

# Sri Lanka Institute of Information Technology

Visual Analytics and User Experience Design  
(IT4031)

## Assignment 01

Survey Questions with the Answers

2023-VAUED-2023\_A1\_G19




|                           |              |
|---------------------------|--------------|
| Sanjeewa J.M.I.P          | - IT20012342 |
| Karunaratna P.M.J.I       | - IT20235192 |
| Wijesooriya H.M.A.H       | - IT20186142 |
| Mudunkotuwa N.K           | - IT20024918 |
| Benthota Arachchi B.A.T.P | - IT20188054 |
| Chandrasena M.C           | - IT20183554 |
| Senadeera S.A.C.H         | - IT20038700 |
| Gunawardana G.B.P         | - IT20241414 |
| Weerasinghe T.R           | - IT20178840 |

## Contents

|                            |    |
|----------------------------|----|
| Personas – Age 18-25 ..... | 2  |
| Personas – Age 26-39 ..... | 8  |
| Personas – Age 40-49 ..... | 9  |
| Personas – Above 50 .....  | 11 |

## Personas – Age 18-25

**Kasun Perera**



AGE

18

EDUCATION

Advance Level G.C.E.

STATUS

Single

OCCUPATION

Student

LOCATION

Nugegoda

TECH LITERATE

Medium

“ Currently I'm looking for the best mobile banking app which can perform my banking purposes.

**Personality**

Thinking Judging

**Bio**

Kasun is a student who currently doing his G.C.E. Advanced Level Examination and he is looking for a mobile banking app which can do his banking needs.

**Core needs**

- Need to check his account balances.
- Need to make his educational payments.
- 

**Frustrations**

- Difficulty in navigation.
- Missing key features.
- Slow response time

**Brands**



**Payment medium**

  
Digital Payment

**Platform**

  
Mobile App

## Hansi Wanigasooriya



AGE 20  
EDUCATION Advance Level G.C.E.  
STATUS Single  
OCCUPATION Student  
LOCATION Malabe  
TECH LITERATE High

“ I am new to online banking and currently I'm searching for the best mobile banking app for my all needs.

### Personality

Extrovert Investigative

### Bio

Jenny is a student who currently finished her G.C.E. Advanced Level Examination and looking forward to continue her university education in the field of information technology.

### Core needs

- Need to check her account balance.
- Need to transfer money for her educational payments.
- Need to view details of the past transactions.

### Frustrations

- Difficulty in sharing the transfer receipts.
- Complexity of usage.
- Missing key features.

### Brands



### Payment medium



Digital Payment

### Platform



Mobile App

## Ranul Gunasinghe



AGE 24  
EDUCATION Undergraduate  
STATUS Single  
OCCUPATION Intern System support  
LOCATION Kottawa  
TECH LITERATE High

“ Using banking apps saves more time and also when we do a transaction we can receive credit and debit amounts through an email or message

### Personality

Thinker Clever

### Bio

He is an undergraduate and working as an intern system supporter. He has advanced IT knowledge. He usually works on time and likes to complete work neatly and cleanly. He is concerned about a healthy lifestyle and likes to spend time with his university friends. Also, he is really worried about the security system

### Core needs

- Need to have smooth in-app functionality
- Need to complete particular tasks quickly yet perfectly
- Need to have services from the mobile provider on fingerprints

### Frustrations

- Worry about Security concerns
- Worry about disconnection due to slow response and time out

### Brands



### Payment medium



Digital Payment

### Platform



Mobile App

## Mineth Perera



AGE 25  
EDUCATION Undergraduate  
STATUS Single  
OCCUPATION Associate Software Engineer  
LOCATION Kaluthara  
TECH LITERATE Advanced

“ banking apps offer a convenient, secure, and efficient way to manage your finances

### Personality

Organized Thinker

### Bio

He is an undergraduate and works as an associate software engineer. He has a busy lifestyle, so he tends to seek easy and accurate ways to do all his work. He has advanced IT knowledge. He does not like it when a task keeps acquiring a lot of time. He focuses on how his money is spent and keeps records.

### Core needs

- Need to make transactions via online easily
- Need to have a good and clear user history

### Frustrations

- Navigation throughout the application and slow response time consumes time.
- The transaction history is confusing and not recorded clearly

### Brands



### Payment medium



Digital Payment

### Platform



Mobile App

## Chathuri Fonseka



AGE 24  
EDUCATION Undergraduate  
STATUS Single  
OCCUPATION Intern System support  
LOCATION Kottawa  
TECH LITERATE High

“ Check my balances, transfer funds, pay bills, deposit checks, and more can be done using the application

### Personality

Socially active Ambitious

### Bio

She is a calm but socially active character. She does not have a techie personality but has an interest in learning new technologies. She is not a well-planned person and does not like to spend time when doing a task using mobile applications

### Core needs

- Need to be less time consuming
- Need to be user friendly
- Need to easily navigate through the application

### Frustrations

- Time consumption when doing transactions
- Not user friendly when navigating through the application

### Brands



### Payment medium



Digital Payment

### Platform



Mobile App

## Hasini Rodrigo



AGE 24  
EDUCATION Bsc in Marketing management  
STATUS Single  
OCCUPATION Marketing Executive  
LOCATION Ratnapura  
TECH LITERATE Medium

“ Banking apps let me manage finances anytime as a busy marketing executive . I can check balances, transfer funds, and pay bills.

### Personality

Extrovert Passionate

### Bio

Hasini is a skilled marketing executive lives in Rathnapura with experience in market research, social media management, and campaign development. In her free time, she enjoys exploring the outdoors, reading, and spending time with loved ones.

### Core needs

- Manage company marketing and track expenses.
- Monitor cash flow and ensure sufficient funds for campaign
- Send and receive money, such as making payments and transfers, and authorize financial transactions with customers

### Frustrations

- Confusing & Unclear interface, difficult to use
- Slow loading times or frequent app crashes.
- Difficulty finding specific transactions or data

### Brands



### Payment medium



Digital Payment

### Platform



Mobile App



## Personas – Age 26-39

### Dinesh Priyasad



AGE 32  
EDUCATION Masters in Computer Science  
STATUS Married  
OCCUPATION Data Analyst  
LOCATION Kandy  
TECH LITERATE Advanced

“ Using a banking app saves me time and effort compared to visiting a physical branch, and I can manage my finances more efficiently

#### Personality

Responsible Competitive

#### Bio

Dinesh currently lives in Kandy. He is a skilled data analyst who has a proven track record of uncovering insights that drive data-driven decision-making and is passionate about utilizing data to help businesses succeed.

#### Core needs

- Need to access their financial information quickly and easily, without the need to visit a bank branch.
- Need to pay vehicle and house loans easily.
- Need to manage the monthly and daily expenses properly.

#### Frustrations

- Complexity in understanding functionality of the banking apps.
- Crashes and loading delays in banking apps.
- Delay in OTP generation when performing online transactions.

#### Brands



#### Payment medium



Digital Payment


#### Platform



Mobile App

## Personas – Age 40-49

**Rasika Fernando**



AGE

40

EDUCATION

Graduated

STATUS

Married

OCCUPATION

Unemployed

LOCATION

Rathnapura

TECH LITERATE

Medium

“ Banking applications give details related to account balances and transaction history, manage my money and prevent overdrafts or other problems.

**Personality**

Open-mindedness Extrovert

**Bio**

Rasika Fernando is a 40-year-old individual who is currently unemployed. She graduated from University of Sri Jayawardenepura with a degree in Human Resource Management. Most of the time she likes to spend time at home and spent time with the family

**Core needs**

- Do the transactions without a delay and interruption
- Applications must be more user friendly
- Need to complete the needful things using few number of steps

**Frustrations**

- Poor responsiveness of the application
- Security Issues

**Brands**



**Payment medium**

  
Digital Payment

**Platform**

  
Mobile App

## Cecilia Abeysekera



|               |  |
|---------------|--|
| AGE           | 46   |
| EDUCATION     | Bachelor of Science (BS) in Textile Design |
| STATUS        | Married                                    |
| OCCUPATION    | Textile Designer                           |
| LOCATION      | Piliyandala                                |
| TECH LITERATE | Basic                                      |

“ Banking apps help me to manage my finances, including tracking income and expenses related to design work, paying bills, and budgeting for materials and equipment.

### Personality

Creative Adaptability

### Bio

Cecilia is a textile designer from Piliyandala, focuses on creativity and detail. Her designs must be practical, comfortable, and visually appealing. She stays up-to-date with trends, and loves experimenting with colors, textures, and materials to bring her creations to life.

### Core needs

- Need to perform scheduled payments for material suppliers.
- Need to perform urgent transactions without any delay from any place at any time.
- Need to generate financial reports of the company easily.

### Frustrations

- Difficulty navigating the app
- Limited understanding of terms and concepts used in the app
- Security measures like passwords and authentication

### Brands



### Payment medium



Digital Payment


### Platform



Mobile App

## Personas – Above 50

**Wasantha Kumar**



AGE

65

EDUCATION

STATUS

Married

OCCUPATION

Retired

LOCATION

Mirigama

TECH LITERATE

Low

**Bio**

I'm a retired police officer and I'm currently do farming in my garden. I need to sell my products and need to check the income via online banking.


**Core needs**

- Need to check my account balances.
- Check the past transactions.
- Need to contact customer support.


**Frustrations**

- Complex UI
- Difficulty in sharing past transaction slips.
- Technical issues.


**Brands**



**Payment medium**

  
Digital Payment

**Platform**

  
Mobile App

**Personality**

Extrovert

Investigative

**Quote**

“ I'm looking for the best banking app which can full-fill my all banking needs.

11

## Shirani Fernando



AGE 63  
EDUCATION  
STATUS Married  
OCCUPATION Retired  
LOCATION Rajagiriya  
TECH LITERATE High

“ I am new to online banking and currently I'm searching for the best mobile banking app for my all needs.

### Personality

Extrovert Investigative

### Bio

I'm a retired English Teacher and I'm currently do farming in my garden. I need to sell my products and need to check the income via online banking.

### Core needs

- Need to bill payments
- Need to make deposit
- Need to view details of the past transactions.

### Frustrations

- Poor User Experience
- Technical Issues
- Confusing an inconsistent user interface.

### Brands



### Payment medium



Digital Payment

### Platform



Mobile App

## Chaminda Perera



AGE 54  
EDUCATION Master of Business Administration  
STATUS Married  
OCCUPATION Businessman  
LOCATION Negombo  
TECH LITERATE Medium

“ Banking apps lets me manage my business finances on the go.

### Personality

Organized Courageous

### Bio

He currently lives in Negombo. He has Completed his masters in Business Administration and owns a business related to the construction industry. He is currently married and loves to spend his free time with his family.

### Core needs

- Need to transfer money related to his business transactions.
- Need to get real time information regarding his bank accounts.
- Need to have access to banking services from anywhere, at any time.

### Frustrations

- Slow response rate and app freezing.
- Getting blank screens while navigating in the app.
- Confusing an inconsistent user interface.

### Brands



### Payment medium



Digital Payment

### Platform



Mobile App