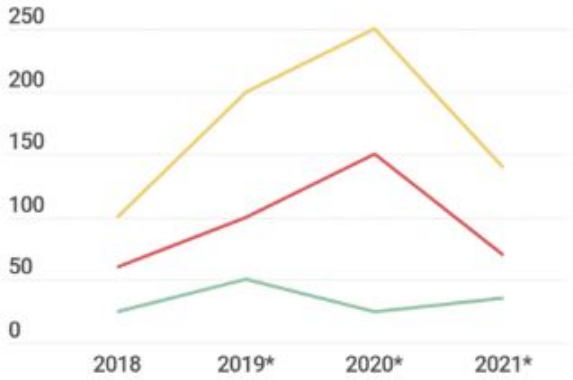
Beginning: Introducing the two inspiration (Mr. Perera and Mr. Samarathunga) and how Tsunami affected the two inspirations

Middle: How other different events such as the ending of war, terrorist attack, corona and Protests affected the two personas. how factors like GDP, tourism, happiness and inflation are affected by the events.

Character: Highlight how specific changes in the factors contribute to the decision to stay in, leave or return to Sri Lanka for two characters.

End/Resolution: Comparison between Germany and Sri Lanka to help the target group make a decision to move to Sri Lanka or away from Sri Lanka.

Theme: How different incidents affects the life of Sri Lankans.



Data Sources

1. Happiness Index

Source: **World Happiness Report**

https://worldhappiness.report/data/

https://www.kaggle.com/code/gcmadhan/world-happiness-index-report/input

kaggle

Data Sources

2. GDP & Inflation

THE WORLD BANK

Sources: **World World Bank Data, Trading Economics - Sri Lanka/ Germany, ONS Inflation Reports**

https://data.worldbank.org/country/germany ,
https://data.worldbank.org/country/sri-lanka

https://tradingeconomics.com/germany/inflation-cpi ,
https://tradingeconomics.com/sri-lanka/inflation-cpi

https://www.ons.gov.uk/search?q=Germany

Office for National Statistics

TRADING ECONOMICS

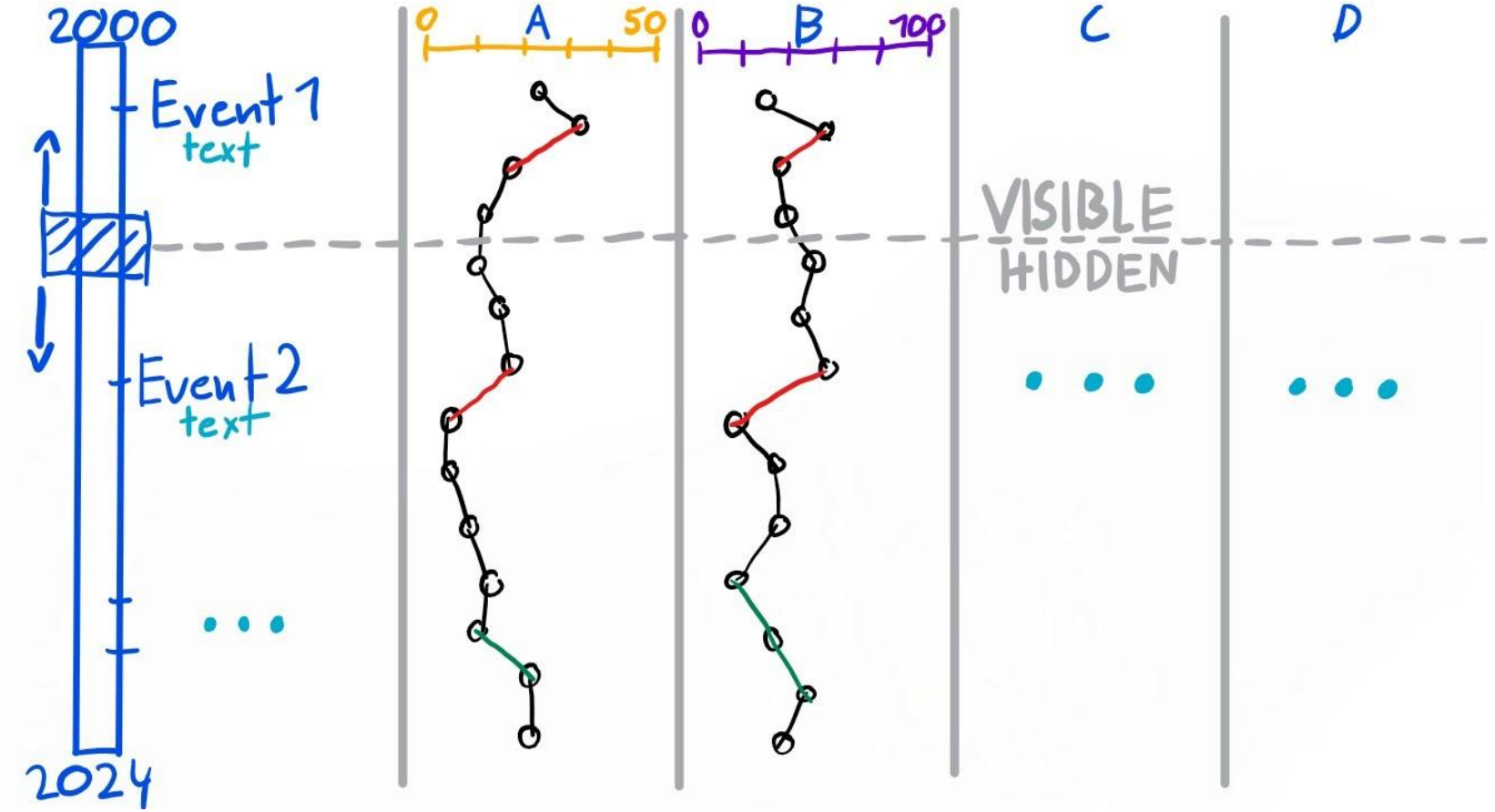
Data Sources

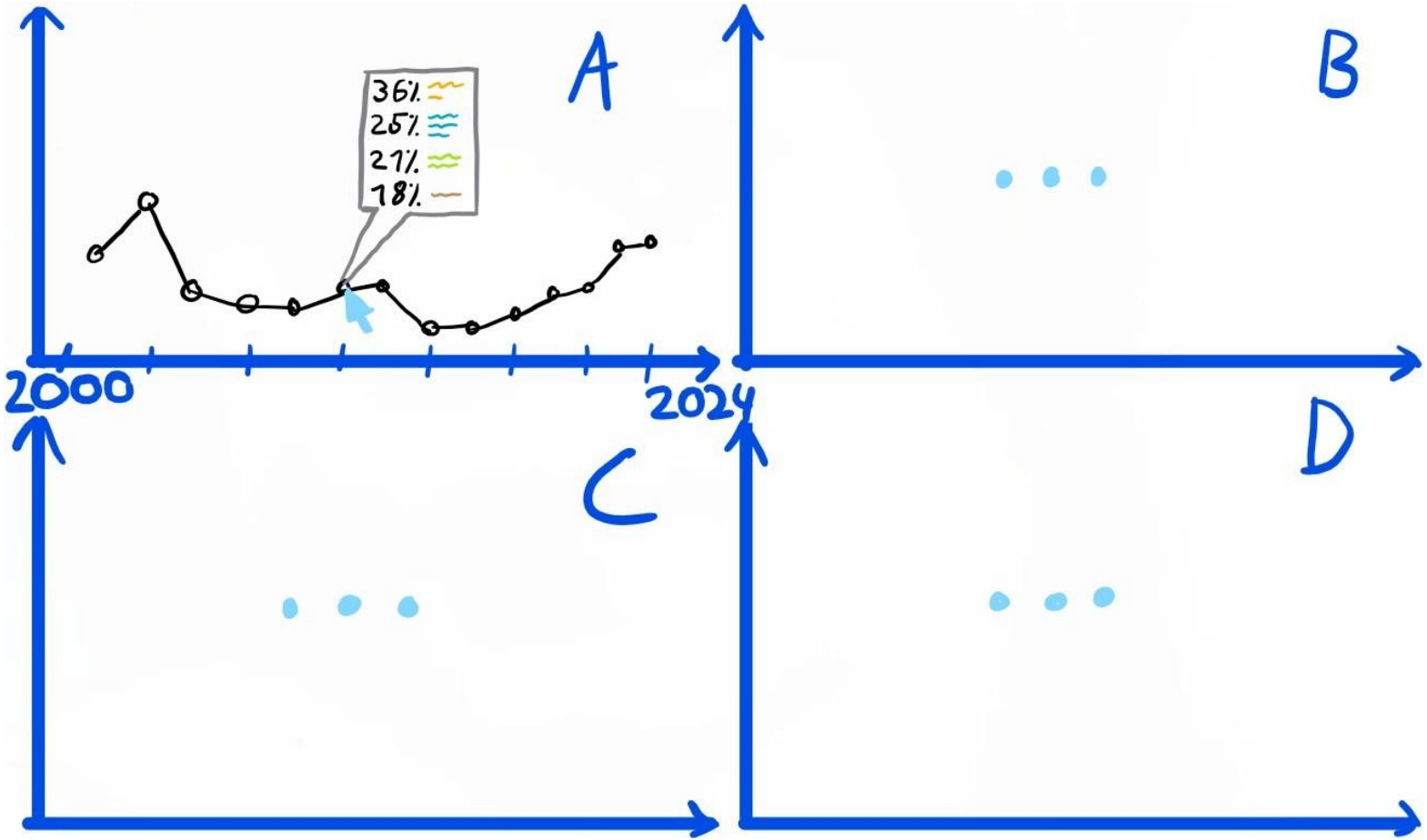
3. Tourism

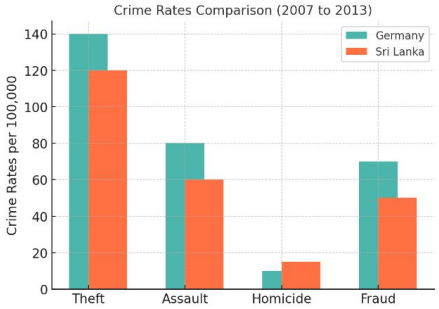
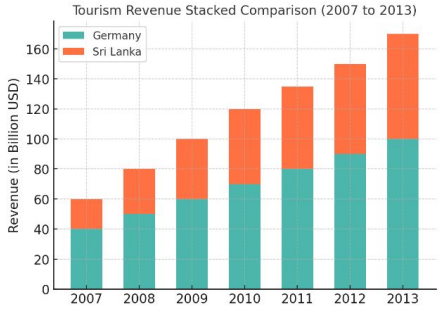
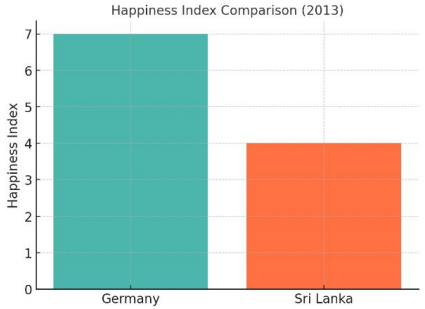
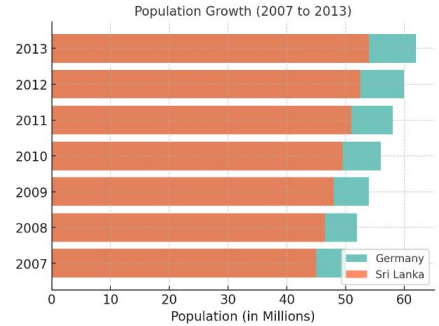
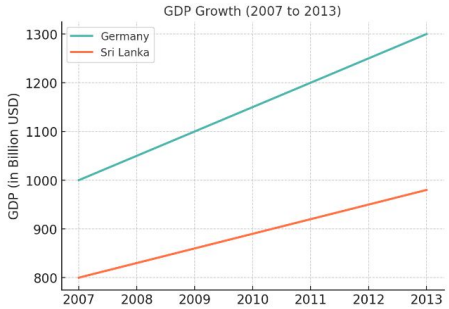
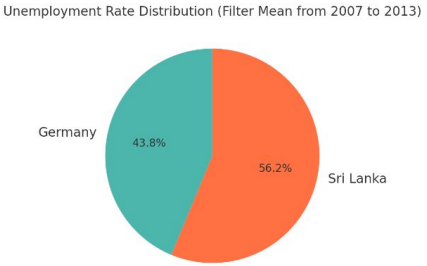
Source: **Sri Lanka Tourism Development Authority**

https://sltda.gov.lk/en/statistics

Source: **Statista**
https://www.statista.com/topics/6046/tourism-industry-in-germany/#topicOverview


2000
Event 1
text
Event 2
text
2024
0
A
50
0
B
100
C
D
VISIBLE
HIDDEN


A
B
C
D
36%
25%
21%
18%
2000
2024

1996 Adjustable windowsize which reflects the data in a window size of 3 to 7 years, averaging the data scores 2023

Data Trends within the Adjustable Window (from 2007 to 2013)