

UEE -Lab Submission 3

People's Wave Banking App



2021S2_REG_WE_32

Submitted by:

IT19091044 – Gnanarathna E.D.K.V

IT18408584 - Balasooriya R.P.T.U

IT19016894 - Pinto R. D. S. P

IT19156248 - K.G. Kolamunna

Personas

IT19091044 - Gnanarathna E.D.K.V

PROJECT: UEE PERSONA: Nishita Karunanayake - Marketing Strategist

NAME

Nishita Karunanayake - Marketing Strategist

TYPE

Idealist



Quote

I have future goals and ambitions that I wish to accomplish in the long run while taking care of my family. If I can keep track of my accounts while being able to transfer money to my family whenever I want, no matter where I am, it will give me reassurance and save time.

Goals

Have all the simple bank services in one place, reachable anytime and anywhere.
Being able to manage and keep track of finances and monetary transactions.

Demographic

Female 28 years
Colombo
Single
Marketing Strategist

Background

Nishita is an energetic, independent and self motivated individual, with a positive outlook on life. She lives with her parents and younger brother and since she is the eldest and most responsible child in the family she takes care of them. Since graduating from her university and bagging a first class degree in Marketing strategy, she has gained a significant growth as a marketing strategist in the private sector and acquired newer skills that enabled a steady but rapid rise in her career growth. This has added more responsibility on her shoulders and makes her constantly be on the run to different parts of the country working with different people, to represent her company.

Skills



Motivations

- Digitalization of simple banking facilities
- Single place to manage bank accounts and related information.
- Easy instant service with no queues or waiting time.
- Remote access to banking facilities anytime and anywhere
- Aware and up-to-date with bank account balance.

Frustrations

- Not being able to gain proof of transaction details.
- Facilities limited to a certain geographical area.
- Unresponsiveness and high time consumption to process transactions.
- Unavailability of important and major banking facilities.

Technology



Browsers



Challenges

- Managing and juggling finances related to her personal life and funding for her family is difficult.
- Difficulty of being able to carry out and manage her transactions from anywhere in the country.
- Not having time to visit the bank for transactions due to busy schedule and 9 to 5 working hours.
- Difficulty to keep track of the inflows and outflows of money in her bank accounts.

UXPRESSIA

This persona was built in uxpressia.com

NAME

Ruwan Wickramesinghe



Background

Ruwan is a retired government teacher and is the father of two children. One of his children is working abroad and Ruwan lives with his other child and wife. He has more than 25 years of experience teaching English as a secondary language. After retirement Ruwan likes to spend most of the time in the house reading books and watching TV. His main source of income is pension and the financial support given by the children. Apart from that, he does some English tuition classes to earn some extra money.

Demographic

Gender 63 years

Sri Lanka

Married

Retired Government Teacher

Pension , Financial support
given by children , Tuition

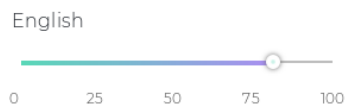
Needs

- Do monthly bill payments through the mobile application
- Keep in touch with pension payments and other incomes
- Check and calculate interest rates of fixed deposits
- Create new fixed deposits and transfer money between different accounts (Savings and Current Account)

Frustrations

- The difficulty of traveling to pay monthly bills
- Hard to keep track of rates of fixed deposits
- The difficulty of managing tuition fees incomes

Skills



Quote

“If I can pay all the bills and payments without wasting time to traveling, it will help me to spend my free time more meaningfully”

Technology



Browsers





NAME

Lahiru Bandara, 22,LK

Demographic

Male 22 years

Sri Lanka

Single

Undergraduate

Skills

English

0 25 50 75 100

Technical

0 25 50 75 100

Technology



Background

Lahiru is undergraduate student. He studies Business Management at university of Colombo. He is from Kandy and now live in a hostel in Colombo. He move to Colombo for go to university. He work as waiter in pizza hut for night shift.

He like to play Mobile Games and cricket .He listens to music on his smartphone while doing his studies, He loves to watch English TV- Series and Web Series, and He is die hard fan of MARVEL Cinematic universe.

Lahiru earn some money by working in pizza hut. and he use that money for his daily needs such as foods, transports and etc.. Also his parent give him some financial support for other expenses such as hostel fees, cost for study materials.

Goals

Be a good business manager.

Manage his all finances using one bank account

Earn some money by doing part time jobs because then his parents no need to worry about his all expenses.

Quote

I want a good mobile bank app for check my incomes handle expenses & transaction, check my account balance. easily without waste my time on go to bank.

Motivations

Keep in touch with his family.

work hard for better future

Frustrations

Time wasting

procrastination

Browsers



IT19156248 - K.G. Kolamunna

PROJECT: businessman PERSONA: Kasun Rathnayake, 32, LK

NAME

Kasun Rathnayake, 32, LK



Goals

start a own business.
mana ge his financials properly

Quote

“ I work hard for better future. I want to save money and improve financially in my life

”

Background

Kasun Rathnayake is a business manager in a mid-size company. He lives in Colombo. He is married and has 2 children. he is 35 years old. He works as a business manager for 7 years.

He likes travelling and playing golf. He plays when he has free time. he has trouble in managing his bank accounts.

He get a 120,000.00 salary. He saves 40% of his salary in his bank account and 60% of his salary use to expenditures. He has different accounts in different banks. He uses some android and windows devices for business works and uses ios devices for personal use.

Demographic

♂ Male 35 years

📍 Sri Lanka

Married

Business Manager

120,000.00

Children: 2

Motivations

keep in touch with business works.
has his own achievements

Frustrations

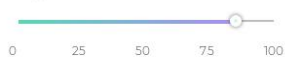
poor time management

Skills

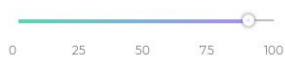
Technical



English



Financial



Technology



Browsers

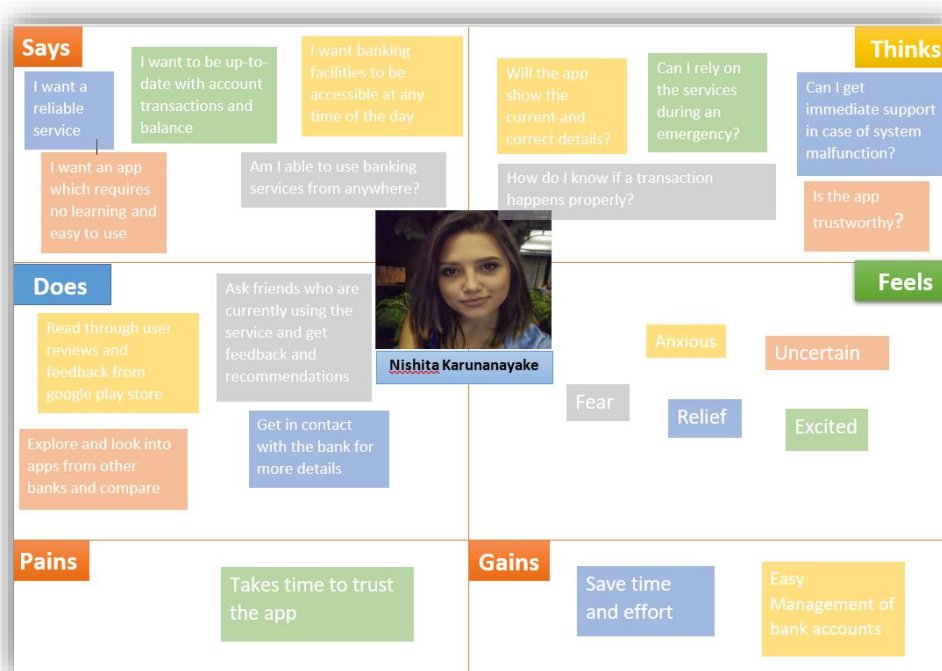


UXPRESSIA

This persona was built in uxpressia.com

Empathy Diagrams

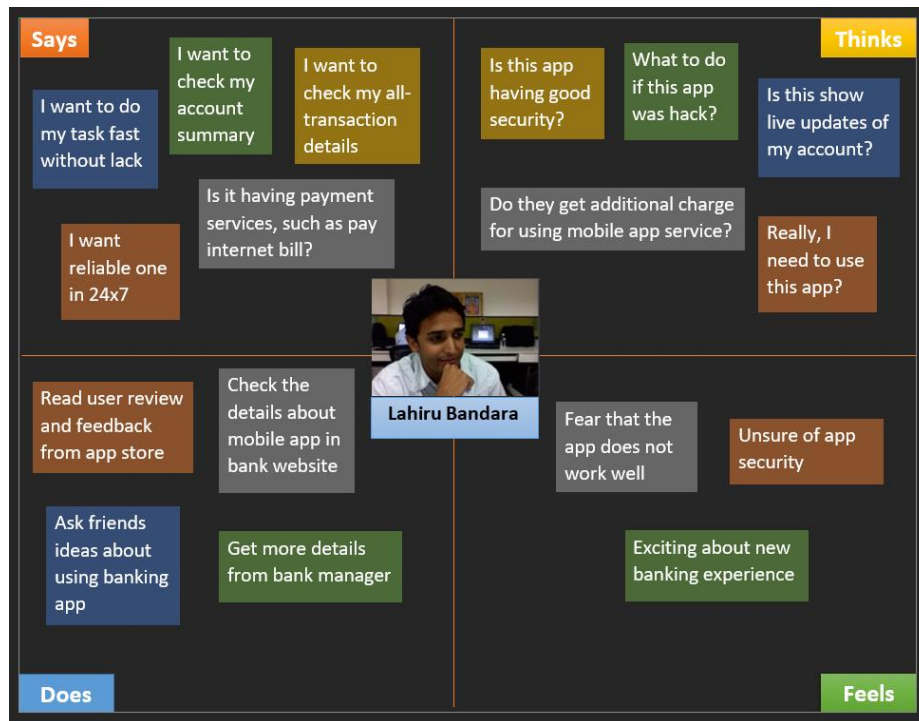
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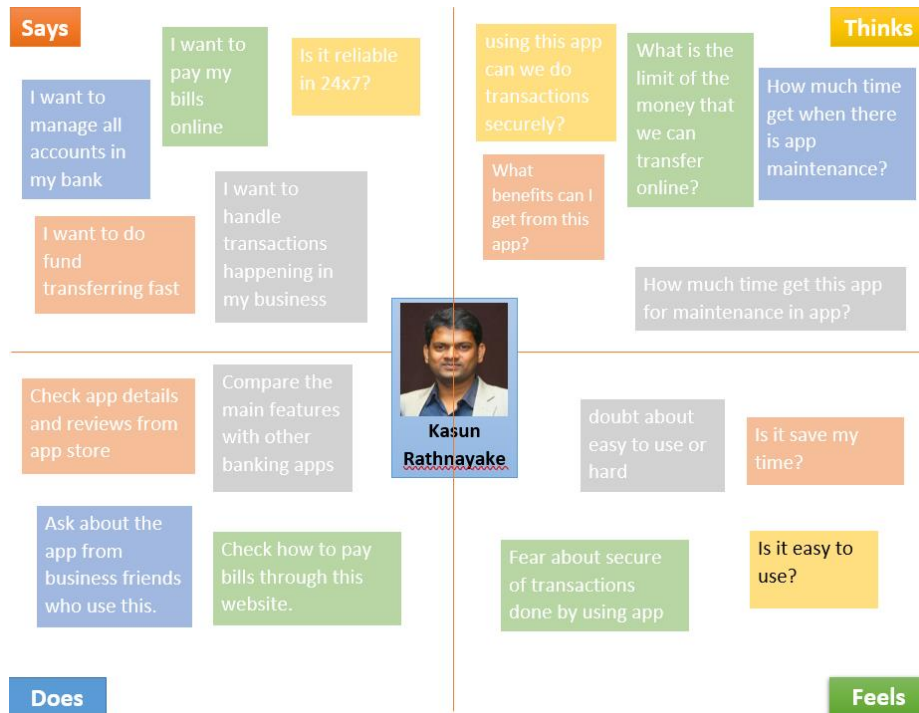
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IT19016894 - Pinto R. D. S. P



IT19156248 - K.G. Kolamunna



User Stories

IT19091044 -Gnanarathna E.D.K.V

As a marketing strategist,

I want to check my account summary

So that I can financially plan to achieve my future goals.

IT18408584 - Balasooriya R.P.T.U

As a Customer,

I want to Save Beneficiary Details

So that I can make next time payment easily

IT19016894 - Pinto R. D. S. P

As a Student,

I want to pay my internet bill through the bank app,

So that no time wasting for go to pay bill.

IT19156248 - K.G. Kolamunna

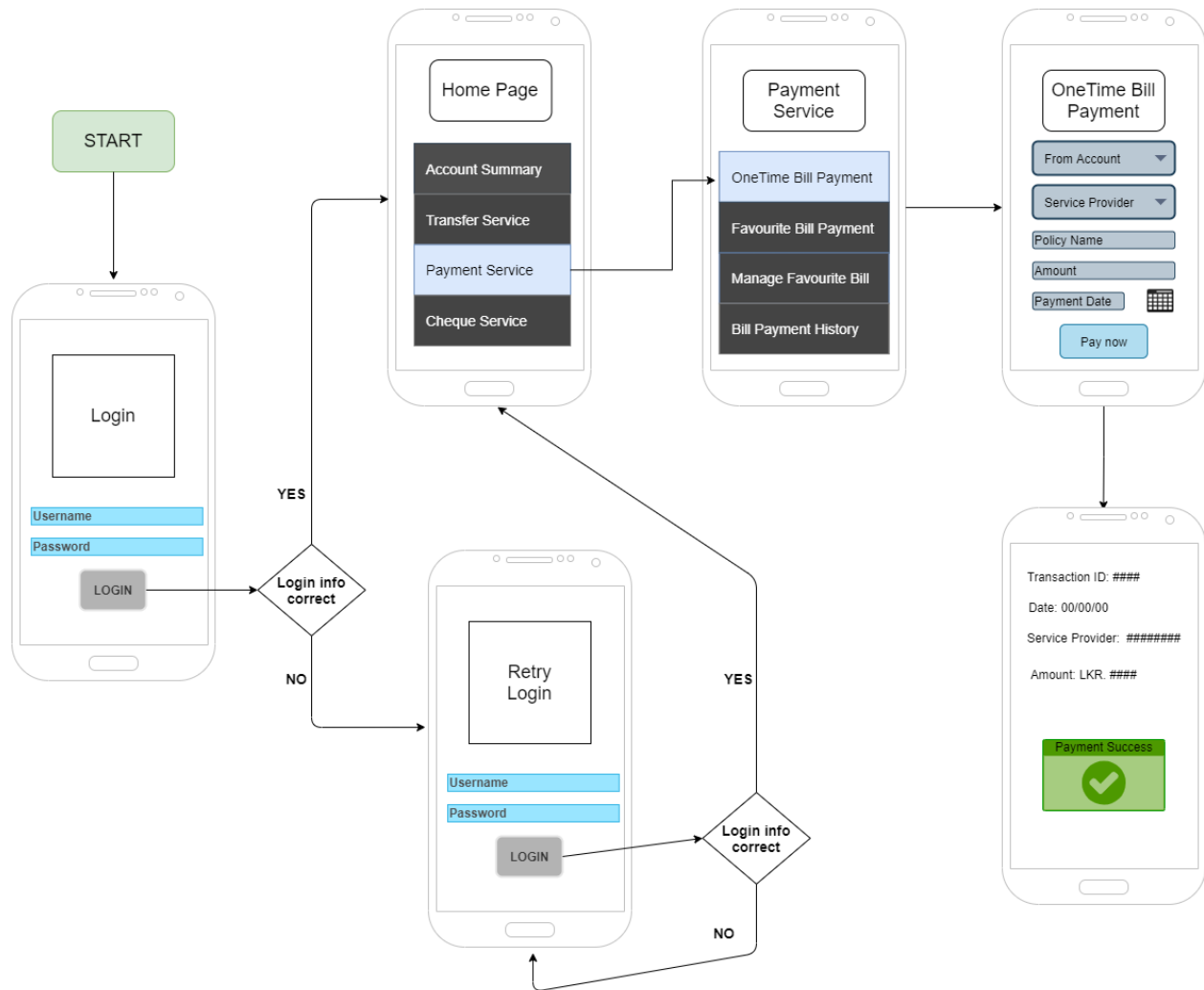
As a businessman,

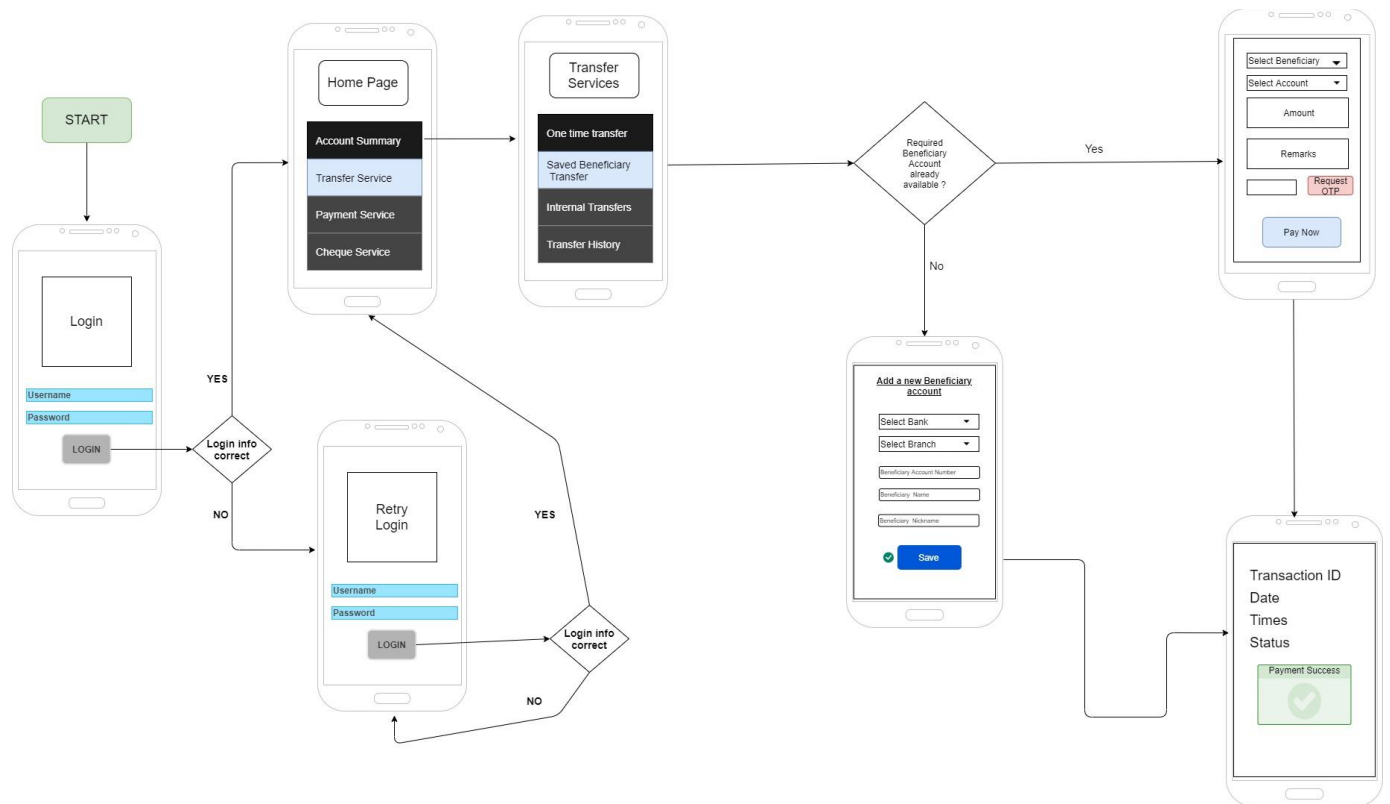
I want to save my favorite beneficiaries,

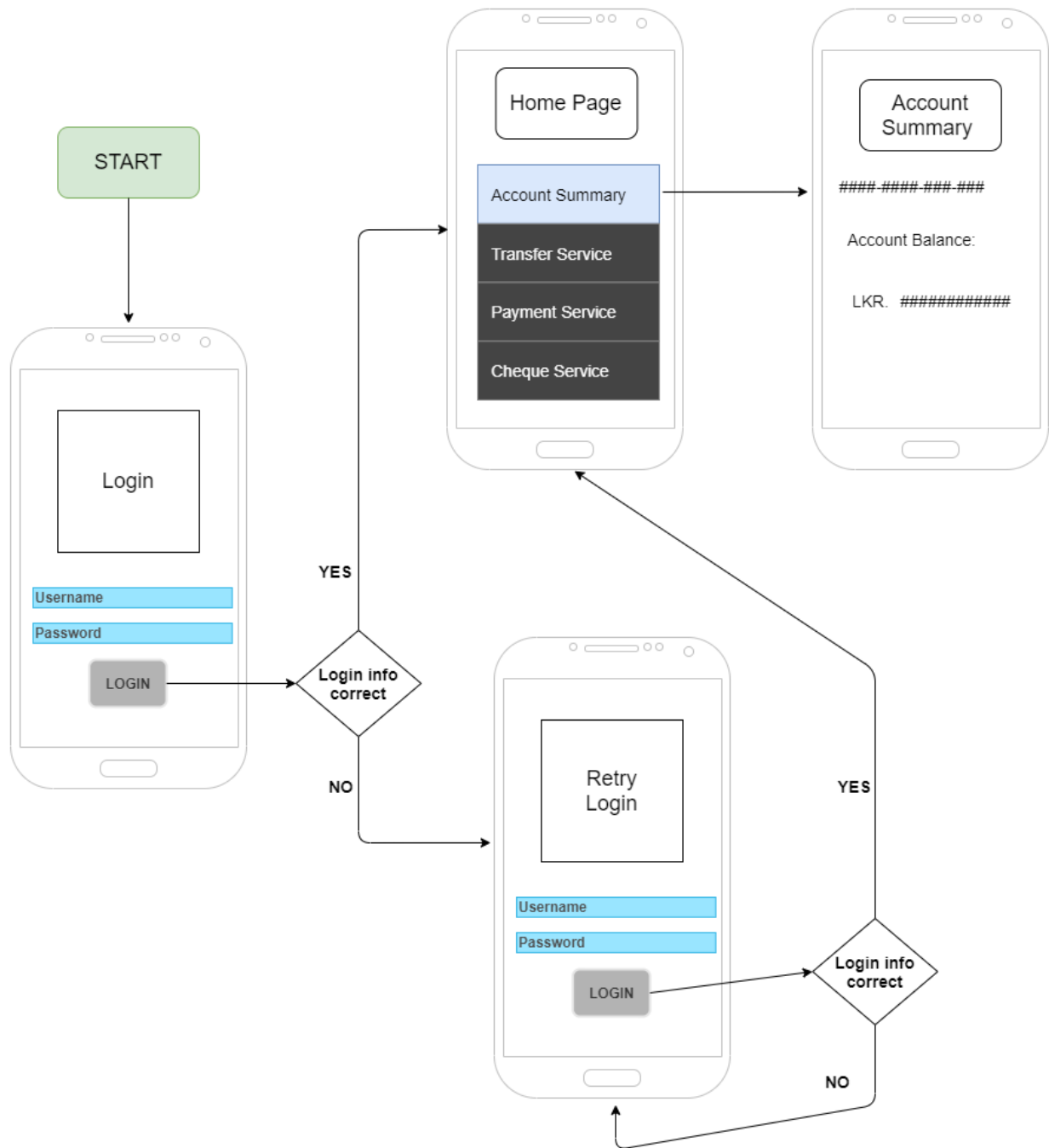
so that I can do fund transfers to my favorite beneficiaries easily and fast.

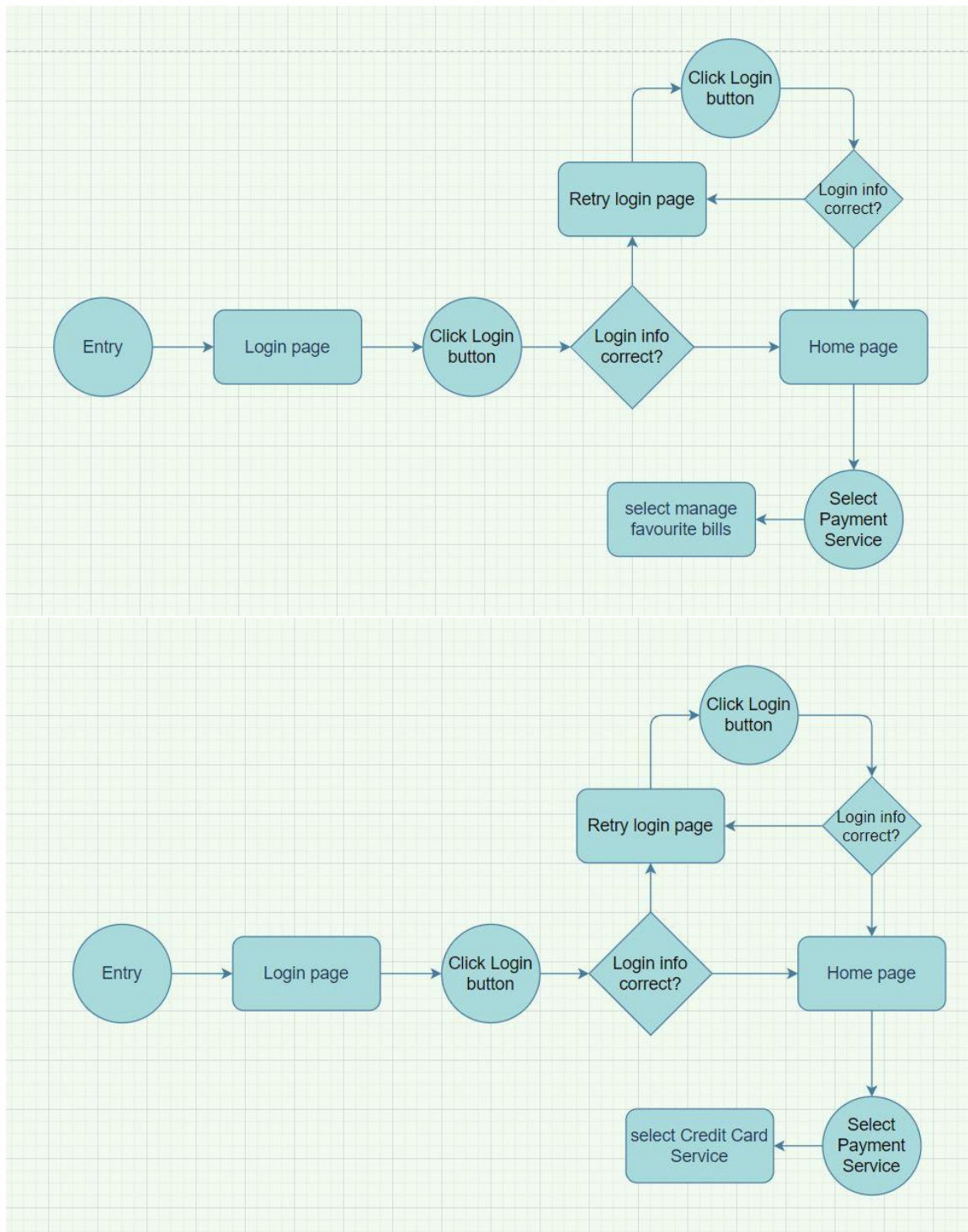
User Flows

IT19091044- Gnanarathna E.D.K.V









Service BluePrint

