Sri Lanka Institute of Information Technology

Visual Analytics and User Experience Design (IT4031)

Assignment 1

Personas

GROUP ID: 2022-VAUED-G19

Student Name	Registration Number
1. Vithana K.C.D	IT19083742
2. Weerarathne D.N.N	IT18228786
3. Wijesiri M.R.M	IT19064246
4. Krishan H.A.S	IT18037548
5. Mudannayake I.G.M.J	IT19000336
6. Kumari D.M.G	IT19193878
7. Perera K.S	IT19045504

Persona Figma Link:
https://www.figma.com/file/hX6IPj9dlrpgV8oUwBgoMh/Personas?node-id=0%3A1

Kristin Watson

AGE	35
GENDER	Female
EMPLOYEMENT STAUTS	Employed
INVOLVED SECTOR	Education
TECH LITERTE	Medium

> " Using Mobile Self Care Application is easy to Life

Personality

Efficient Teaching Skills

Critical Acceptance

Scientific Expertise

Rhetoric

Bio

Kristin currenlty lives in Matara. She finished her master in businesss and has been promoted to Lecturer in government university in Sri Lanka. She usually uplaods recorded lectures and notes to the LMS for her students.

Behaviours

- Well planned for work
- Work on time
- Multi tasking
- Focused
- Being updated with the latest technology
- Using high amount of data for the teachning process

Goals & Pain Points

- Takes time for the bill settlement proces
- Speedly over the data packages
- Can not find the data transactions history easily
- Chatbot needs for help requirements
- Connection issues and slow data connection
- Cluttered like interface makes it difficult to navigate through the application

Brands

Dialog

Payment medium

Online Payment

Platform

Mobile App

Andrew James

AGE	28
GENDER	Male
EMPLOYEMENT STAUTS	Employed
INVOLVED SECTOR	Social Media
TECH LITERTE	Advanced

" Good Connection - Bigger Ideas - Best Deals

Personality

Optimistic Extrovert

Persistant Creative

Highly technical

Attention to detail

Bio

Andrew who is currently living in Colombo, is an accomplished Youtuber and Social media influencer holding a Masters in Digital Content Creation, responsible for developing and executing content that promotes several leading tech brands and drives people to advance themselves through the use of technology.

Behaviours

- Curious and looks for detailed insights of many things
- Well planned
- Multi tasking
- Perfectionist
- High technological capabiities
- Needs quick actions at all times

Goals & Pain Points

- Slow loading speeds and disiconnection issues makes it hard to track data usage statistsics regularly
- Lengthy payment processes makes it hard to make quick payments
- Unhelpful live chat services when an issue is found
- Difficulty to get detailed usage statistics due to lengthy navigation process
- Misleading buton placements
- Usage insights and remaining data amount unclear

Brands

Mobitel   airtel

Payment medium

Visa/ Master card

Platform

Mobile App

Member 3 - IT19064246

Maddy Howard

AGE	30
GENDER	Female
EMPLOYEMENT STAUTS	Employed
INVOLVED SECTOR	Information Technology
TECH LITERTE	Advanced

" Technology is best when it brings people together

Personality

Analytical Thinking   Curious

Creative   Patient

Extrovert

Independent

Bio

Maddy who is currently living in Colombo is an AI Engineer who works for an American company remotely. She is responsible for developing new applications and systems that utilize AI to improve performance & efficiency.

Behaviours

- Critical and analytical thinking
- Attention to detail
- Well planned
- Multi tasker
- Well organized
- Team player

Goals & Pain Points

- Difficult to manage bill payments easily with the lengthy procedure.
- Slow loading speed and app not responding issues.
- Difficulty in inquiring about the services with the help of provided chat service.
- Difficult to view the detailed data usage insights with the lengthy navigation.
- Tax amounts additional to the package charge not mentioned clearly when activating data packages
- Inaccurate usage insights

Brands

Dialog   HUTCH

Payment medium

Online Payment

Platform

Mobile App

Member 4 - IT18037548

Lee Smith

AGE — 45

GENDER — Male

EMPLOYEMENT STAUTS — Employed

INVOLVED SECTOR — Culinary

TECH LITERTE — Low

> **"** Life made easier with a good connection

Personality

Caring   introvert   Flexible

Non-technical   Responsible

Bio

Lee is a chef at a small restaurant in Galle and specializes in creating a wide range of dishes and specialties. He is very responsible and dedicated to his work and likes to spend his free times mostly reading books and spending tine with his family.

Behaviours

- Leads a simple lifestyle
- Technologically illeterate
- Looks for easy options and avoids complex situations
- Thinks about the future
- Multi tasking
- Creative
- Responsible and helping

Goals and Pain Points

- Getting loans and accessing other services take longer time due to slow connections
- Lengthy process to activate news alerts
- Difficulty in sharing credit due to complex user interfaces
- Difficulty in navigating through the app to view additional services due to lack of technology
- Must enter details repeatedly when sharing credit to the same person
- Unclear details about voice packages

Brands

airtel

Payment medium

Digital Payment

Platform

Mobile App

Member 5 - IT19000336

John Davids

AGE	18
GENDER	Male
EMPLOYEMENT STAUTS	Student
INVOLVED SECTOR	Education
TECH LITERTE	Medium

> " Everything is designed,few things are designed well.

Personality

Hard working   Motivated

Bio

John lives in Bandarawela. He is currently studying and facing the G.C. E Advanced Level Examination in 2022. He joins school lessons and tution classes online ,and uses the self- care application to manage his data usage.

Behaviours

- Think about the future.
- Always tries to manage time with the examination
- Manage mobile and network connection through the same application
- Like to spend a simple life style
- Works on time
- Likes to learn new things

Goals & Pain Points

- Complex to use the application
- Consumes time when using the application
- Check balance daily using the self-care application
- Untimely and inaccuarte notifications
- Lengthy process to view data usage insights
- Distract from work when using technical items

Brands

Mobitel

Payment medium

Online Payment

Platform

Mobile App

Member 6 - IT19193878

Julia Watts

AGE | 23
GENDER | Female
EMPLOYEMENT STAUTS | Undergraduate
INVOLVED SECTOR | Engineering
TECH LITERTE | High

" Technology Changes Future

Personality

Helpful   Skillful

Bio

Julia lives in Nugegoda. Currently she is following an Engineering degree at a private university in Sri Lanka. She uses the self-care application to get support for her university work.

Behaviors

- Helping friends by sharing credits
- Easily gets distracted
- Up to date about the latest technologies.
- Multi Tasking.
- Thinks about the future.
- Punctual

Goals & Pain Points

- Getting distracted from studies while using the tech devices.
- Use the Self-Care application to check the balance daily.
- Face difficulties when loading the self-care application in bad network connection.
- Selfcare app crashing when using certain services
- Misleading visuals makes it difficult to navigate through the application
- Find less userfiendliness in the Self-care application.

Brands

HUTCH

Payment medium

Online Payment

Platform

Mobile App

Member 7 - IT19045504

Shamali Perera

AGE	50
EDUCATION	secondary school until O/Ls
STATUS	Married
OCCUPATION	Housewife
LOCATION	Mulleriyawa
TECH LITERTE	Low

Personality

Caring   Non-technical

Bio

Shamali is a housewife who lives in Mulleriyawa. She is a fulltime housewife and a mother to two children. She cares about her children and her day work ends at 1pm then onwards she uses her mobile phone. She likes to spend more time watching movies, videos, cookery related blogs by reading the. In the meantime she helps her children for homework.

Core needs

- To activate data packages
- To activate study packages
- To activate Call packages
- To activate roaming packages
- Activate social media packages

Frustrations

- Very high quality graphics.
- Hard to navigate.
- Data add-ons mixup sometimes .
- Have to verify using husbands phone code for the debit card.
- Can't claim credit rewards.