**CT&DT – SPSU – “BRAINSTORMERS”**

**MODULE – 02**

**TASK#02 – ANALYTICAL THINKING DRIVEN BY DESIGN THINKING**

**Product: Mobile Banking App**

**Problem Statement: Users struggle with navigating complex mobile banking apps, leading to frustration and errors during transactions.**

**User Research:**

**Objective: Understand users' banking habits, pain points, and motivations.**

**Methodology:**

**1. Online surveys (n=200)**

**2. In-depth interviews (n=15)**

**3. Usability testing (n=10)**

**Findings:**

**1. 80% of users use mobile banking for routine transactions.**

**2. 70% of users struggle with navigation.**

**3. 90% of users prioritize security.**

**Persona Creation:**

**Based on user research findings, we create two personas:**

**Persona 1: Tech-Savvy Tina**

**Demographics:**

**- Age: 25-35**

**- Occupation: Freelance writer**

**- Education: Bachelor's degree**

**- Income: $40,000-$60,000**

**Goals:**

**1. Easily manage finances.**

**2. Stay organized.**

**3. Monitor accounts.**

**Pain Points:**

**1. Complex navigation.**

**2. Difficulty finding features.**

**3. Concerns about security.**

**Behavior Patterns:**

**1. Regularly checks account balances.**

**2. Uses budgeting apps.**

**3. Prioritizes digital convenience.**

**Persona 2: Busy Professional Ben**

**Demographics:**

**- Age: 35-50**

**- Occupation: Business consultant**

**- Education: Master's degree**

**- Income: $80,000-$120,000**

**Goals:**

**1. Efficiently manage finances.**

**2. Stay on top of transactions.**

**3. Minimize errors.**

**Pain Points:**

**1. Limited time for banking.**

**2. Difficulty with transaction errors.**

**3. Concerns about data security.**

**Behavior Patterns:**

**1. Uses mobile banking during commute.**

**2. Prioritizes speed and efficiency.**

**3. Values clear transaction history.**

**Design Implications:**

**Based on these personas, the Mobile Banking App design should:**

**1. Simplify navigation.**

**2. Prominent feature placement.**

**3. Enhanced security measures.**

**4. Personalized account overview.**

**5. Streamlined transaction process.**

**By understanding user needs and behaviors through research and persona creation, we can design a Mobile Banking App that addresses users' pain points and motivations.**

**THANK YOU**

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