



United International University Milestone I

Report: Challenges Of Accounting On Small Businesses

Name	ID
Labib Abdal	011201293
Sajid Hasan Emon	011201449
Laila Tuz Joha Fariha	011201340
Jubayed Hossain	011201252

SUBMITTED TO:

Ms. Novia Nurain

Course Name: Human Computer Interaction

Section: B

Submission Date: 19.11.23

Group : G

**** Table Of Content ****

Topic Name	Page Number
Problem Statement	03
Data Collection	03-05
Data Analysis	05-07
User Personas	07-09
Scenario & Storyboard	09-12

❖ Problem Statement:

Small business owners often struggle to manage their finances accurately when using traditional accounting resources. Typically, these challenges can be addressed within a small business platform. Our idea is to provide a user-friendly and automated financial management solution to simplify their bookkeeping tasks and enhance financial accuracy.

❖ Targeted User Group:

Our target user group are those business owner who are facing problem to maintain their accounting management.

❖ Secondary Research [Literature Review]:

- ACCOUNTING PROBLEMS ENCOUNTERED IN SMALL BUSINESS IN MOGADISHU – SOMALIA. [1]
- ACCOUNTING PROBLEMS ENCOUNTERED IN SMALL BUSINESS FAILURES.[2]
- ACCOUNTING SYSTEM FOR SMALL BUSINESS IN INDONESIA.[3]

❖ Data Collection Process:

The research method we have used is interview research method. This method is easier and more effective to collect the type of data we want for the program.

❖ How do we reach:

- i) We have conducted interview by visiting the necessary places physically.
- ii) We had to choose the people so carefully because we did not want to choose people from the same category.

❖ Demographic of Participants:

Among the 8 participants 90% were male and 10% were female. Most of the participants were old and some were from middle age.

❖ Types of Data:

- ❖ Open ended
- ❖ Description
- ❖ Multiple choice
- ❖ Yes/No type

❖ **Data record process:**

- ❖ Audio recording
- ❖ Taking notes

❖ **Challenges and Solutions:**

- ❖ Most participants did not want to get involved.
- ❖ Not enough response from those participants.
- ❖ Not enough response in descriptive and open ended question.
- ❖ Most participants thought we are wasting their time.

❖ **How to overcome those hurdles?**

- ❖ We did not dive in right away and tried to get close to them.
- ❖ We did not interrupt when we were conducting the interview.
- ❖ We provided positive acknowledgments.
- ❖ We were trying to relate to make them more comfortable.
- ❖ We used few transition phrases such as (thank you for sharing. If we have enough time later, let's come back to that, the next set of questions will focus onetc)

❖ **Data Analysis Process Using Affinity Diagram**

- Prepare the data: We transcribe the audio or video recordings of the interviews into text and also organize the survey responses and notes from user testing sessions.
- Identify the key themes: Read through the data and identify the key themes that emerge and write each theme on a sticky note.
- Organize the themes: group the sticky notes into clusters based on their similarities.
- Identify patterns and trends: look for patterns and trends across the clusters. write these down on a separate piece of paper.

❖ **Mention Final Insights:-**

❖ **Based on the affinity diagram, I gained the following insights:-**

- Small business owners face a variety of challenges when managing their finances using traditional accounting resources. Some of the most common challenges include:
 - Time-consuming bookkeeping tasks
 - Difficulty reconciling accounts
 - Lack of financial visibility
 - Lack of expertise
- Small business owners are looking for automated and simplified financial management solutions.
- Small business owners prefer to access and interact with their financial data via a web or mobile app.

❖ **What I Didn't Already Know**

We learned that the lack of financial visibility is a major pain point for small business owners. Many of the small business owners we interviewed said that they have difficulty tracking their income and expenses, and they don't have a clear understanding of their financial performance.

❖ **What I Confirmed That I Suspected**

I confirmed my suspicion that small business owners are looking for automated and simplified financial management solutions. Many of the small business owners we interviewed said that they spend too much time on bookkeeping tasks, and they would be willing to pay for a solution that could save them time and hassle.

❖ **Miro Link**

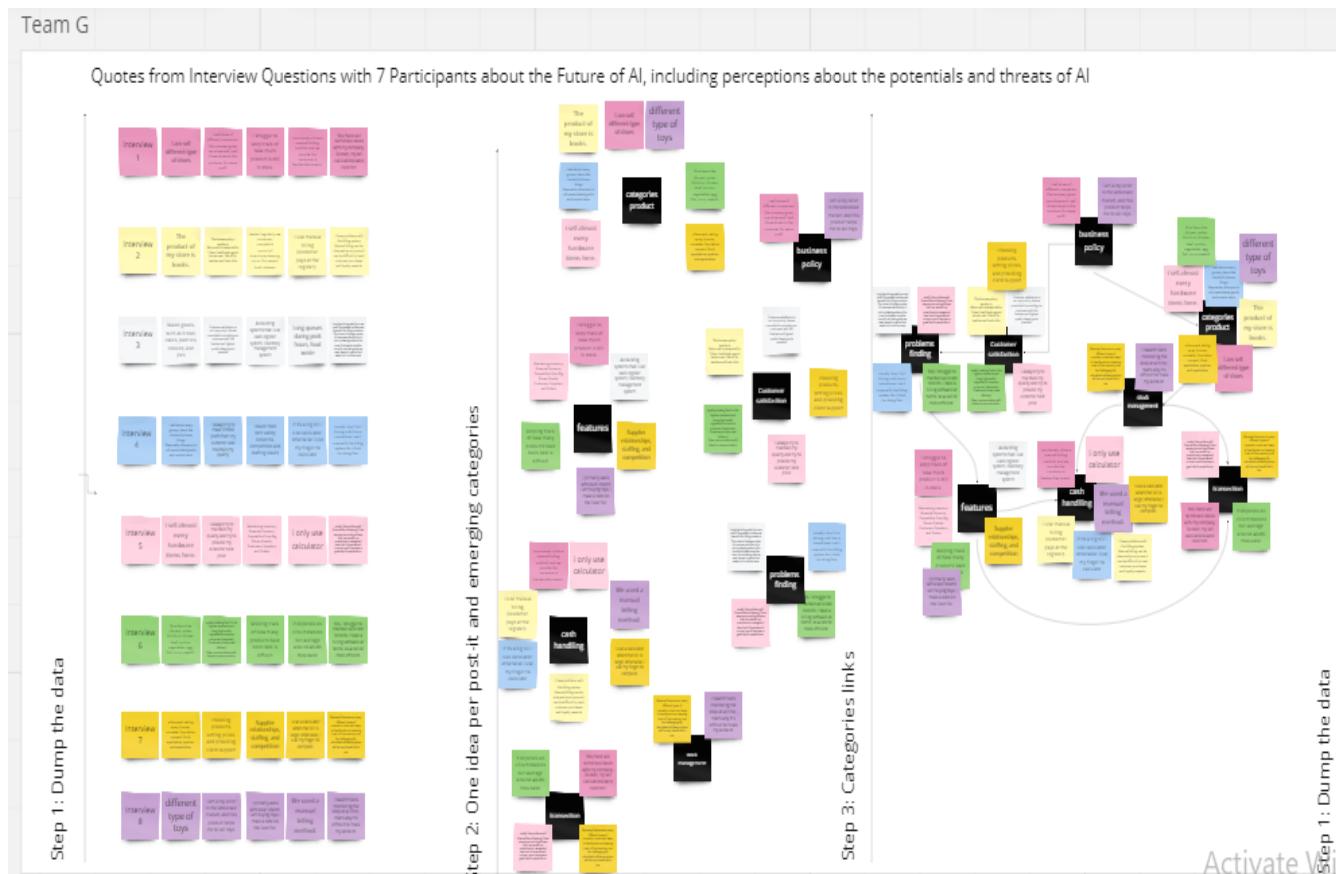
I have already created an affinity diagram on Miro. Here is the link:

<https://miro.com/app/board/uXjVNfpWi4s=/?fbclid=IwAR278WXtsleCuqq8zdIFCcK0bN9fJD3FkKhBdbAKkdTEiYS0ogFqL8NJ7o>

❖ **Conclusion**

The affinity diagram helped me gain a deeper understanding of the pain points and challenges that small business owners face when managing their finances. The insights

from the affinity diagram will help me develop a financial management solution that is truly valuable and useful for small business owners.



❖ User Persona 1: Grocery Shop Owner

Name: Abdul Mia

Age: 40

Occupation: Grocery Shop Owner

Pain Points:

- Abdul Mia spends too much time on bookkeeping and inventory management tasks, which takes away from his ability to focus on running his business and serving his customers.
- He has difficulty tracking his food costs, which can lead to costly errors and reduced profitability.
- He doesn't have a good system for managing his customer loyalty program, which is hurting his repeat business.

Goals:

- Abdul Mia wants to automate her bookkeeping and inventory management tasks so that he can save time and focus on more important things.
- He wants to improve her food cost tracking so that she can increase her profitability.
- He wants to implement a customer loyalty program that will help him attract and retain customers.

How He Prefers to Access and Interact with Financial Data:

- Abdul Mia prefers to access and interact with her financial data via a mobile app. He is always on the go, so he needs a solution that she can access from anywhere.

❖ **User Persona 2: Hardware Shop Owner**

Name: Md.Waliullah

Age: 50

Occupation: Hardware Shop Owner

Pain Points:

- Md.Waliullah's accounting system is outdated and inefficient, which makes it difficult to track his finances and make informed business decisions.
- He doesn't have a good system for managing his inventory, which can lead to stock outs and lost sales.
- He has difficulty generating reports, which makes it difficult to analyze his business performance.

Goals:

- Md.Waliullah wants to upgrade his accounting system to one that is more efficient and user-friendly.
- He wants to implement a better inventory management system to avoid stock outs and lost sales.
- He wants to be able to easily generate reports so that he can analyze his business performance and make informed decisions.

How He Prefers to Access and Interact with Financial Data:

- Md.Waliullah prefers to access and interact with his financial data via a desktop software program. He appreciates the features and functionality that desktop software programs typically offer, such as the ability to generate custom reports and drill down into specific data points.

By understanding the pain points, goals, and preferences of these two user personas, we can develop a financial management solution that is truly valuable and useful for small business owners in the grocery and hardware industries.

❖ Scenario:

Abdul Mia, a grocery shop owner, is struggling to manage his finances. He spends too much time on bookkeeping and inventory management tasks, which takes away from his ability to focus on running his business and serving his customers. He also has difficulty tracking his food costs, which is hurting his profitability.

❖ Storyboard:



Abdul Mia is a grocery shop owner, but he spends most of his time on bookkeeping and inventory management tasks.



Abdul Mia's accounting system is outdated and inefficient, which makes it difficult to track his finances.



Abdul Mia doesn't have a good system for managing his inventory, which can lead to stockouts and lost sales.



Abdul Mia has difficulty tracking his food costs, which can lead to higher prices for his customers.



Abdul Mia's new financial management solution automates his bookkeeping and inventory management tasks, helps him track his food costs, and generates reports that he can use to make informed business decisions.