

Lab Practical 03 - Identify user groups

Your group has selected a mobile app and investigate during lab practical 2. Now you are going to identify different user groups for the selected Mobile app.

1. Draw following models to get a clear understand of user groups and their needs.

Student Reg. No	Responsible Function
IT19062884	User with other Bank Account
IT19061580	NDB account holder uses NEOS for bill payment
IT190998838	NDB account holder uses NEOS for making mobile recharge payment
IT19408316	NDB account holder uses NEOS for transfer funds

Mobile App

A. Create Persona(s)

- (Persona -01, IT19062884, User with other Bank Account)



PERSONALITY

- Different Thinker
- understanding
- Professional
- Flexible
- Technically capable
- Have knowledge on banking

BIO

I'm Ruvindu Kaushalya. I'm a doctor and I'm extremely busy with my private practices and my personal works with my family members.

I love my job and to treat patients.

Motivations

- Have used banking apps before with experiences
- Interested in NDB NEOS app .
- Has made some banking activities with NDB
- Have a big need of saving time from banking.

Goals

- Even I have no NDB account, I need to do recharge my mobile, pay my bills and do some minor transactions by using NDB NEOS app by using my already existing bank account at other bank (BOC)
- Need to Make my payments easier and accurately by using NDB NEOS APP.
- I need to save my time by using this NDB NEOS app.

Frustrations

- Have not worked with NDB bank account and NEOS app previously.
- Impression on the previously used bank app is not friendly and have frustration on it.
- Sometimes Bank apps are not accurate and trustworthy because of the technical problems according to the experiences.

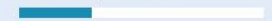
“I want to be with NDB NEOS to do some of my transactions ”

Behavior

Technical Knowledge



The time to spend on APP



Ability to understand Functions



Concentration on the accuracy



Sending feedbacks



Influences

- TV adds
- BLOGS/ FORUMS
- Internet
- From Friends
- leaflets

Frequently used apps



Justinmind



Google Calendar

Ruvindu Kaushalya

106/04, Karapitiya,
Galle

DOCTOR

• STATUS	• SALARY
SINGLE	\$50K
• TIER	• ARCHETYPE
MID-LEVEL	PERFECTIONIST

- (Persona -02, IT19061580, NDB account holder uses NEOS for bill payment)



PERSONALITY

- Assertive
- Analytical Thinking
- Persistence
- Courageous
- Accomplished
- Talented
- Technical knowledge
- Passionate

BIO

Buddhi serves as the leader of ABC Sales Team, overseeing professionals who collaborate to serve clients with a range of talents. Her strength lie in creatively analysing, negotiating, marketing and problem solving.

She is an excellent listener and communicator, with an abundance of patience and enthusiasm. She meticulously guides clients through each step of the buying and selling.

Motivations

Interest on NDB NEOS App

Manage her business and personal account online

Familiar with mobile banking

Needs to pay bills online more than cash and credit payments

Goals

- Pay monthly bills conveniently and fast
- To have a more personalized service
- Keep transactions up-to-date in changing world
- To reduce the need to carry payment methods like cash and credit cards.
- Need to have fully digitalized financial transactions

Frustrations

- Have tried earliest mobile wallets and have been frustrated by the system failures.
- Reluctant to try anything new
- Impression on how NDB NEOS maintains privacy of customer information
- Since many mobile apps do not automatically log the users out, anyone having access to the phone can make financial transactions through mobile apps

“I want to have NDB NEOS to do my bill payments and make dealers and offers.”

Behavior

Technical knowledge

Ability to understand app features

Concentration on the accuracy

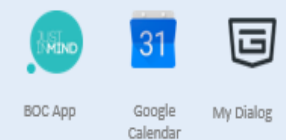
Time to spend on the app

Sending feedbacks

Influences

- CREDIBILITY
- BLOGS/ FORUMS
- PERSISTANCE
- COMMUNICATOR
- TECHNOLOGY
- MARKETING

Frequently used apps



BUDDHI AMARASINGHE

221/E, Horana

Business Women

• STATUS
SINGLE

• SALARY
\$60K

• TIER
MID-LEVEL

• ARCHETYPE
PERFECTIONIST

- (Persona - 03, IT19098838, NDB account holder uses NEOS for making mobile recharge payment)



Tandin
Wangchen

ABOUT

- Age 21
- \$50K-75K
- High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

EVENT INFLUENCERS

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

MOTIVATIONS

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

CORE NEEDS

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notifications of on-sale so they can be the first to get tickets.

PAIN POINTS

Finding the time to attend events and staying on budget.


39%
Total Universe GTV

12
Events per month

Influencer

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.

- (Persona -04, IT19408316, NDB account holder uses NEOS for transfer funds)



PERSONALITY

- Extrovert
- Creative
- precise
- reliable
- Flexible
- Professional

BIO

Navodya is a civil engineer who currently has 7 years of industrial experience on the field. Her favorite type of work is when she go see the physical work happening and managing the work area making sure every thing running smoothly.

Motivations

ACHIEVEMENT	<input type="range"/>	PROMOTION	<input type="range"/>
TEAMWORK	<input type="range"/>	ADVENTURE	<input type="range"/>

Goals

- Make the best use of time.
- Always try to get the service of secure app.
- Have the bank services available for 24/7.

Frustrations

- Sometimes there can be technology disruptions.
- Hard to find trustworthy app to do the bank transactions.
- System reliability can be a challenge.
- Vulnerable information can be hacked.

NAVODYA PASQUAL
 25, Mathugama
 Civil Engineer

STATUS SINGLE	SALARY \$50K
TIER MID-LEVEL	ARCHETYPE PERFECTIONIST

Behavior

Tech enthusiasm

Practical

E-learning


Sense of urgency


Social Media

Influences

- CREDIBILITY
- BLOGS/ FORUMS
- COLLEAGUES
- PSYCHOLOGY
- TECHNOLOGY

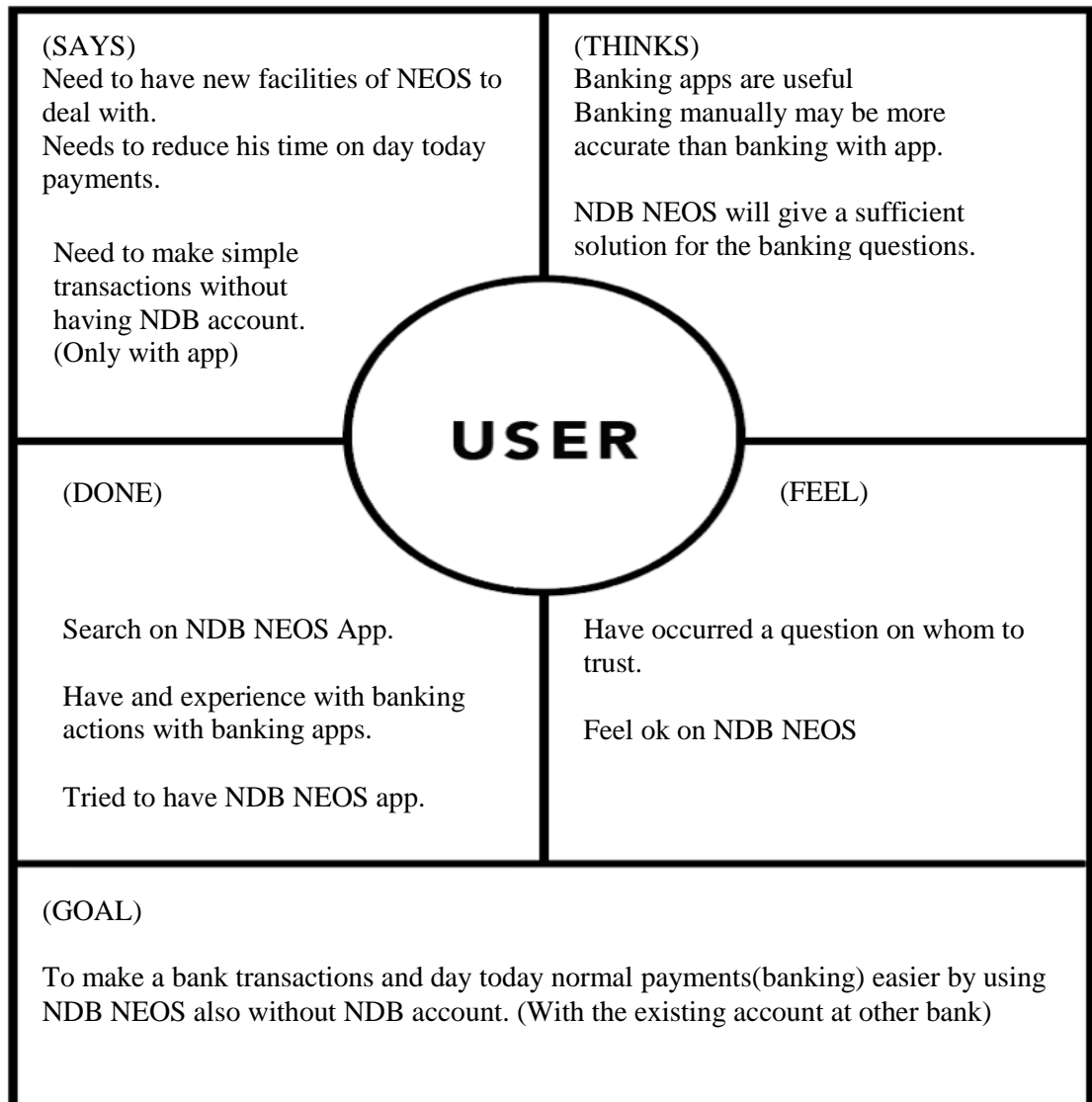
Frequently used apps


 Google Calendar

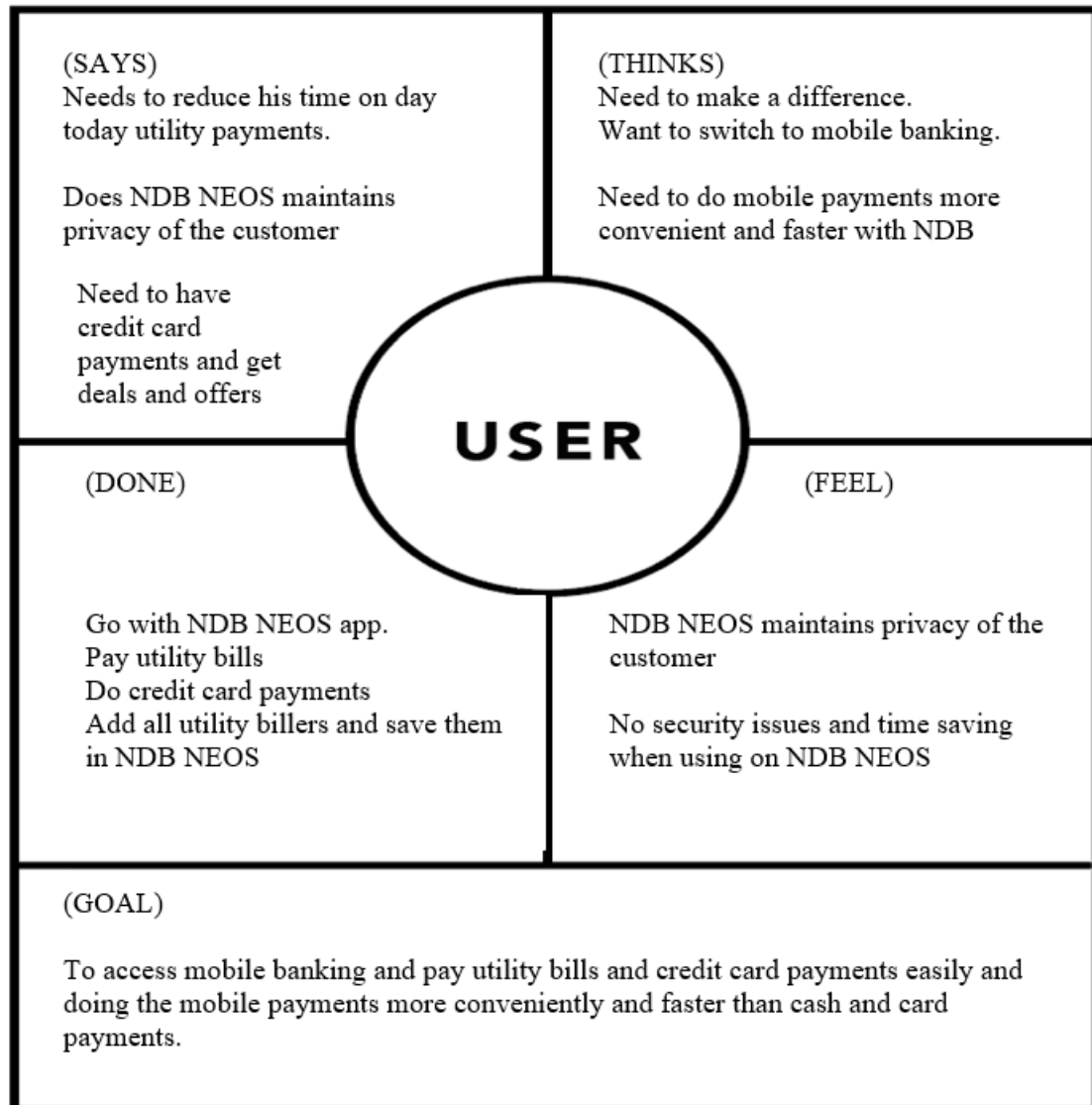

 PocketGuard

B. Empathy map(s)

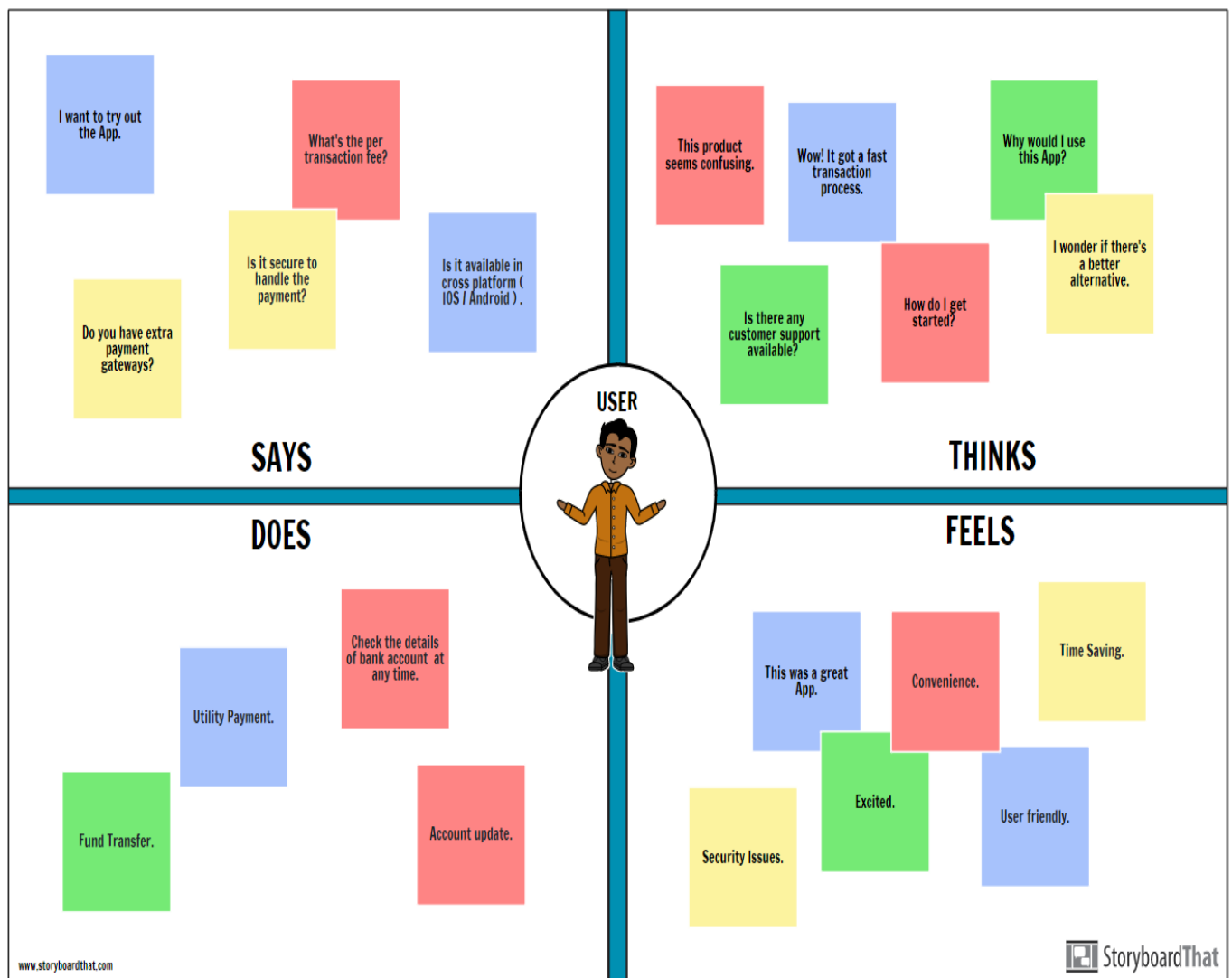
- (Empathy Map -01, IT19062884, User with other Bank Account)



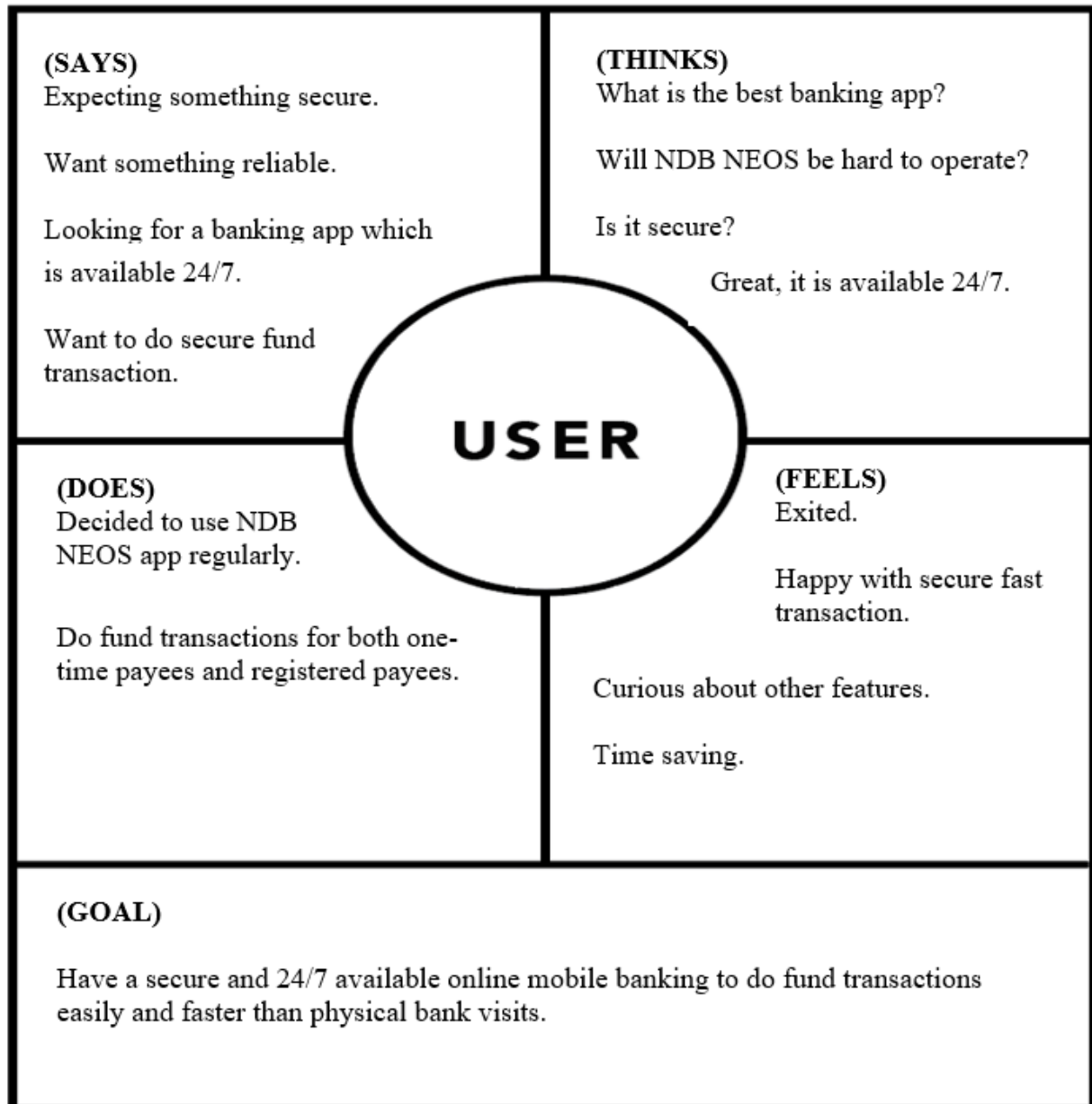
- (Empathy Map -02, IT19061580, NDB account holder uses NEOS for bill payment)



- (Empathy Map - 03, IT19098838, NDB account holder uses NEOS for making mobile recharge payment)



- (Empathy Map -04, IT19408316, NDB account holder uses NEOS for transfer funds)



D. User stories

(Story -01, IT19062884, User with other Bank Account)

- AS an account holder of other bank, I want to use NDB-NEOS for make a simple day today payments, so that I would be able to quickly done works like small money transactions or other simple payments as bills.

(Story -02, IT19061580, NDB account holder uses NEOS for bill payment)

- As a banking customer, I want to access mobile banking, so that I can access my account and pay my utility bills hence mobile payments are more convenient and faster than cash and credit card payments.

(Story - 03, IT19098838, NDB account holder uses NEOS for making mobile recharge payment)

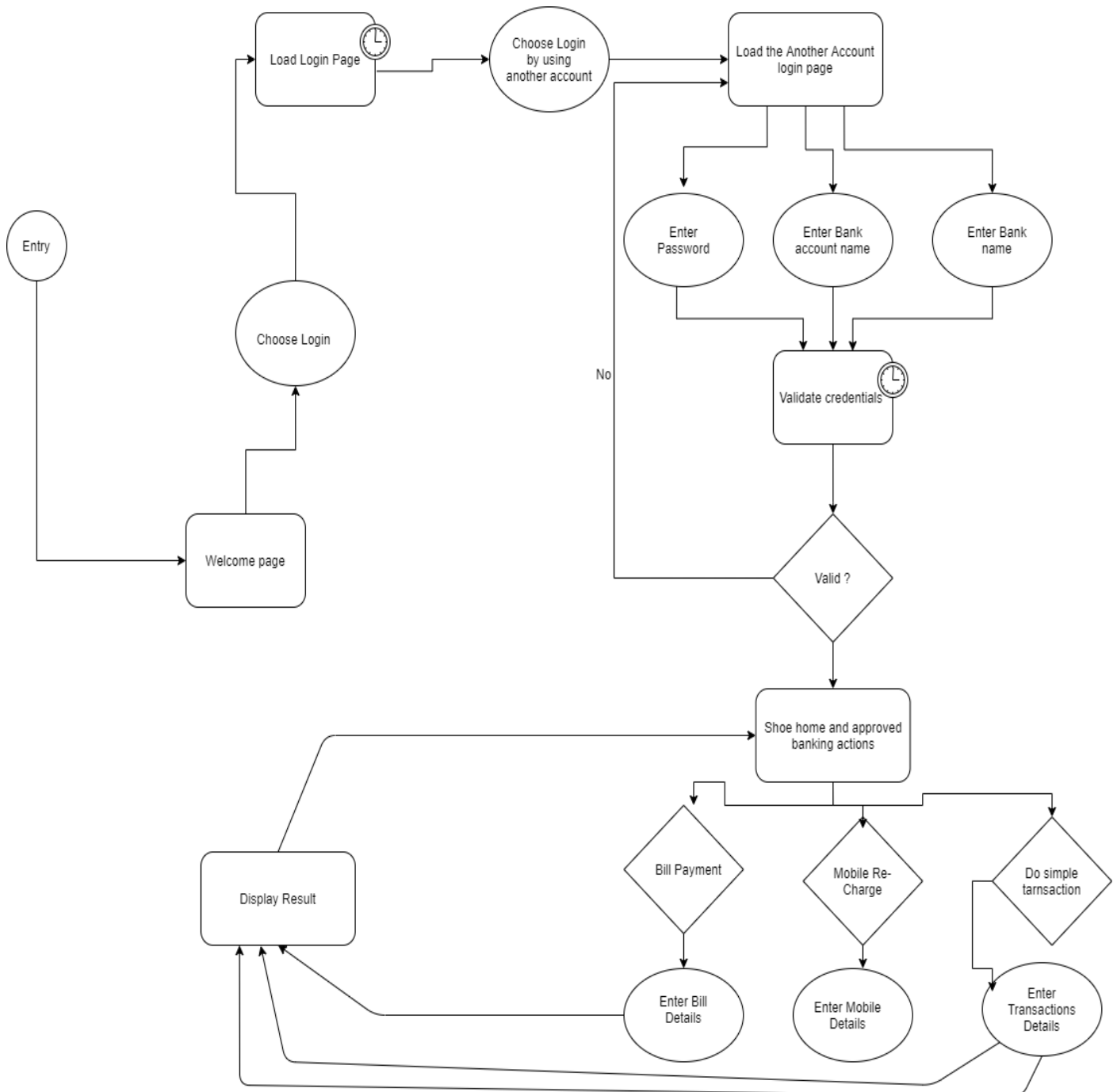
- As an account holder of NDB, I want to use NDB-NEOS for making my daily payments like recharging mobile payments without any hassle, so that I won't spend time by going physically to the utility shop for the payment.

(Story -04, IT19408316, NDB account holder uses NEOS for transfer funds)

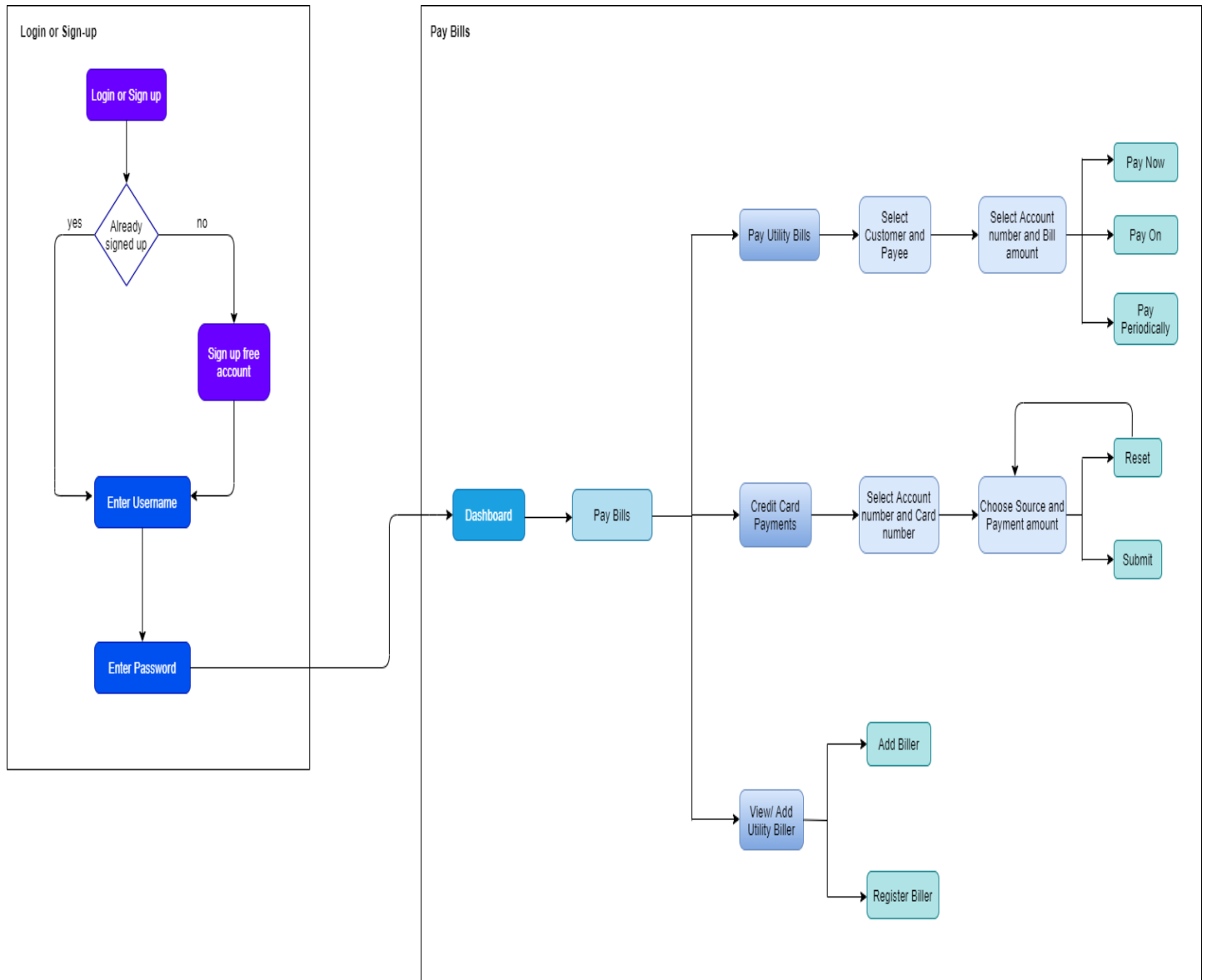
- As an account holder, I want to transfer funds though NDB-NEOS app, so that I would be able to save my time and have 24/7 accessibility

E. Identify user flow(s)

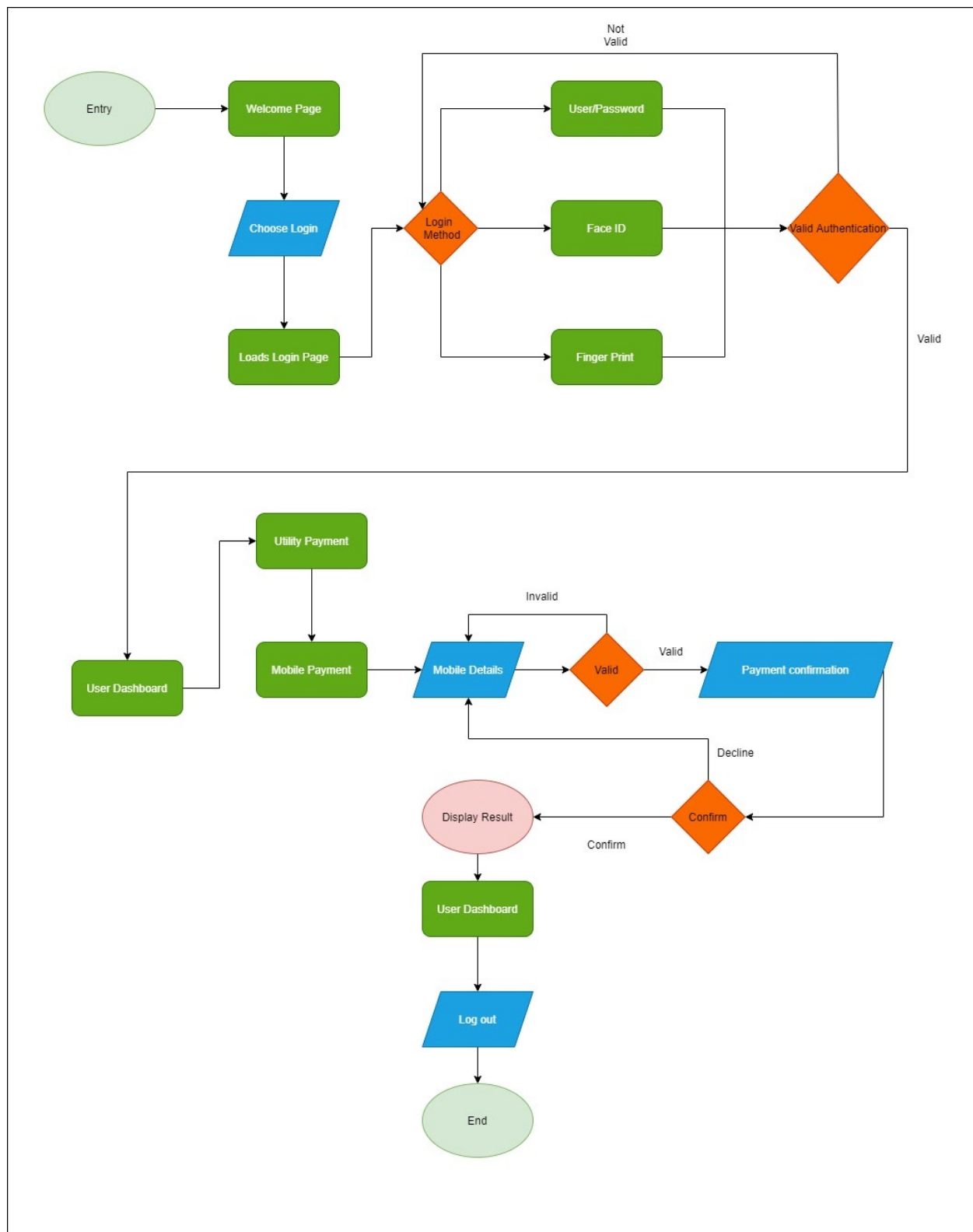
- (User Flow -01, IT19062884, User with other Bank Account)



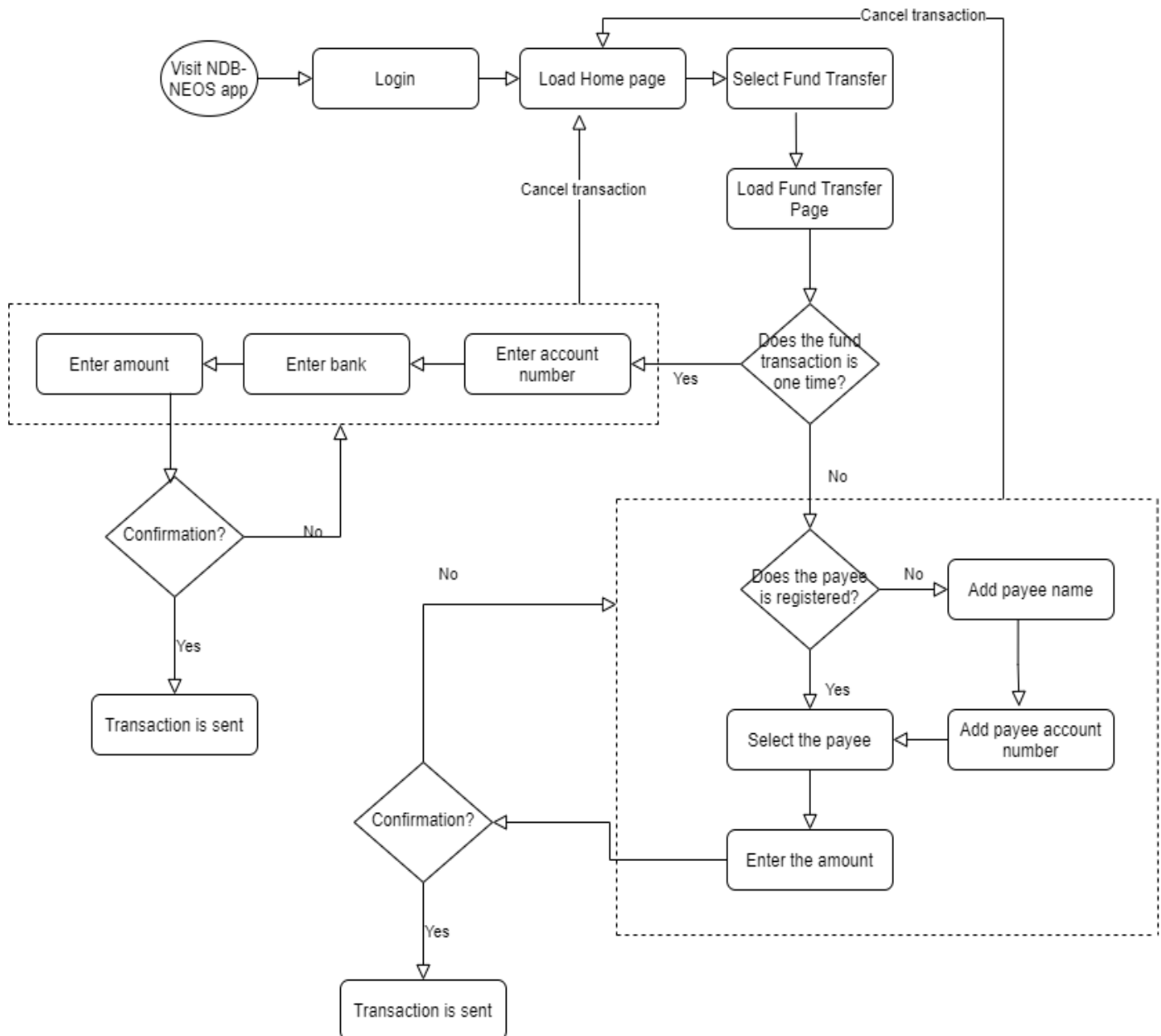
- (User Flow -02, IT19061580, NDB account holder uses NEOS for bill payment)



- (User Flow - 03, IT19098838, NDB account holder uses NEOS for making mobile recharge payment)

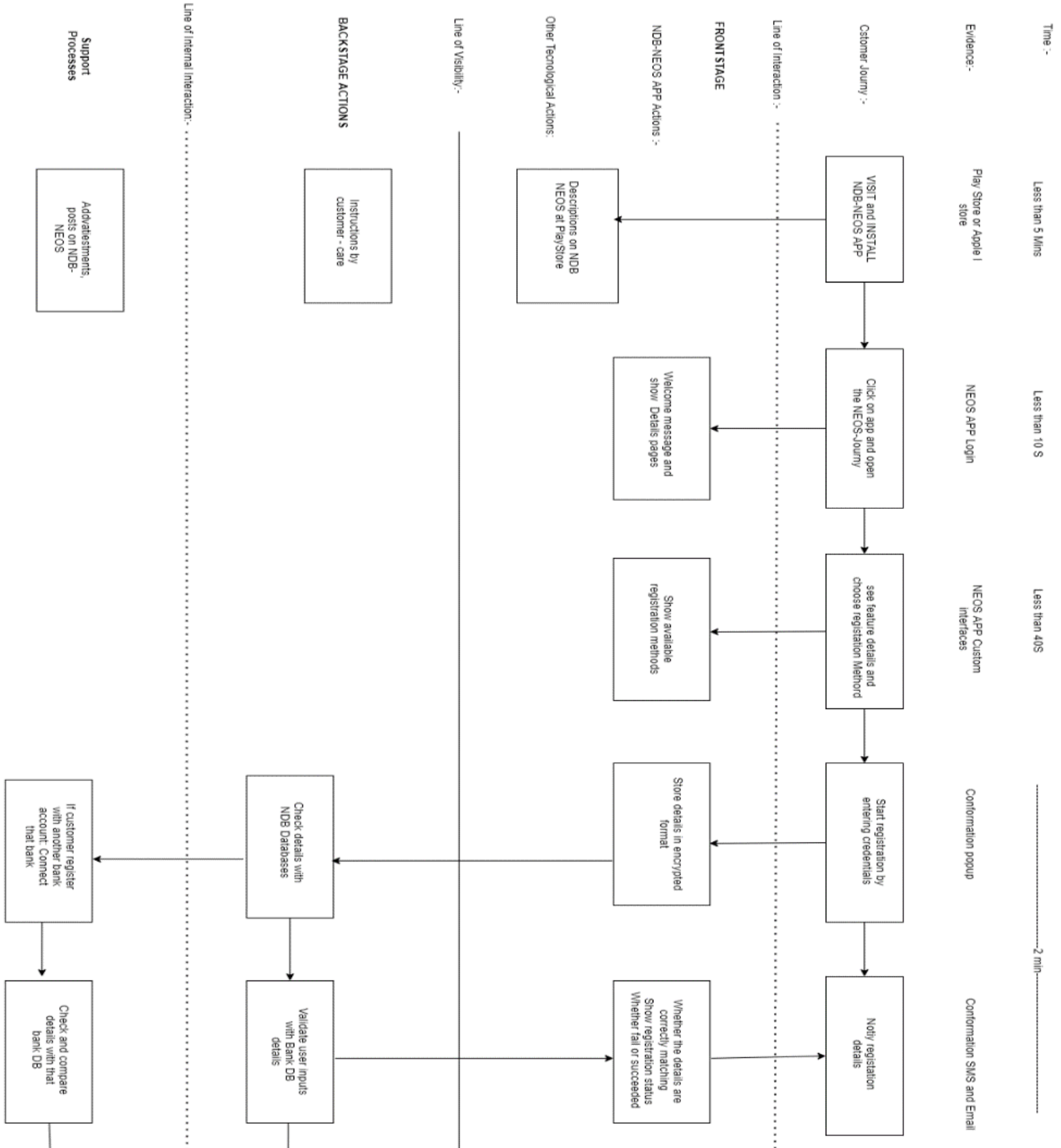


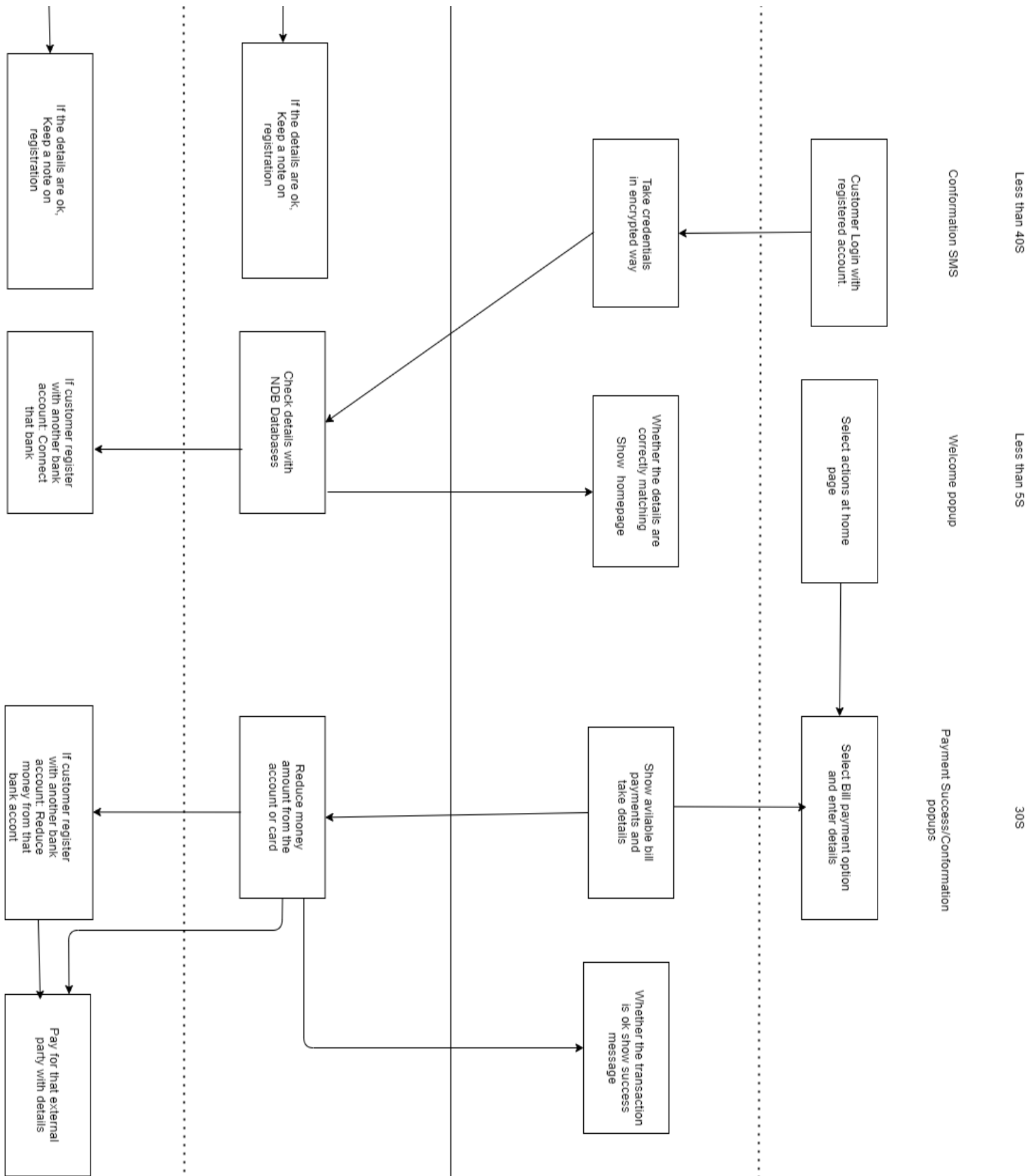
- (User Flow -04, IT19408316, NDB account holder uses NEOS for transfer funds)



F. Service Blueprint(s)

(Divided one group diagram to 4 parts(Pages) so as to view easily)

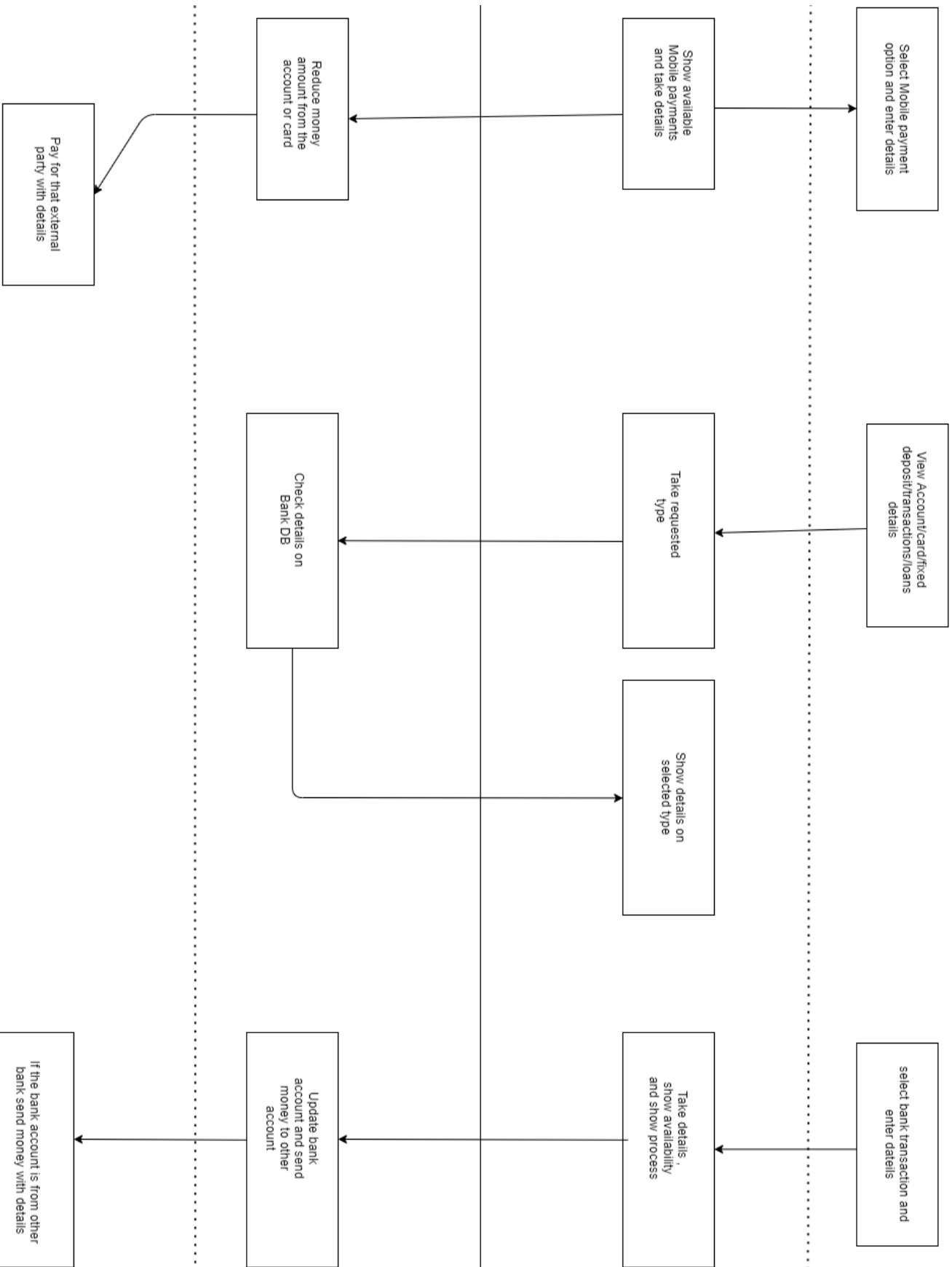


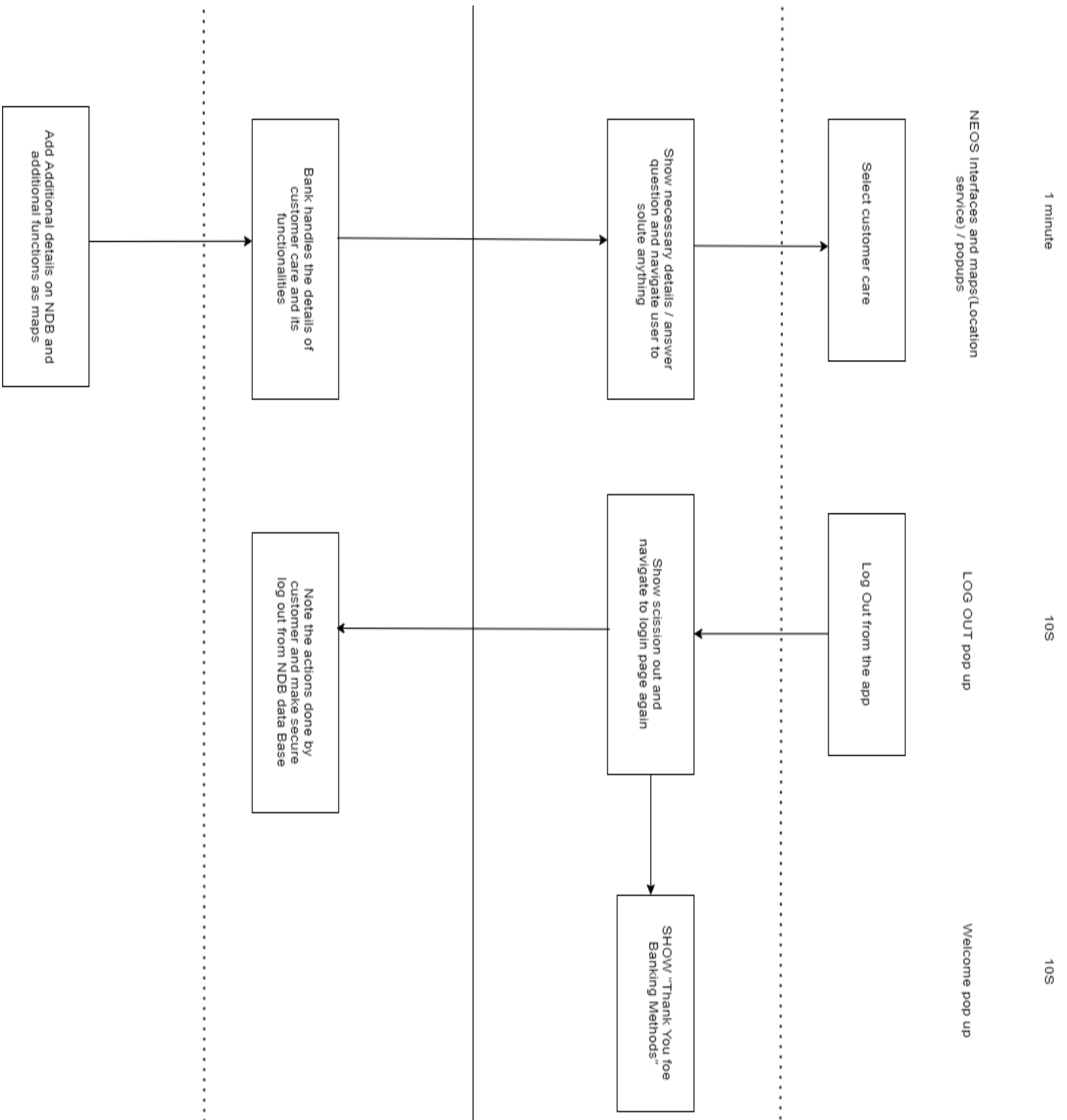


Payment Success/Confirmation
popups

SMS on Account balance

Payment Success/Confirmation
popups





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Thank You !