

# Sri Lanka Institute of Information Technology

## Visual Analytics and User Experience Design (IT4031)



2023

### Assignment 01 – Survey Questions with the Answers

Group ID - 2023\_A1\_G06

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## **Information gathering**

The development of a banking app requires a significant amount of data collection to ensure that the application meets the needs of its users. Data collection is the process of gathering and analyzing information from various sources, including surveys, social media, and other forms of communication.

The importance of data collection lies in its ability to provide insights into user behavior, preferences, and needs. With this information, developers can tailor the application to meet the specific needs of their target audience. This approach not only enhances user satisfaction but also increases the likelihood of the app's success in the market.

To collect data for the development of a banking app, our team shared a Google Form across various social media platforms such as:

- Twitter.
- Reddit.
- Facebook.
- LinkedIn.
- WhatsApp.

The Google Form allowed us to collect structured and quantitative data from potential users about their banking preferences, features they would like to see in the app, and their experience with existing banking apps.

Sharing the Google Form on various social media platforms and relevant parties helped us to reach a larger audience and obtain a more diverse range of responses. Additionally, we can analyze the data collected to identify patterns, trends, and common themes, which will help us design the banking app with features and services that best suit the users' needs.

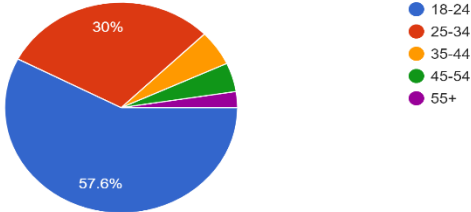
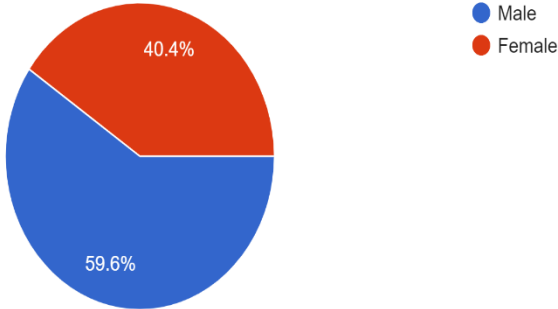
Below are the questions and their corresponding answers.

## Questions

Number	Question
1	Your age range
2	Your gender
3	Choose your current employment status
4	How would you describe your IT technical knowledge?
5	Which of the following banking apps you are using?
6	On average, how frequently do you use your banking app?
7	For which purpose do you use the banking app mostly?
8	What type of account do you use the most frequently through your bank's mobile application?
9	Please rate your level of concern regarding the following user interface elements.
10	Which color scheme do you prefer for the new user interface?
11	How do you prefer your online banking ecosystem?
12	Have you used your banking application to create a fixed deposit?
13	How would you rate the current fixed deposit opening functionality (including the user interface) of the bank application that you use?
14	What are the problems in navigating between the applications for the provided services?
15	On a scale of 1-5, how easy was it for you to navigate through the app to complete your transactions?
16	What are the difficulties you face during the usage of current banking apps?
17	What are the inconveniences faced when logging into your online banking Apps?
18	Which Service you would like at most to use without logging in to the Bank Application?
19	What specific improvements do you think could be made to your bank's mobile application to make it more user-friendly and efficient?
20	How likely are you to recommend your bank application(s) to others?

21	How satisfied are you with the level of personalization provided by the bank application?
22	Would you ever switch to a different bank due to dissatisfaction with your current bank's online banking options and mobile application?
23	How would you rate the customer support provided by your bank's mobile application in case of any issues or concerns?
24	How often do you encounter technical issues while using the banking app?

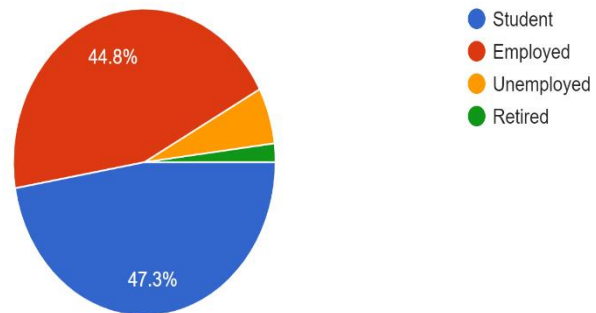
## Answers

Number	Answer												
1	<p>Your age range 203 responses</p>  <table border="1"> <thead> <tr> <th>Age Range</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>57.6%</td> </tr> <tr> <td>25-34</td> <td>30%</td> </tr> <tr> <td>35-44</td> <td>5.4%</td> </tr> <tr> <td>45-54</td> <td>3.9%</td> </tr> <tr> <td>55+</td> <td>2.1%</td> </tr> </tbody> </table>	Age Range	Percentage	18-24	57.6%	25-34	30%	35-44	5.4%	45-54	3.9%	55+	2.1%
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2	<p>Your gender 203 responses</p>  <table border="1"> <thead> <tr> <th>Gender</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Male</td> <td>59.6%</td> </tr> <tr> <td>Female</td> <td>40.4%</td> </tr> </tbody> </table>	Gender	Percentage	Male	59.6%	Female	40.4%						
Gender	Percentage												
Male	59.6%												
Female	40.4%												

3

Choose your current employment status

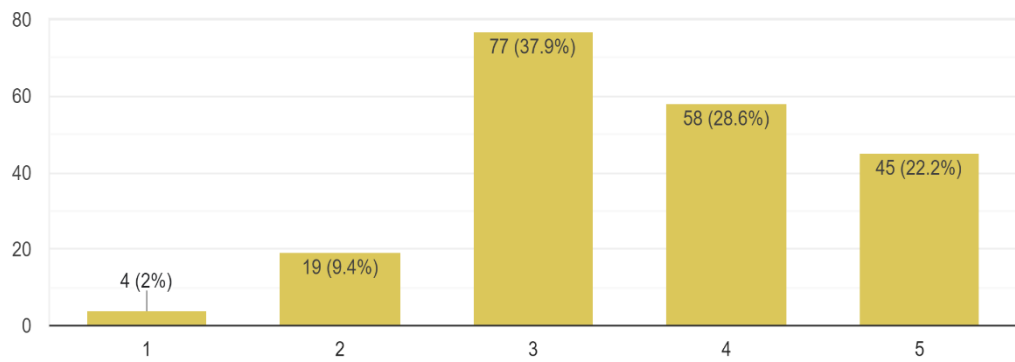
203 responses



4

How would you describe your IT technical knowledge?

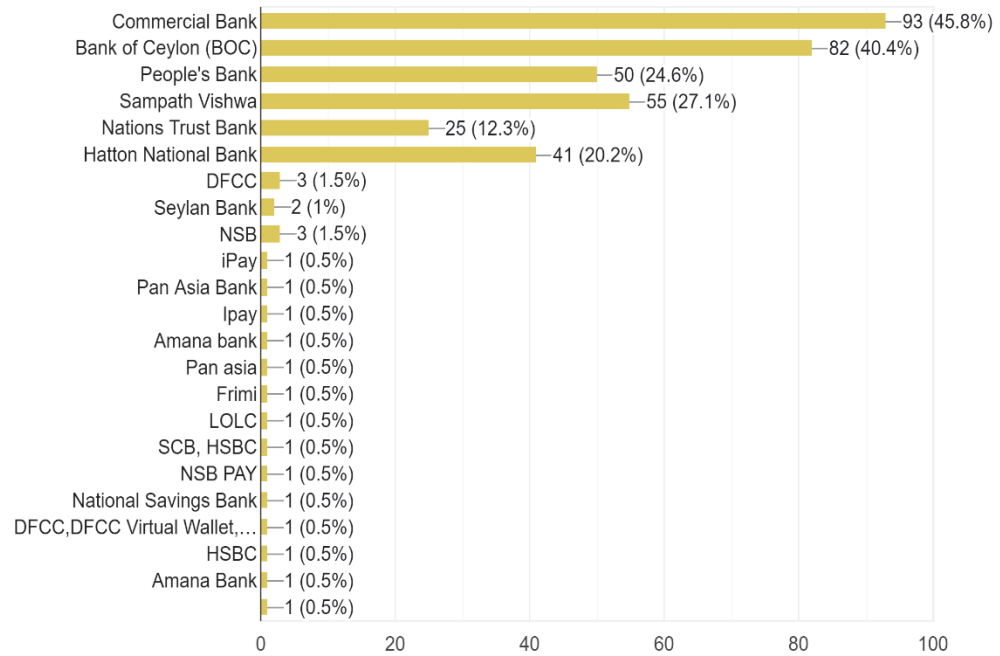
203 responses



5

Which of the following banking apps you are using ?

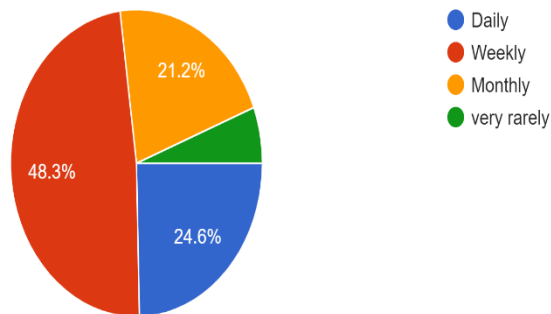
203 responses



6

On average, how frequently do you use your banking app?

203 responses

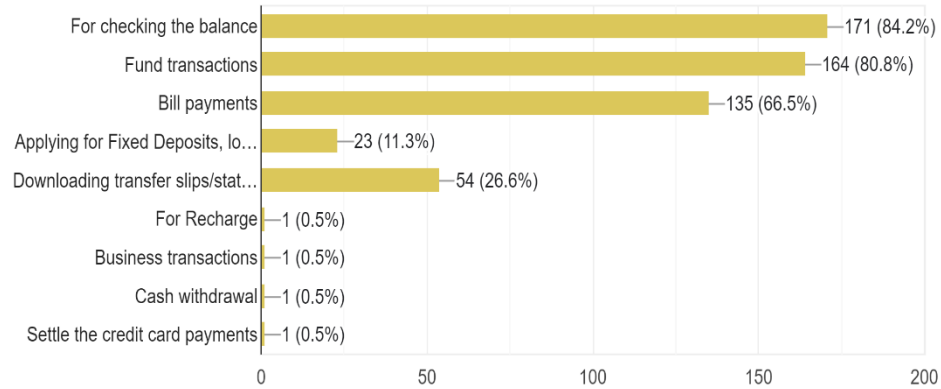




7

### For which purpose do you use the banking app mostly?

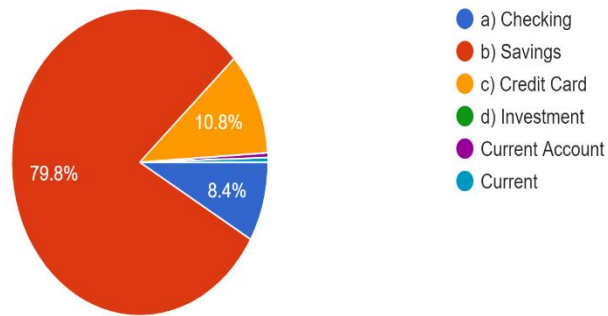
203 responses



8

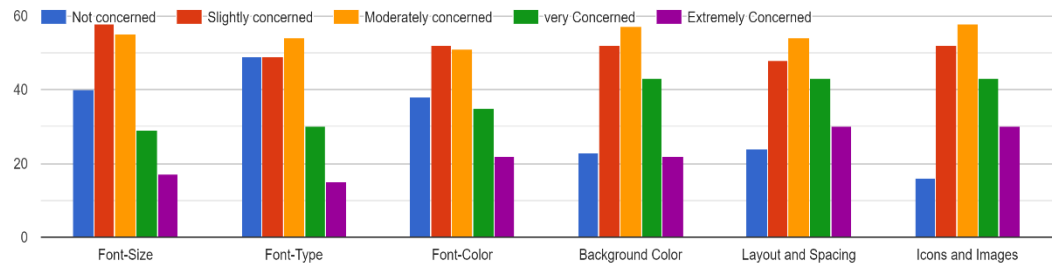
### What type of account do you use the most frequently through your bank's mobile application?

203 responses



9

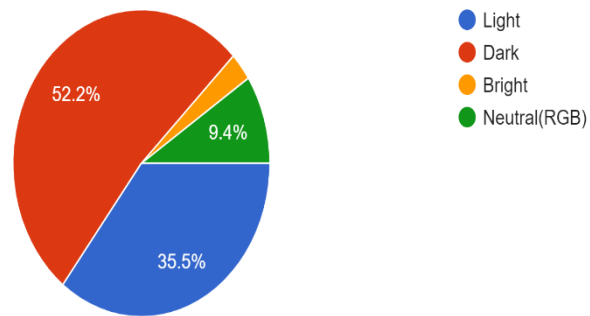
Please rate your level of concern regarding the following user interface elements.



10

Which color scheme do you prefer for the new user interface ?

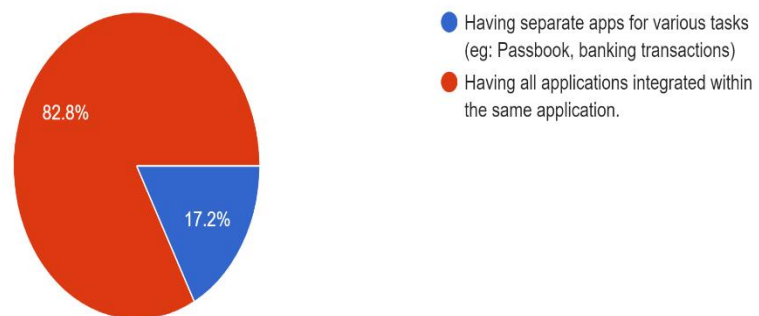
203 responses



11

How do you prefer your online banking ecosystem?

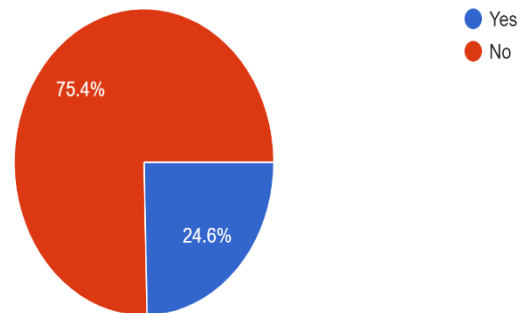
203 responses



12

Have you used your banking application to create fixed deposit?

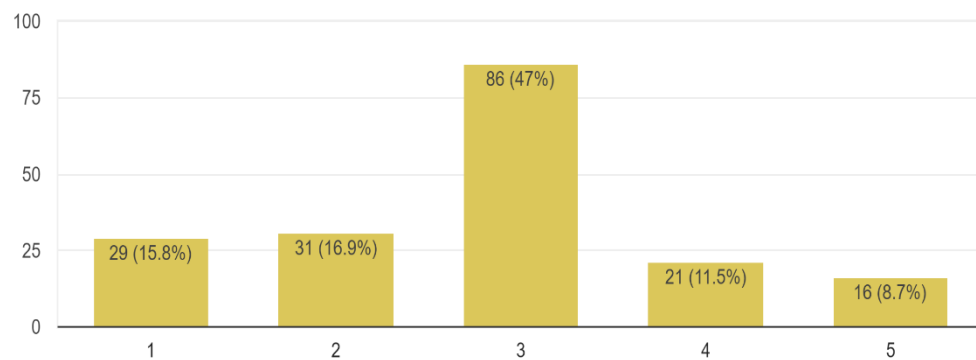
203 responses



13

How would you rate the current fixed deposit opening functionality(including user interface) of the bank application that you use?

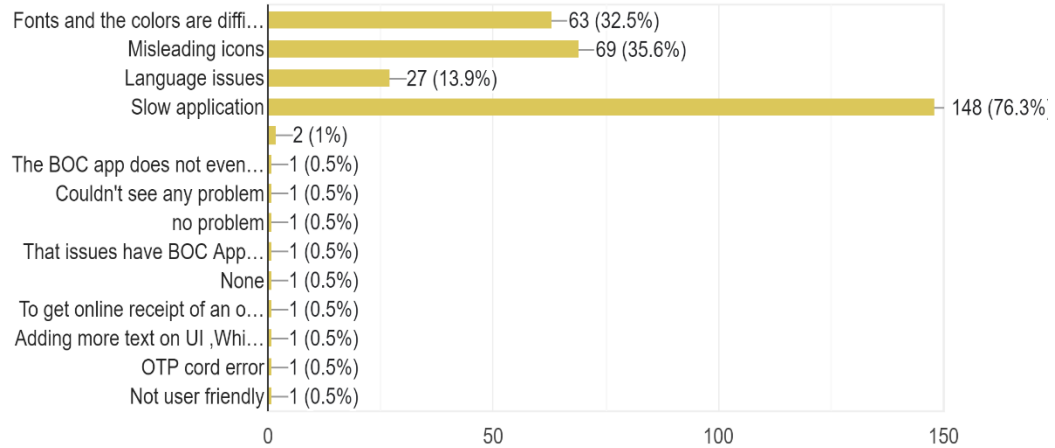
183 responses



14

What are the problems in navigating between the applications for the provided services?

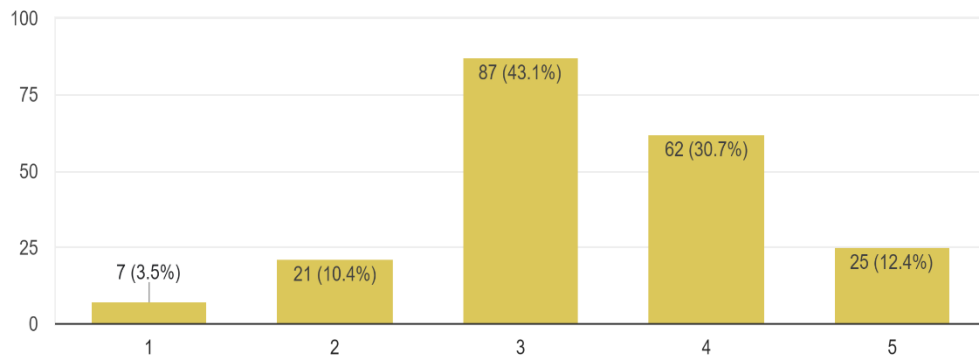
194 responses



15

On a scale of 1-5, how easy was it for you to navigate through the app to complete your transactions?

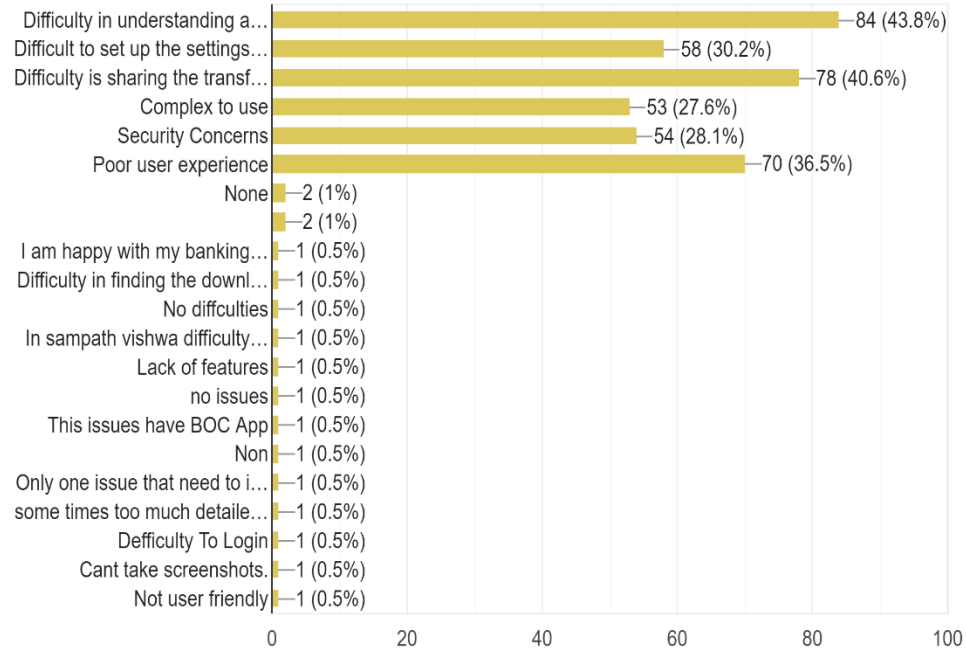
202 responses



16

### What are the difficulties you face during the usage of current banking apps?

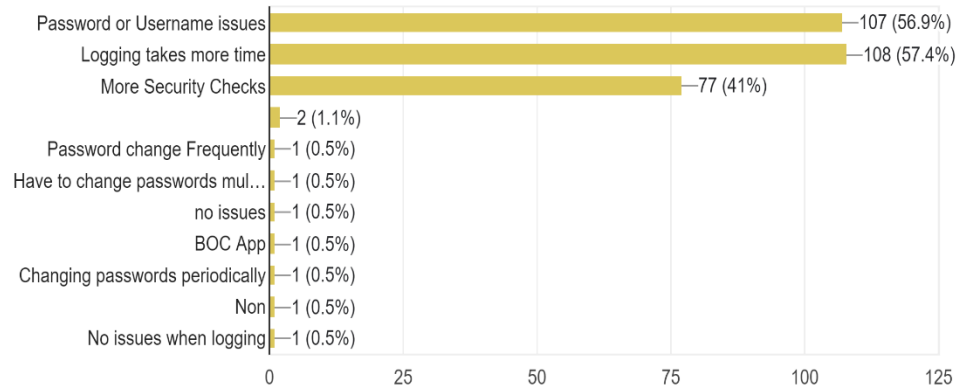
192 responses



17

### What are the inconveniences faced when logging to you online banking Apps?

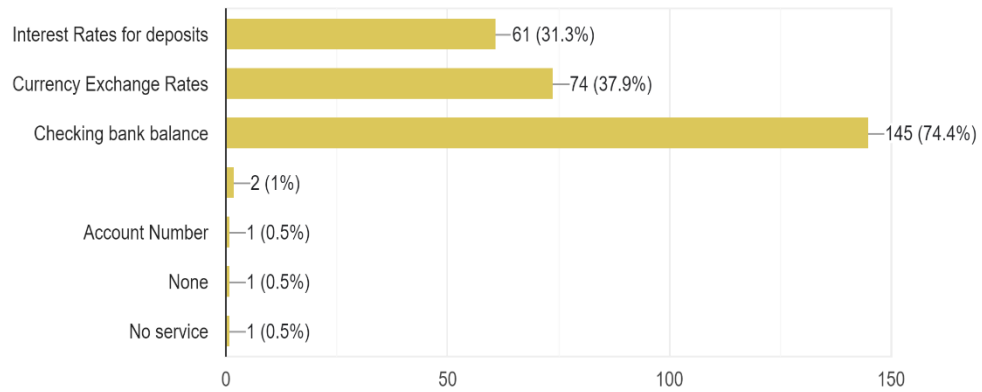
188 responses



18

## Which Service you would like at most to use without log in to the Bank Application?

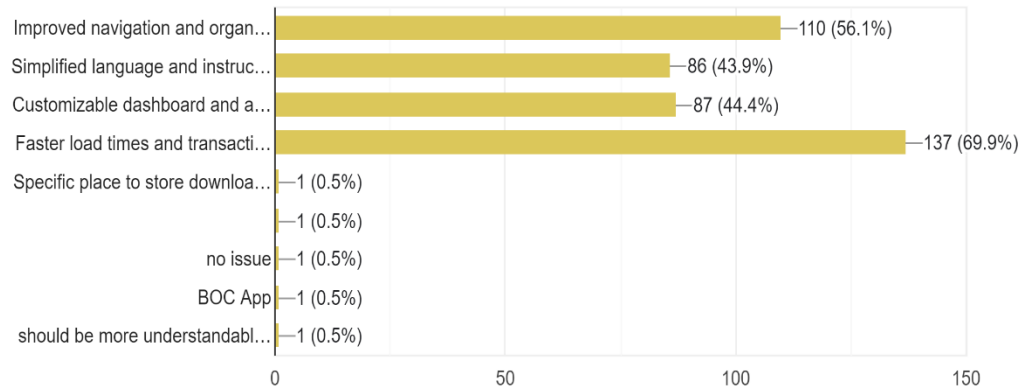
195 responses



19

## What specific improvements do you think could be made to your bank's mobile application to make it more user-friendly and efficient?

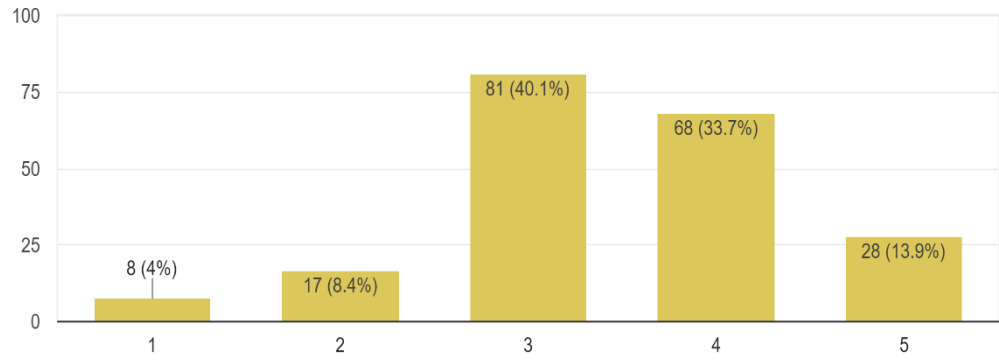
196 responses



20

How likely are you to recommend your bank application(s) to others?

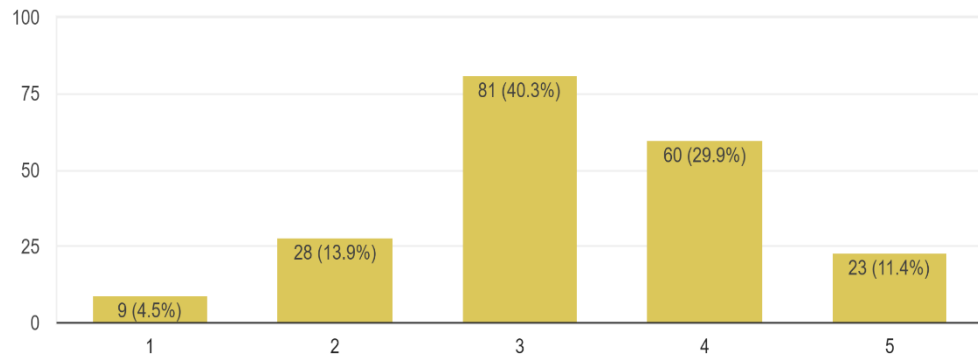
202 responses

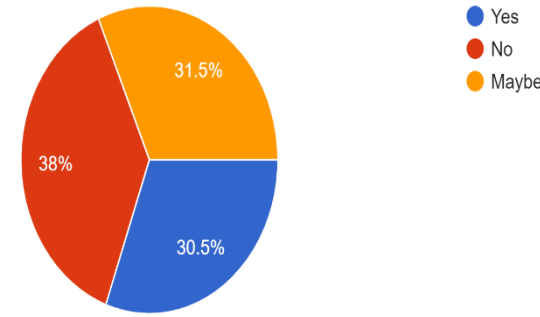
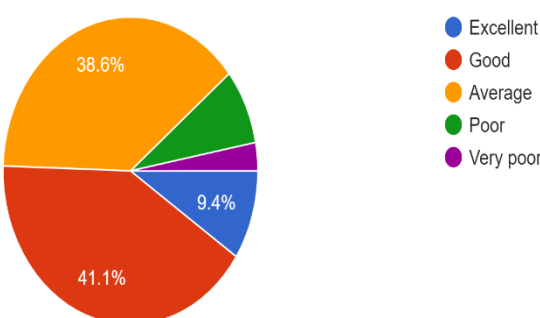


21

How satisfied are you with the level of personalization provided by the bank application?

201 responses



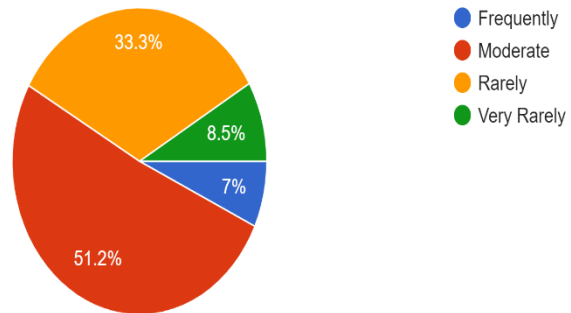
22	<p>Would you ever switch to a different bank due to dissatisfaction with your current bank's online banking options and mobile application?</p> <p>200 responses</p>  <p>A pie chart with three segments. The largest segment is red, labeled '38%', representing 'No'. The second largest is blue, labeled '30.5%', representing 'Yes'. The smallest is orange, labeled '31.5%', representing 'Maybe'. A legend to the right shows a blue circle for 'Yes', a red circle for 'No', and an orange circle for 'Maybe'.</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Yes</td> <td>30.5%</td> </tr> <tr> <td>No</td> <td>38%</td> </tr> <tr> <td>Maybe</td> <td>31.5%</td> </tr> </tbody> </table>	Response	Percentage	Yes	30.5%	No	38%	Maybe	31.5%				
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Yes	30.5%												
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23	<p>How would you rate the customer support provided by your bank's mobile application in case of any issues or concerns?</p> <p>202 responses</p>  <p>A pie chart with five segments. The largest is red, labeled '41.1%', representing 'Good'. The second largest is orange, labeled '38.6%', representing 'Average'. The third is blue, labeled '9.4%', representing 'Excellent'. There are two smaller segments: a green one labeled '5.9%' representing 'Poor' and a purple one labeled '4.0%' representing 'Very poor'. A legend to the right shows a blue circle for 'Excellent', a red circle for 'Good', an orange circle for 'Average', a green circle for 'Poor', and a purple circle for 'Very poor'.</p> <table border="1"> <thead> <tr> <th>Rating</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Excellent</td> <td>9.4%</td> </tr> <tr> <td>Good</td> <td>41.1%</td> </tr> <tr> <td>Average</td> <td>38.6%</td> </tr> <tr> <td>Poor</td> <td>5.9%</td> </tr> <tr> <td>Very poor</td> <td>4.0%</td> </tr> </tbody> </table>	Rating	Percentage	Excellent	9.4%	Good	41.1%	Average	38.6%	Poor	5.9%	Very poor	4.0%
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Excellent	9.4%												
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Average	38.6%												
Poor	5.9%												
Very poor	4.0%												



24




How often do you encounter technical issues while using the banking app?



201 responses





## Additional – Social Media Responses

[Press to see the post.](#)

 11  |  Sri Lankan Online Banking App Optimization Serious replies only

 11 

 **r/srilanka** · Posted by u/re5tecpa 1 month ago 





### Sri Lankan Online Banking App Optimization

Serious replies only

We are researching the user experience and user interfaces of online banking applications currently offered by various banks in Sri Lanka (eg: Sampath Vishwa, ComBank, BOC app, etc).



What are the pain points that you see in the banking applications currently available in Sri Lanka, what could be improved about them and what are your suggestions?


[Click here to participate in the survey \(3 mins max\)](#)


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