NAME: BUSHRA

S.ID 63759

PROJECT PERSONAS

CRYPTOX

LUIS

Background knowledge

Lee is a university student who lives in Chicago with her parents and two brothers.

She is a hardworking student and she is currently working at some company as an intern.

She goes to university daily and she is also doing freelancing and earning money.

She wants to save some money but she is thinking for some professional way.

Skills:

She has excellent skills of Accounting.

Lee wants to save money for her studies.

She is currently doing freelancing so she wants to save maximum amount as she can.

She is currently serving her skills at some company.

Pain points:

Check for amount of money

Wants to explore new offers and get discounts

Exchange Currency

Goals:

Easily manage money

Can exchange currency

Can view new offers and discounts

MICHAEL

Background knowledge

Michael is a university student who lives in Africa with her parents and two sisters.

He is a hardworking accounts student and he is doing masters and he is an employee in accounts department at some company.

He wants to save money.

His family friend lives foreign country so he wants to send that money to him for support.

Skills:

He has excellent skills of Accounting.

He wants to save money for his studies, for his family.

He is currently doing masters and job so he wants to save maximum amount as he can.

Pain points:

Check for amount of money

Exchange Currency

Transfer Fund

Goals:

Easily manage money

Can transfer currency

Can exchange currency

JOHN CARRET

Background Knowledge:

John is a company's CEO. He likes to use new technologies and explore new means to save and invest money in mutual funds. He is an expert accountant and in his leisure time he explore new products and discounts.

Goal:

John wants to have an application where he can comfortably see account statements and can perform trade and also he can transfer funds. He wants to achieve the goal of having a secure means of trade by which he can make money and using discounts can facilitate his family.

Pain points:

As we know that john is a company's CEO, and he remains busy in developing his team all the time so because of that he is facing difficulty of managing his accounts of trade and bank

Feedback:

The redeem option in trade must contain some more methods of redemption.

Name: SWIZA

Gender: female

Marital status: single

Lives in: EUROPE

Occupation: Auditor

Background Knowledge:

Swiza is an active person who likes shopping and is foodie. She is an extravagant. She loves to learn new things in life. She is a great auditor and she have been serving from 13 years.

Goal:

She wants to have an application for the a purpose in which all the banking and trading activities should be present like funds transfer, paying bills, exchange currency, view accounts and can trade.

Moreover she wants new products and discounts.

Pain points:

As we know that she is fond of shopping so because of this she finds it very difficult to find variety and discounted products and also she doesn't have a platform where she can easily check that all.

Feedback:

The icons in the application are so large.

I cannot see the different currencies for exchange.

Name: Summit Mishra

Gender: Male

Lives in: Malaysia

Occupation: University lecturer and Chartered Accountant

Background Knowledge:

Summit is a university teacher. He lives in Malaysia with his family including his wife and children. He likes technology a lot. Over the summer, He received a new technology phone and want to enhance his mind with new technology by exploring trade type applications and want to make his students learn new.

Goal:

He wants to accomplish the goal of teaching by helping his students learn new technology. He also wants to achieve every transaction update activity in that application like trading, view accounts, manage accounts, can play with currency and deal with the funds transfer as well.

Pain points:

In Malaysia where he lives, banks and investment places are really far way it takes too long to reach there so he wants an electronic means by which he can perform transactions and can pay bill without wasting so much time.

Feedback:

There should be file download option for accounts statement

The colors used in the applications are so bright making it annoying.

Improvements:

We can add the download button on the bottom of the screen and after click on the download button, a file will be download, once done will pop up for download completed

We will use purple, grey and black color in the application.