

Lab Practical 03 – Identify user groups & Supervisor feedback

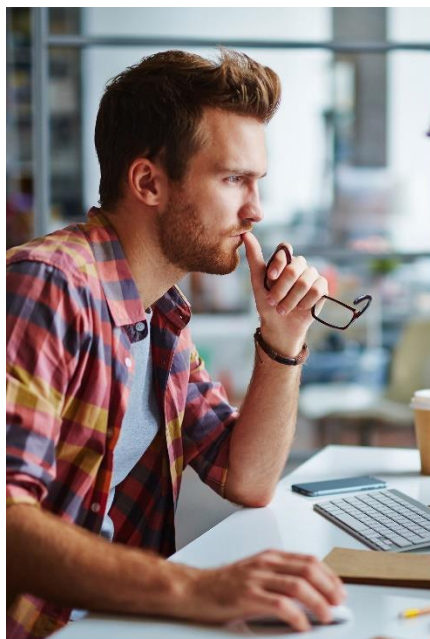
Group ID: 2021S2_REG_WE17

Mobile App: Peoples' wave mobile banking

Student Reg. No	Name
IT19148946	I.T.Manuel
IT19220116	N.I.T.Hewage
IT19009964	Hakeem M.U.M.I.
IT19395906	S.A.R.Wijayabandu

IT19148946 - I.T.Manuel

01. Persona



Shane Fernando

 Job: Doctor
 Gender: Male
 Age: 48 Years Old
 Marital Status: Married

Background

Julie is a doctor. He works in general hospital Kandy. He has a private practice of his own at his house. He has a very busy time schedule as he works in both hospital and the private Practice. He has two children. His eldest child is attending to a private university and the younger child is doing his A.L.S. Due to his busy time schedule he doesn't have time to visits to the banks and he prefers online banking when it comes to paying the semester fees of the eldest child and private tuition fees and school fees of the younger child. And also he prefers paying online to the medical representatives who provide medicine to his private Practice.

Goal

- Want to pay the semester fee and school fee and to the medical reps online.
- Want to pay the tuition fees of the younger child monthly
- Notify via a message after a successful transaction
- Receive an online receipt after she pay the course fee and tuition fees, school fees as it is required to submit the receipt during the semester registration at university, term registration at school and also has to send the tuition fee receipts to teachers as the classes are conducted online due to the pandemic situation.

Motivations

- Saves Time as no need to wait in the queues at the bank.
- Minimize traditional banking and to be familiarize with online banking.

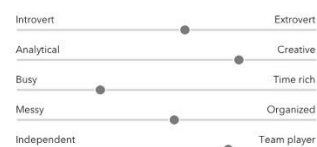
Frustrations

- No online receipt facility for third party transactions.

Expectations

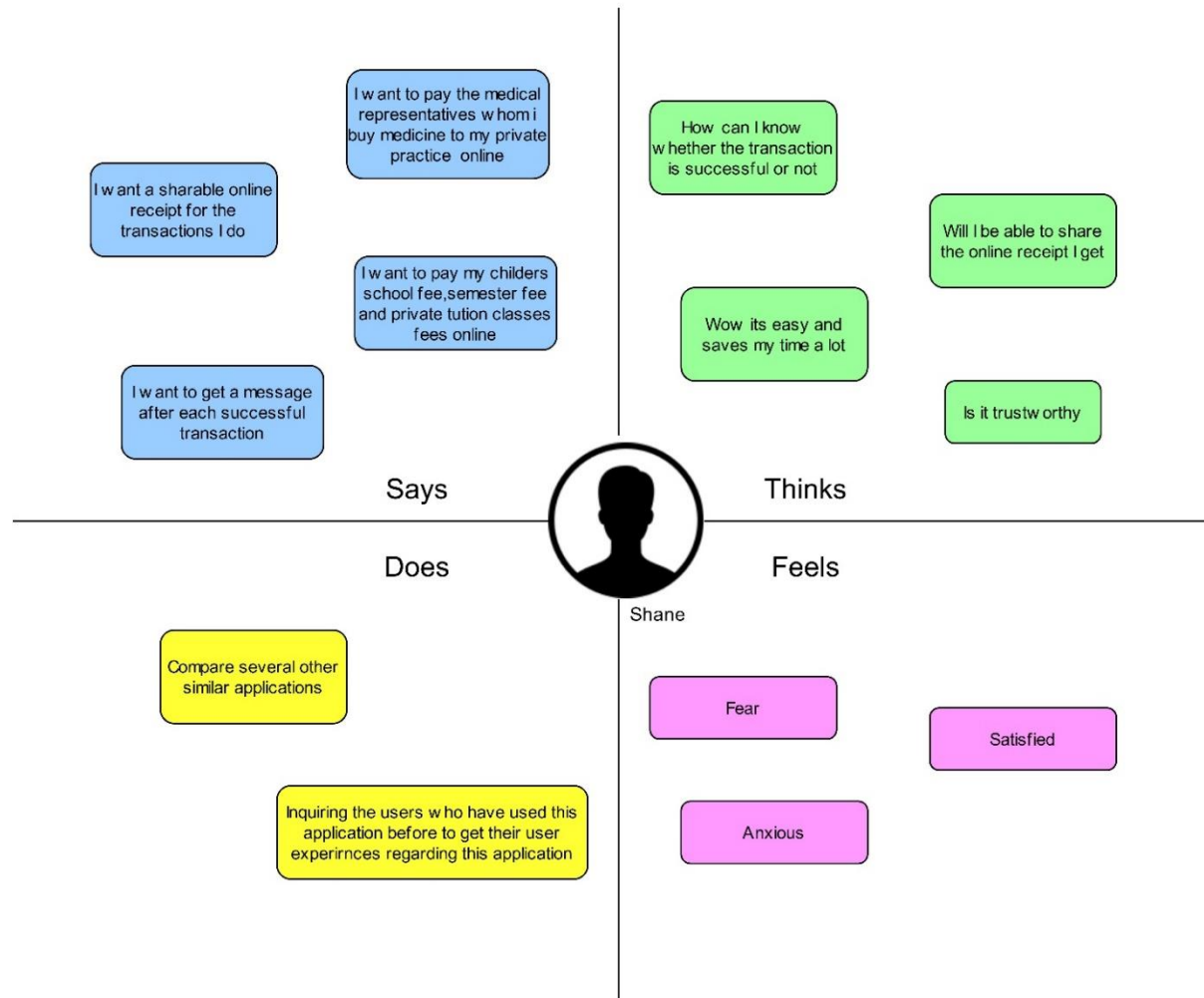
- Facility to receive an online receipt after every third-party transaction.

PERSONALITY



02. Empathy Map

Empathy map for a Third Party Transaction



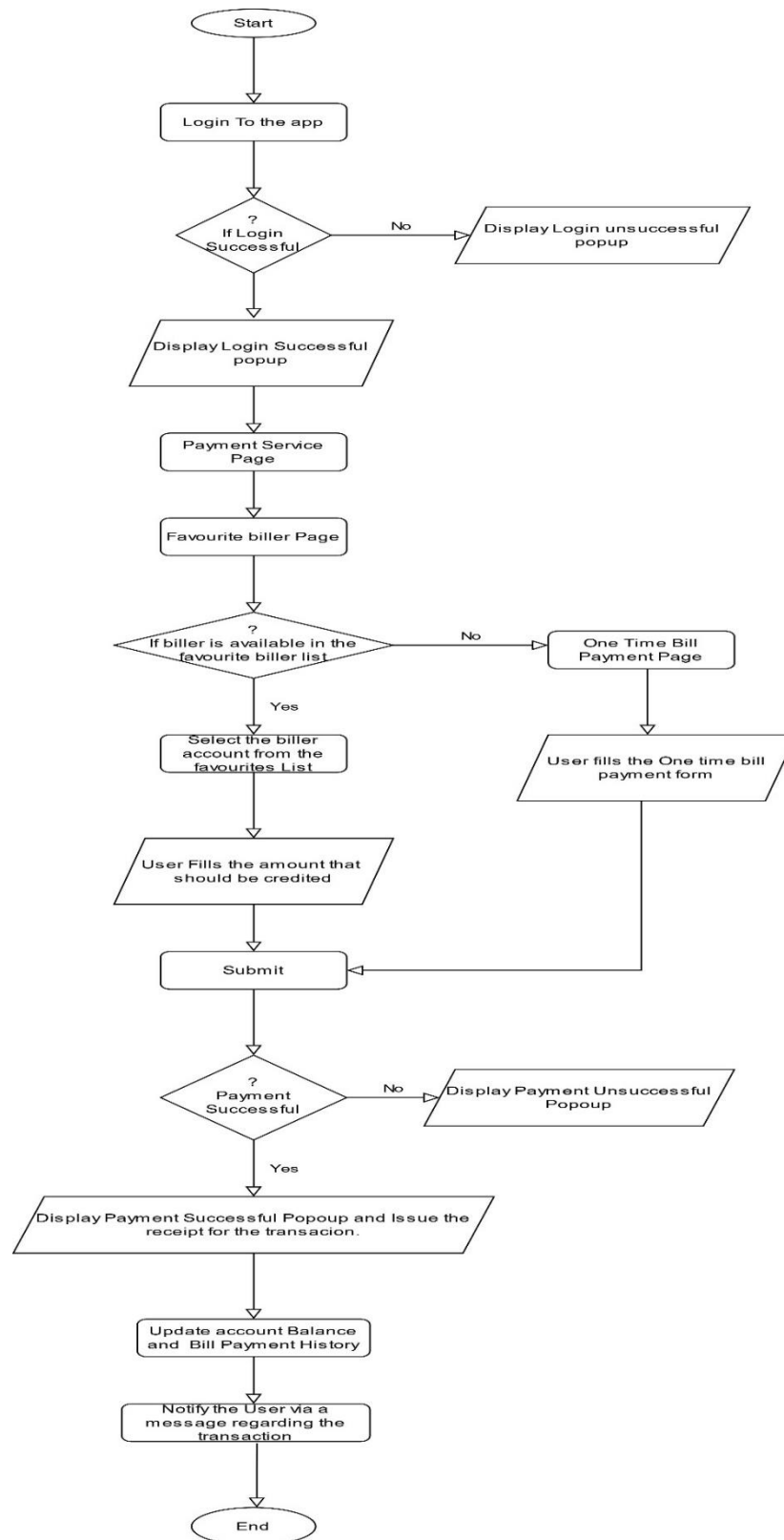
03. User Story

As a doctor who is having a very busy schedule

I want to receive an online receipt for the third-party transactions I do


So that I can pay online and submit the receipts to the medical sales representatives, school, university, and private tuition teachers as a token of proof of the payments.

04. User flow



IT19220116 - N.I.T.Hewage

01. Persona



Martin Garrix

Save the time, Time is gold and you can not take it back.

Professional Background

Education
Kingswood College Kandy

Company / Job Title
Froyo Designs - Founder and Freelance

Work Experience
After graduating he started his own company named froyo designs. That company provides services like graphic desingning, marketing, web developemts, software products, video editing services, photography and such things in the digital era.

Psychographics

Values
Efficiency, Worklife balance, self-motivation, Positive mind -

Goals
Grow Froyo designs company online presence through social media marketing and from investors.

Challenges & Frustrations
Lack of time, Difficulties of taking small bank loans with lot of documents.,

Demographics

Age: 23

Gender: Male

Marital Status: Single

Income: 500,000 /per month

Location: Badulla, Sri Lanka

Personal Preferences

Interests
Video editing, Graphic desingning, Driving, Coding, Hiking, Movies, Music, Reading and writing, Presenting, Singing self-employment

Favorite Brands & Products
Nike, Lamborghini, Ranger Rover, Puma, Toyota, KFC, Google, Youtube, Instagram, Pepsi, Paypal, Tesla, SpaceX

Defining Traits

- Self-motivated
- Creative
- Enthusiastic

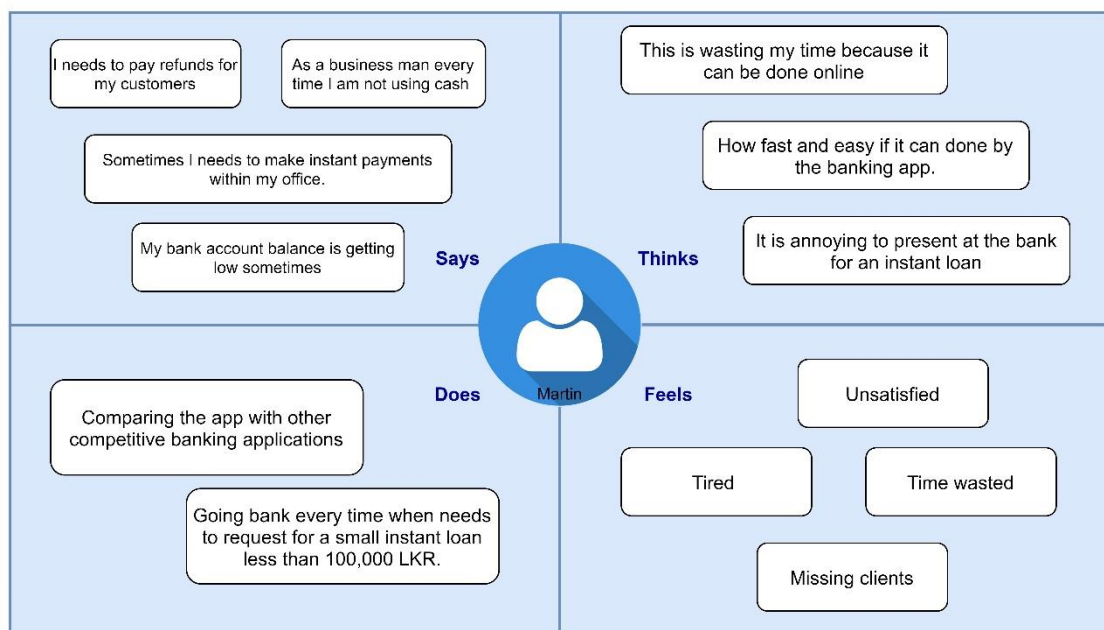
Communication Style

Casual ☒ Professional ☐

General ☒ Technical ☐

02. Empathy map

Empathy map for loan requests



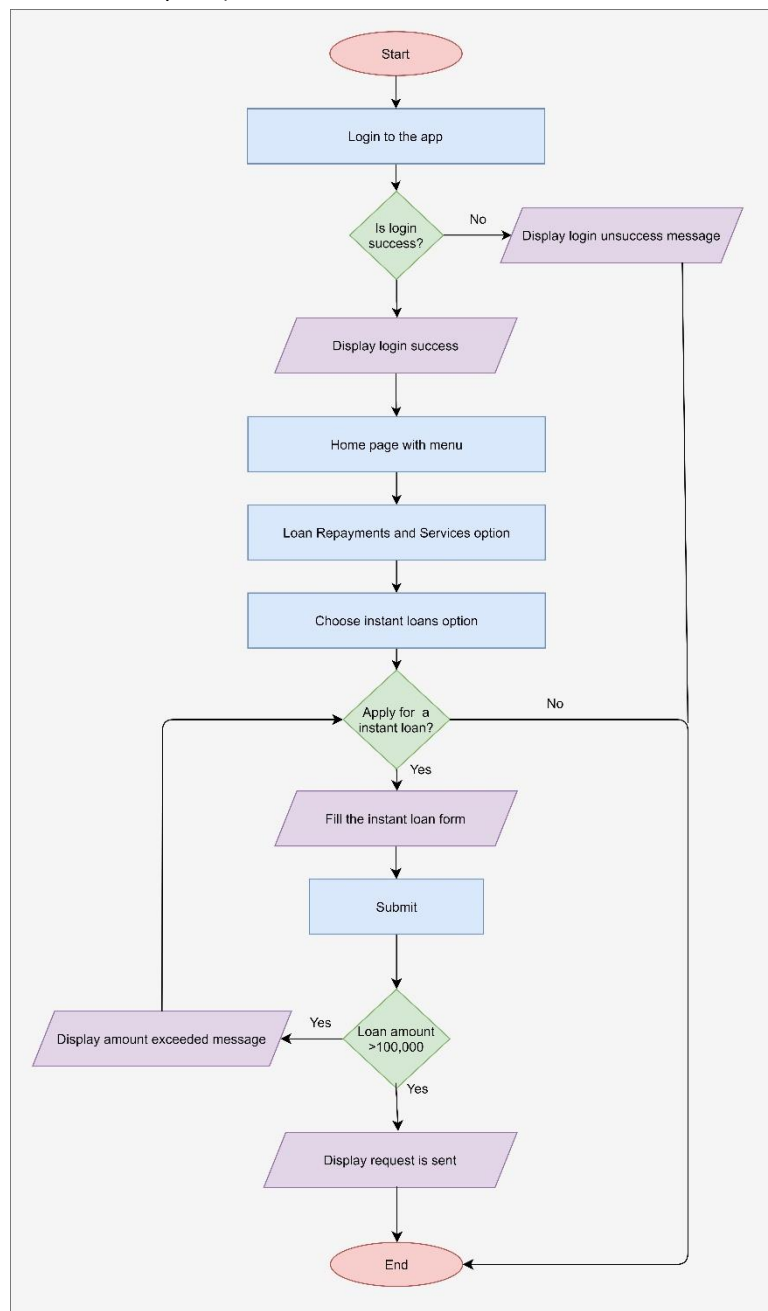
03. User story

As a business man who is having lot of works to do

I want to request and approve instant loans less than 100,000LKR according to my registered assets

So that I can request for instant loans easily without going to the bank.

04. User flow (Instant Loan Request)



IT19009964 - Hakeem M.U.M.I.

01. Persona

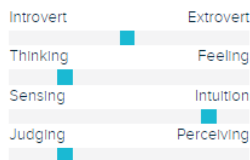
John Wick



"Don't do what is easy, Do what is right."

Age: 30
 Work: Marketing Professional
 Family: Married.
 Location: Australia
 Character: Archetype

Personality



Goals

- Pay bills on time
- Be creative
- Drives towards perfection

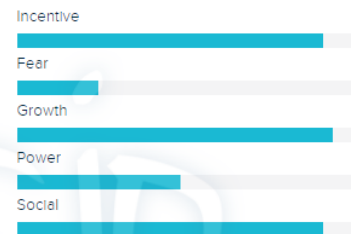
Frustrations

- having hard times in bill payments and money transfers.
- dislike imperfections in products and services.
- having hard time checking account balance and tracking transaction history.

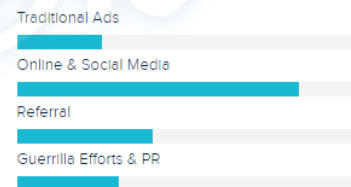
Bio

John Wick is a content marketing professional at HubSpot, an inbound marketing and sales platform that helps companies attract visitors, convert leads, and close customers. Previously, John worked as a marketing manager for a tech software startup. He graduated with honors from Columbia University with a dual degree in Business Administration and Creative Writing.

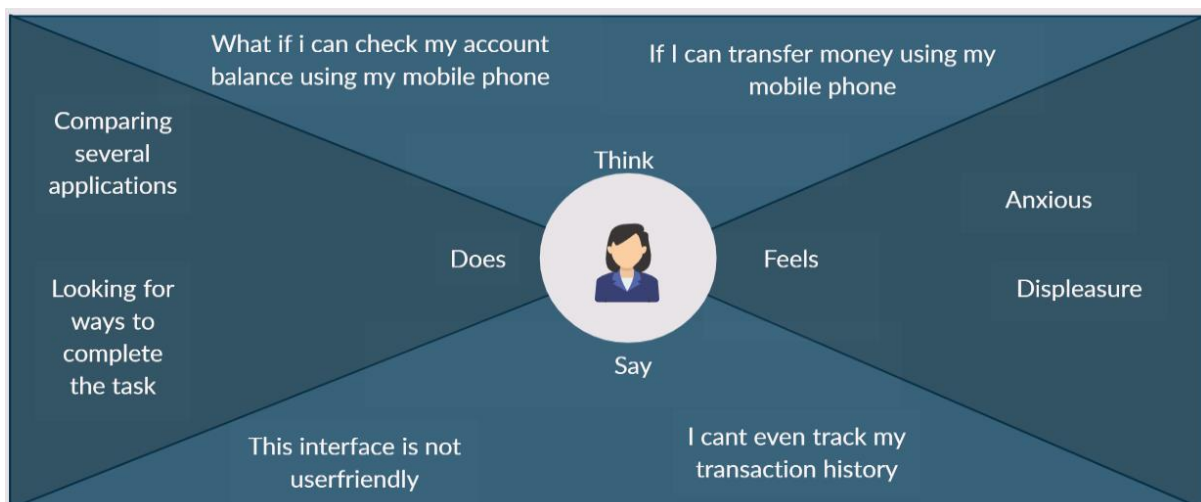
Motivation



Preferred Channels



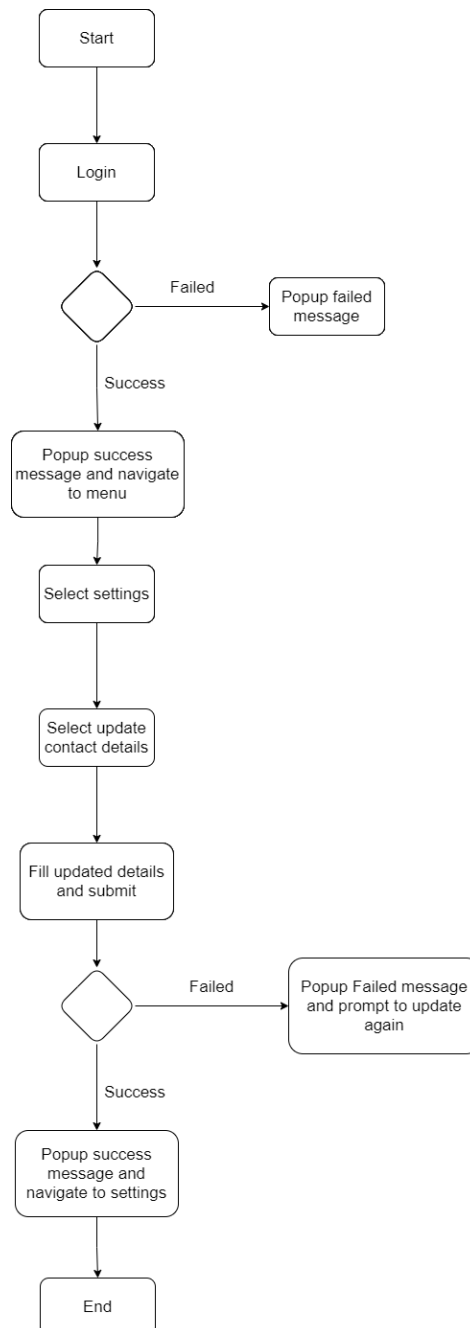
02. Empathy map



03. User story

As a Customer, I want to update my contact details, so that if I made any money transfers or bill payments I will be notified for my updated contact number or email.


04. User flow



IT19395906 - S.A.R.Wijayabandu

01. Persona

Michael Scofield



"Be responsible for each work of your life"

Age: 32
 Work: Civil Engineer
 Family: Married, 1 kid.
 Location: Illinois, USA
 Character: Archetype

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- keep updated about money transactions.
- be busy at every time.
- never late for opportunities.

Frustrations

- problems in transfer money to lot of bank accounts.
- fed up with late notifications.
- hard time in cheque services & updating account history.


Bio

Michael Scofield is a civil engineer at NV corporation. he has to involve in many on going projects simultaneously. he graduated from Ohio university with a degree in civil engineering and started a private construction company with his brother. he has to deal with clients in different countries

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

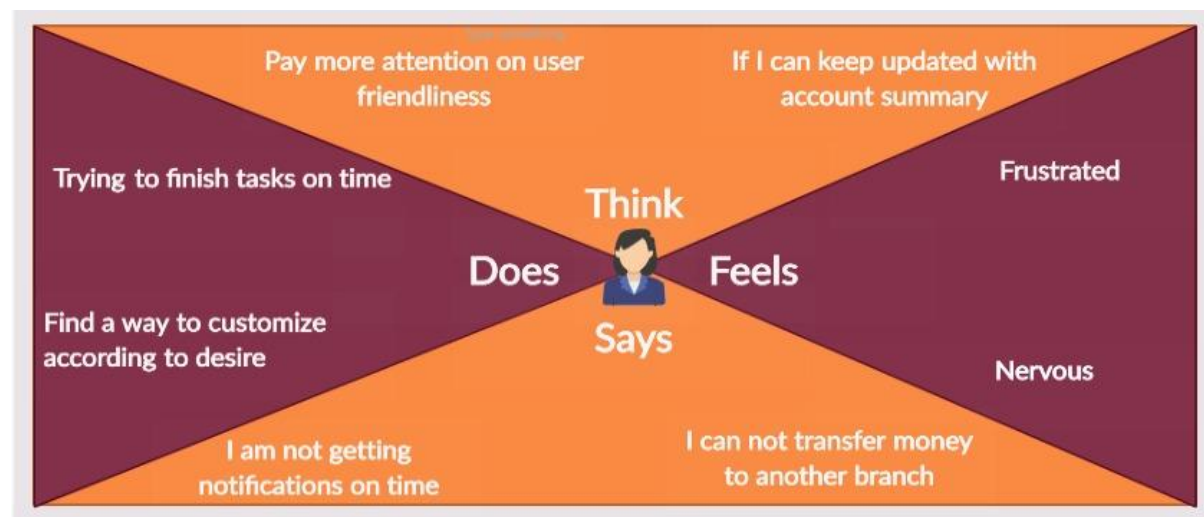
Brands & Influencers



Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

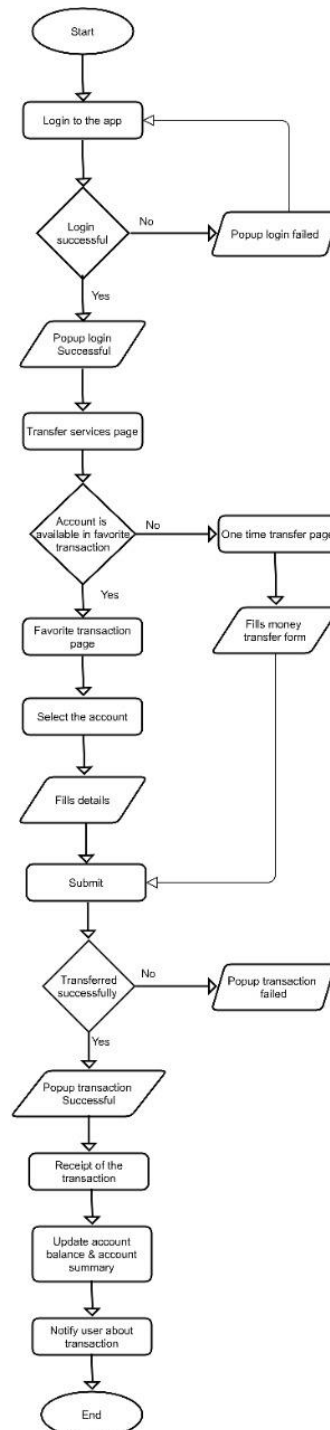
02. Empathy Map



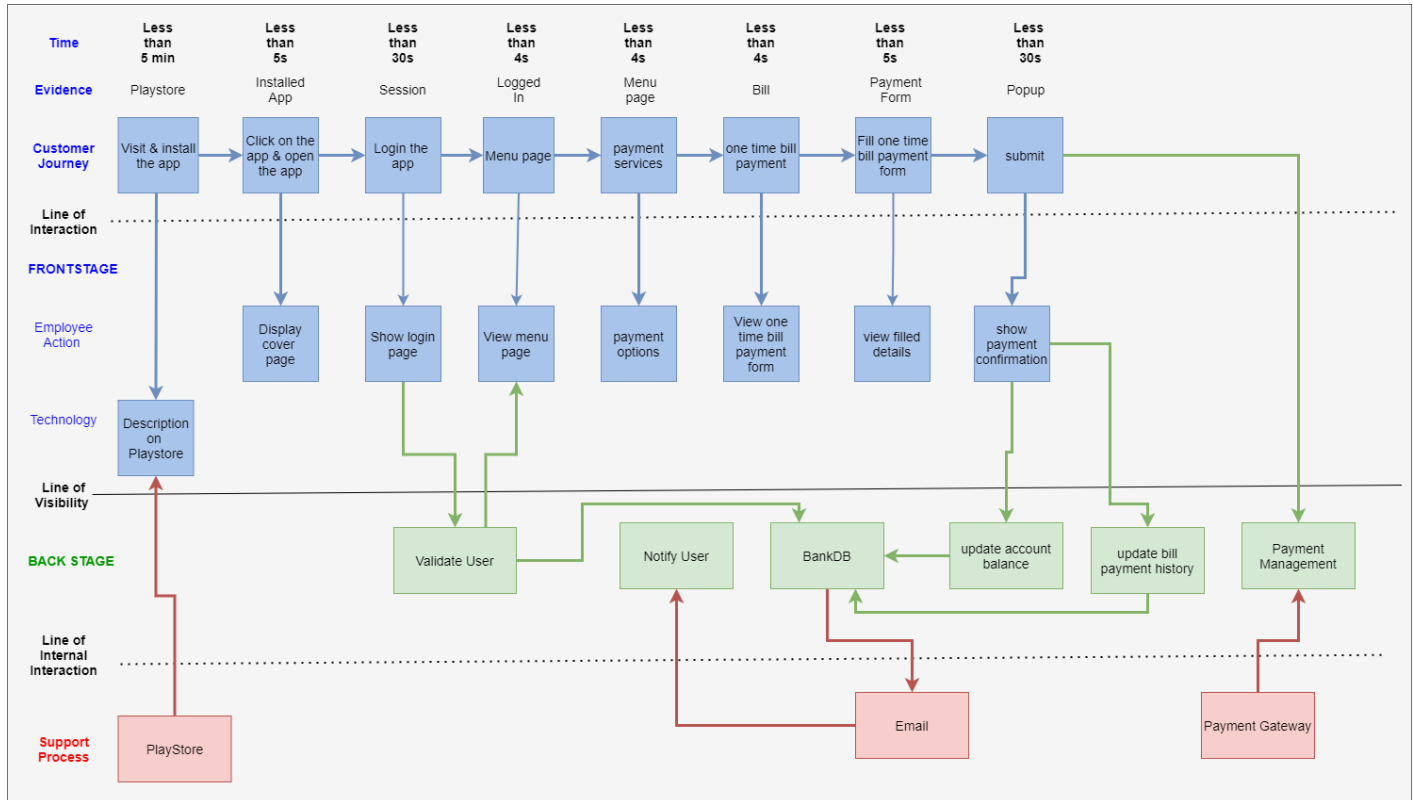
03. User story

As a Civil engineer who wants to deal with many clients with a tight schedule, I want to transfer money from my bank account to employees accounts, So that I can make deals without going to the bank

04. User flow



Service Blue Print: ONE TIME BILL PAYMENTS



- THE END -

