

## Persona Profile: Indonesian Bank's New Banking Product for Millennial



**Persona: Dinda Ardianti**  
**Age: 29**  
**Job: Digital Marketing Specialist**  
**Location: Jakarta, Indonesia**

### Background Story:

- **Dinda is a 29-year-old digital marketing specialist living in the bustling city of Jakarta. She works for a prominent e-commerce company and is passionate about leveraging technology to drive brand engagement. Outside of work, Dinda enjoys exploring new cafes, practicing yoga, and traveling to nearby islands on weekends. She is tech-savvy, social media-oriented, and values convenience and efficiency in all aspects of her life.**

## Banking Attitudes:

- **Tech-Savvy:** Prefers using mobile and online banking for most transactions.
- **Efficiency-Seeker:** Values quick and easy banking processes without the need to visit physical branches.
- **Security-Conscious:** Concerned about the security of her online transactions and personal data.

## Banking Behaviors:

- **Daily Transactions:** Frequently uses mobile apps for checking balances, transferring money, and paying bills.
- **Savings and Investments:** Actively saves a portion of her salary each month and is interested in investment options.
- **Financial Planning:** Uses budgeting apps to manage her finances and track expenses.

## Pain Points:

- **Complex Processes:** Finds traditional banking processes cumbersome and time-consuming.
- **Limited Accessibility:** Frustrated with the limited availability of ATMs and physical branches in some areas.
- **Security Concerns:** Worries about the security of her online transactions and the risk of fraud.



**Name:** lokesh  
**Age:** 29  
**Job:** Digital Marketing Specialist  
**Location:** Jakarta, Indonesia

## Background Story

**Dinda is a digital marketing specialist passionate about technology, yoga, and traveling. She enjoys exploring new cafes and capturing moments for her social media.**

### Lifestyle & Hobbies:

- **Lifestyle:** Urban, active, and tech-driven.
- **Hobbies:** Yoga, café hopping, traveling, photography, and social media.

## Banking Behaviors:

- **Regularly uses mobile banking for daily transactions.**
- **Interested in savings and investment options.**
- **Uses budgeting apps for financial planning.**

### Imagery and Color Scheme:

- **Color Scheme:** Vibrant and modern colors (e.g., teal, coral, white).
- **Imagery:** Photos representing Dinda's lifestyle (e.g., yoga, cafes, travel).
- **Icons:** Use relevant icons to illustrate banking activities (e.g., mobile banking, savings, security).

## Pain Points:

- **Finds traditional banking processes cumbersome.**
- **Limited ATM and branch accessibility in some areas.**
- **Concerns about online transaction security.**