

## Persona 1: Dilshan Perera - The Rural Citizen

### Demographics:

- Age: 34
- Location: Matale, Central Province
- Occupation: Small-scale tea farmer
- Education: Grade 10 completed
- Tech Savvy Level: Basic smartphone user

### Goals

- Obtain land ownership certificates without traveling to Colombo
- Get agricultural permits and subsidies quickly
- Avoid long queues and multiple office visits
- Save time and transportation costs

### Needs

- Simple, intuitive interface in Sinhala
- Clear step-by-step guidance
- Voice assistance for complex forms

### Expectations

- Complete document processing within 2-3 days
- Real-time status updates

### Pain points

- Language barriers with English interfaces
- Lack of technical knowledge
- Fear of digital fraud and security issues
- Previous bad experiences with government digitization

## Persona 2: Mrs. Kamala Wijesinghe - The Senior Authority

### Demographics:

- Age: 52
- Position: Grama Niladari, Kandy District
- Experience: 15 years in public service
- Education: Bachelor's degree in Public Administration
- Tech Savvy Level: Moderate computer user

### Goals

- Process documents efficiently and accurately
- Maintain transparency in decision-making
- Reduce paperwork and administrative burden
- Serve citizens better with faster processing

### Needs

- Clear dashboard showing pending documents
- Easy document review and approval tools
- Secure digital signature capability

### Expectations

- Clear audit trail for all actions
- Easy escalation to higher authorities
- Automated reminders and notifications

### Pain points

- Heavy paperwork load
- Manual document tracking difficulties
- Lack of communication with citizens
- Fear of technology replacing traditional processes
- Concerns about digital security and authenticity

## Persona 3: Rohan Silva - The Urban Professional

### Demographics:

- Age: 28
- Location: Colombo 07
- Occupation: Software Engineer
- Education: Bachelor's in Computer Science
- Tech Savvy Level: Advanced user

### Goals

- Get business registration documents quickly
- Obtain permits for side business ventures
- Track multiple document applications simultaneously
- Minimize time spent on bureaucratic processes

### Needs

- Advanced tracking and analytics
- Bulk document submission capability

### Expectations

- Push notifications and email updates
- Integration with calendar and productivity apps
- Digital wallet payment integration

### Pain points

- Slow government processes
- Lack of digital-first solutions
- No integration with modern business tools
- Inconsistent user experience across government platform

## Persona 4: Priya Mendis - The NGO Worker

### Demographics:

- Demographics: Age: 31
- Location: Batticaloa, Eastern Province
- Occupation: Community Development Officer
- Education: Master's in Social Work
- Tech Savvy Level: Intermediate user

### Goals

- Assist community members with document applications
- Streamline permit processes for community projects
- Provide digital literacy support to rural communities
- Advocate for transparent government processes

### Needs

- Multi-language support (Tamil, Sinhala, English)
- Batch processing for multiple community applications

### Expectations

- Culturally sensitive interface design
- Support for assisted applications
- Clear process documentation

### Pain points

- Lack of Tech Skills
- Manual Signatures: Collecting physical signatures from multiple authorities is time-consuming
- Signature Authentication Issues