

Sri Lanka Institute of Information Technology

Visual Analytics and User Experience Design (IT4031)



2023

Assignment 01 – Personas

Group ID - 2023_A1_G06

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Personas

When designing a solution there is a thinking process where the problem-solving approach is based on the idea that we should look at the problem from the users' perspective and then think like a designer.

So, this design thinking approach consists of 5 stages, and the stage Empathize is used to do research on our audience and learn about their pains, expectations, frustrations, and needs. So, to understand these we can use personas where a persona is a fictional yet realistic description of a typical or target user of the product.

For this project, we created personas that will help to find out the users as a developer and make better design decisions to improve empathy. Since our goal is to cater a successful product and satisfy all the customer needs and requirements.

Persona Darshana

<p>Dhanshree Bagath</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Sanath Maheshwari</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Taniya Wangsacorn</p> <p>Info</p> <p>Age: 25 Gender: Female Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Brad Peters</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>
<p>Piyush Ranjan</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Changshu Chen</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Ismath Gerdelys</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Leon James</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>
<p>Bugath Ramesh</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Mandika Bawa</p> <p>Info</p> <p>Age: 25 Gender: Female Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Inq Bannangis</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>	<p>Leon Coratino</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>
<p>Just Wintanawatt</p> <p>Info</p> <p>Age: 25 Gender: Male Occupation: Student Education: B.Tech Marital Status: Single</p> <p>Goals</p> <ul style="list-style-type: none"> • Needs to track his current balance regularly • Pay his bills • Pay his bills on time <p>Frustrations</p> <ul style="list-style-type: none"> • Needs to track his balance regularly • Needs to track his balance regularly <p>Existing Application</p> <p>Platform</p>			

Created personas.

❖ Persona Darshana

Dharshana Sugath



AGE	23
GENDER	Male
EMPLOYMENT STATUS	Student
IT TECHNICAL KNOWLEDGE	High

“ I am a student and mostly use Combank Digital banking app for pay my tuition fees online.

Demo

He currently lives in Kurunegala. He is a student and currently undergoing Bachelor's Degree in Data Science. He is currently single and like to go out with friends on long holidays.

Core needs

- Need to check the account balance regularly
- Pay Tuition fees
- Pay bills and do other transactions

Frustrations

- Issues when login to the application using the username and password.
- Delay of receiving OTP code for complete the transaction

Banking Application



Platform



Website



Mobile App

Piyumi Ranjan



AGE 26
GENDER Female
EMPLOYMENT STATUS Employed
IT TECHNICAL KNOWLEDGE Average

“ I am a fashion designer and mostly use People's bank Digital banking app for pay my utility bills and check my client's transfer money

Demo

She is currently living in Colombo. She is a fashion designer, she believes that fashion should be both beautiful and functional. She is passionate about creating clothing that not only looks good but also feels comfortable.

Core needs

- Need to check the transaction history
- Pay utility bills do other transactions
- Need to track interest rates of FD

Frustrations

- hard to remember username and password due to words are longer
- Session duration is short so cannot able to stay in the bank app for longer usage

Banking Application



Platform



Mobile App

Taniya Wanigasooriya



AGE 23
GENDER Female
EMPLOYMENT STATUS Self Employed
IT TECHNICAL KNOWLEDGE Moderate

“ I have an online clothing business, I use the banking application frequently to manage my business transaction from home

Demo

She lives in the suburbs of Kandy. She constantly make business transaction which involves her online business. She makes constant payments to clothing companies to maintain her clothing company inventory. She is highly business minded.

Core needs

- Frequent account balance checking
- Need to make constant business transactions online
- Track foreign currency rates

Frustrations

- Waste of time as constant logging in is required to check balance
- Complex user interfaces makes the transaction process hard

Banking Application



Platform



Website



Mobile App

Iraj Sannasgala



AGE 28
GENDER Male
EMPLOYMENT STATUS Employed
IT TECHNICAL KNOWLEDGE Moderate

“ I am an industry professional and I mostly use Peoples Wave banking app to pay utility bills online.

Demo

He currently lives in Mawanella. He is an employee at MAS holdings. He is playing football for his company. He is currently married and he likes to watch movies when he is free.

Core needs

- Need to transfer money to his family.
- Pay utility bills
- Create fixed deposits

Frustrations

- Process of creating fixed deposits is not user friendly.
- Having to verify a security code when logging in.

Banking Application



Platform



Website



Mobile App

Ismath Gavindya



AGE 60
GENDER Male
EMPLOYMENT STATUS Retired
IT TECHNICAL KNOWLEDGE Low

“ I am a retired accountant and mostly use online payment gateways to pay my medical bills and buy daily goods

Demo

He currently lives in Ampara. He is a retired soldier now lives in home. He is currently married and lives with his family. He has a injury which he daily gets medical care.

Core needs

- Need to check the account balance regularly
- Pay medical bills
- Need to use fixed deposits

Frustrations

- Fixed deposit rates and unclear and not properly displayed
- Hardness to view small font text

Banking Application



Platform



Website



Mobile App

Sanath Nishantha



AGE 35
GENDER Male
EMPLOYMENT STATUS Employed
IT TECHNICAL KNOWLEDGE Medium

“ I am a Teacher and I mostly use online banking for online shopings

Demo

He currently lives in Colombo. He is a Teacher at a private school and teaching mathematics for grade 10 classes. He is currently married and like to do some online shopping through online sites.

Core needs

- Need to check the account balance weekly
- Pay for the goods online
- Pay Telephone and electricity bills

Frustrations

- Issues when login to the application using the username and password.
- Takes too much of time to load different services.
- Some times mobile application stucks

Banking Application



Platform



Website



Mobile App

Brad Perera



AGE 47
GENDER Male
EMPLOYMENT STATUS Employed
IT TECHNICAL KNOWLEDGE Moderate

“ I could introduce myself as a successful marketer. I use online banking very frequently as I have a busy schedule and no time to waste.

Demo

He is a wealthy person living in an expensive neighborhood in Colombo. He is a very social bachelor who loves to party and attend a lot of networking events. He spends most of his money on social events and eating out.

Core needs

- Make payments for projects
- Pay Tuition fees
- Pay bills and do other transactions

Frustrations

- Slow loading time
- Multiple unnecessary security checks

Banking Application



Platform



Mobile App

Leon James



AGE 31
GENDER Male
EMPLOYMENT STATUS Employed
IT TECHNICAL KNOWLEDGE Average

“ I am a digital marketing executive, and I am using Combank digital mobile application to facilitate our startup transactions.

Demo

Leon James is a 31-year-old male digital marketing executive. He resides in Colombo urban area with his spouse and two children. Leon requires an efficient, secure, and customisable banking application that keeps up with her fast-paced lifestyle.

Core needs

- Quickly and easily transfer funds.
- Protect financial information from Cyber threats.
- Set up alerts for certain account activity

Frustrations

- Slow load times or error messages.
- unable to get the customer support in a timely manner

Banking Application



Platform



Mobile App

Champika Okithma



AGE 20
GENDER Male
EMPLOYMENT STATUS Employed
IT TECHNICAL KNOWLEDGE High

“ I am a developer and mostly use online payment options to buy software and make payments for updates and new releases

Demo

He currently lives in Colombo. He is a developer and works in a software development company. He is currently single and like to go out with friends on long holidays.

Core needs

- Need to check the account balance regularly
- Buy softwares
- Need foreign currency support

Frustrations

- No proper guide for foreign exchange rates
- Dont have enough payment options

Banking Application



Platform



Website



Mobile App

Sugath Rupasinghe



AGE 62
GENDER Male
EMPLOYMENT STATUS Retired
IT TECHNICAL KNOWLEDGE Low

“ I am a retired clerk and I mostly use online banking for check the account balance when my pension credited to the account.

Demo

He is currently lives in Kandy. He is a Retired Clerk at a Zonal education office. He is currently in his retirement with his family and prefer to contribute charity.

Core needs

- Need to check the account balance Monthly
- Make funds for the charity works through online.

Frustrations

- Issues when login to the application using the username and password.
- Always need to login for check the balance

Banking Application



Platform



Mobile App

Manduka Baawa



AGE 19
GENDER Male
EMPLOYMENT STATUS Student
IT TECHNICAL KNOWLEDGE High

“ I am an undergraduate and tech-savvy individual who loves to explore the latest innovations in the field of mobile technology.

Demo

He lives in Colombo. He is an undergraduate at Moratuwa University. He understands the importance of financial planning and is committed to achieving his financial goals through smart and efficient use of mobile banking tools

Core needs

- Check account balance
- Pay university semester fees
- Pay mobile and utility bills

Frustrations

- Forcing me to change password every 3 months and password policy is too strict so hard to remember the passwords
- After a transaction hard to download the receipt

Banking Application



COMMERCIAL BANK

Platform



Android App

Lucian Pushparaj



AGE 37
GENDER Male
EMPLOYMENT STATUS Employed
IT TECHNICAL KNOWLEDGE High

“ I am a freelancing web developer and I mostly use People's Wave banking app to do transactions.

Demo

Leon Goretzka currently lives in hikkaduwa. And he is a freelancing web developer at freelancer website. A Married family man who works remotely. He wants an easy and secure mobile banking facility to do transactions.

Core needs

- Needs to transfer money to his clients & family
- Create fixed deposits
- Pay Utility bills

Frustrations

- since often checking the balance ,have to login to the app each time
- have to enter username and password in seperate pages to successfully login.

Banking Application



Platform



Mobile App

Joel Wickramaratne



AGE 29
GENDER Male
EMPLOYMENT STATUS Employed
IT TECHNICAL KNOWLEDGE Moderate

“ I am a professional photographer. I mostly use Com bank digital app to do transaction with sellers.

Demo

He lives in Kalutara. He is a professional photographer. He travels a lot around the country to take creative and adventurous pictures of the nature. He wants a secure and easy money transferring facility with transaction receipts sharing feature.

Core needs

- Check the account balance
- transfer money with sellers of photography devices
- Pay electricity and water bills

Frustrations

- in an unsuccessful login attempt, app does not clearly say which is wrong between username or password.
- takes more time to verify username

Banking Application



COMMERCIAL BANK

Platform



Android App

Figma link to the created personas
[Click here to view the personas on Figma](#)