Sri Lanka Institute of Information Technology

Visual Analytics and User Experience Design (IT4031)

2025, Semester 2

Assignment 01 (User Flows & Personas)

GROUP ID: 2025_A1_G29

Group Members:

1. IT21279898 - Kulasekara M.P.G.G
2. IT21473525 - Abeywikrama W.N.V
3. IT21306518 – Jayasinghe J.I.B
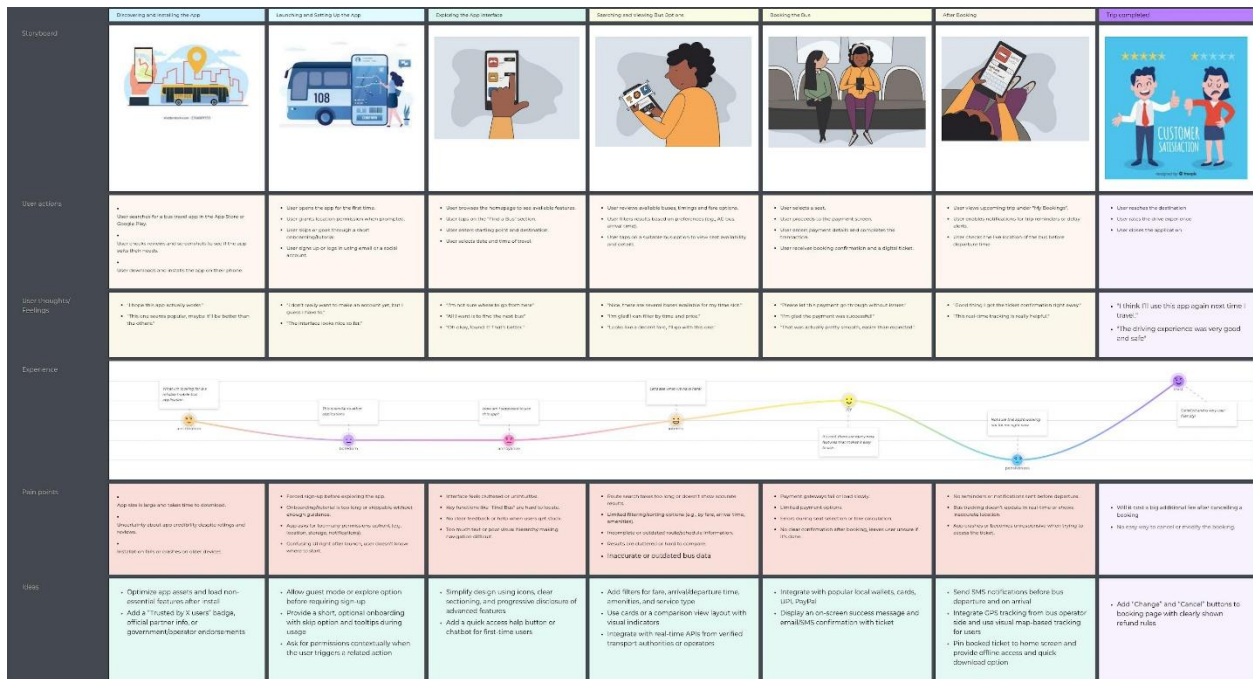4. It21224652 – Manathunga M.A.O.S

User Flows / Journey Map

User flows and journey maps illustrate how users interact with the **Bus Self-Care Application** from start to finish.

- **User Flows**: Step-by-step visual guides showing how users navigate the app to complete specific tasks such as searching routes, tracking buses in real-time, booking tickets, and enabling accessibility features. These flows ensure a logical, efficient path for completing key actions.
- **Journey Maps**: Broader visual narratives that map out the **entire user experience**, including emotions, touchpoints, and potential pain points throughout their interaction with the app. These help identify opportunities to improve usability and satisfaction
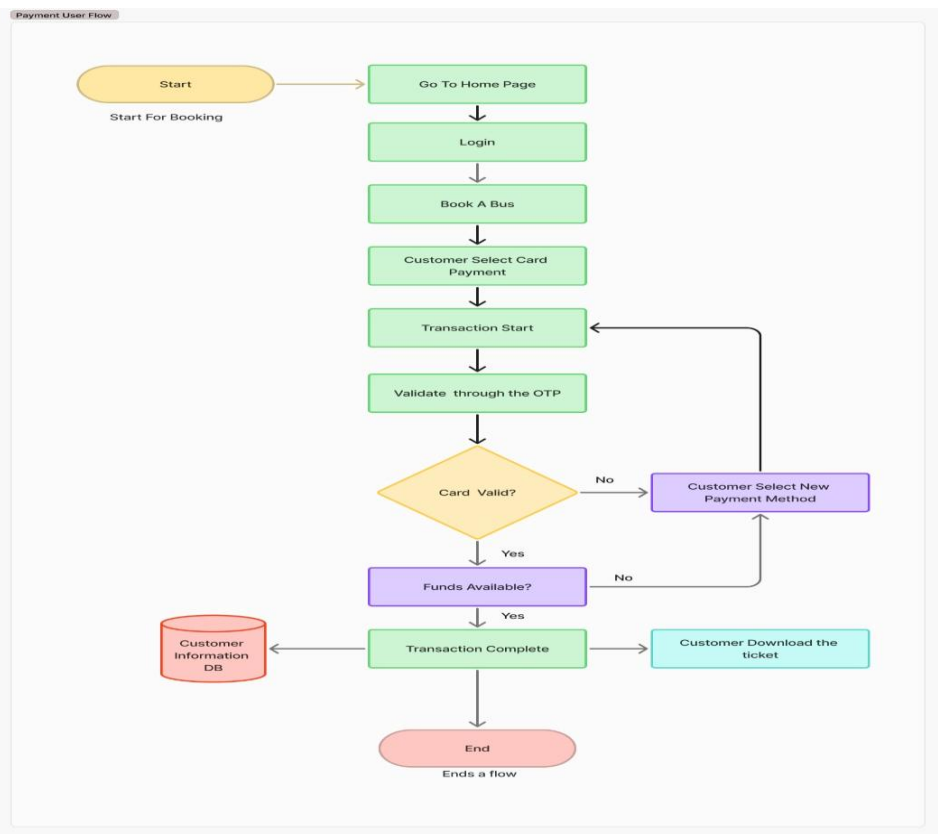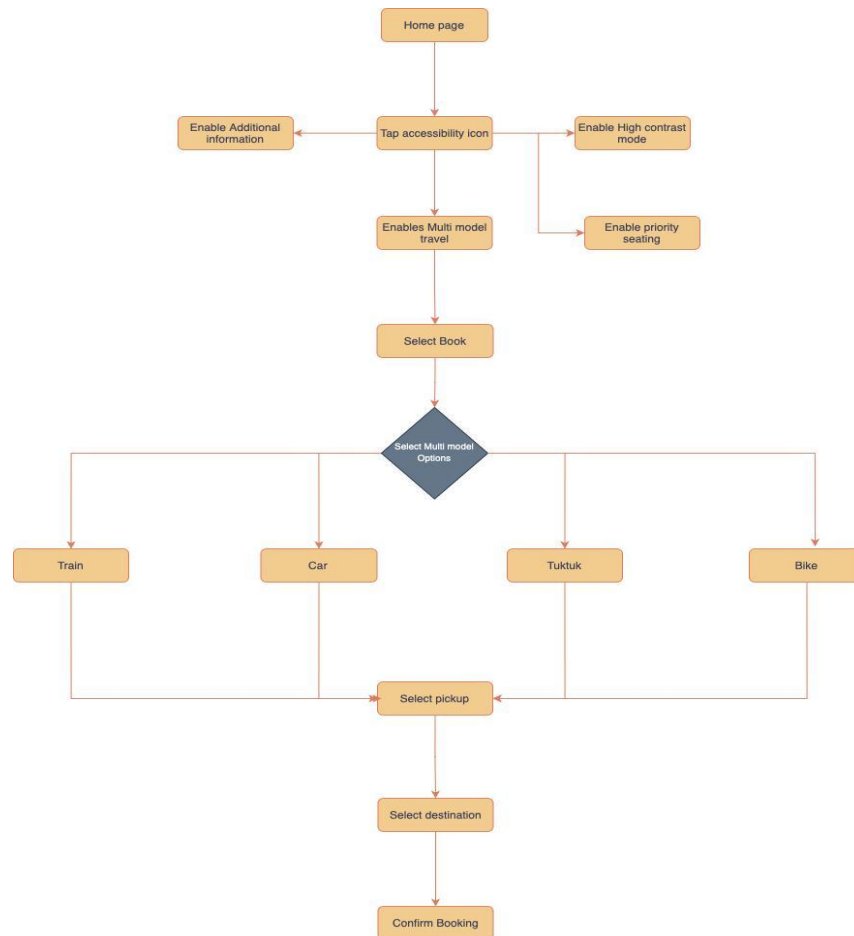
Journey Map

Stage	Awareness	Download	Setup	Booking	Payment	Tracking	Boarding	Feedback
Actions	Hears about the app from family	Asks grandson to install app	Opens app, selects Sinhala	Searches "Matara to Colombo"	Chooses "Cash on Bus" option	Checks real-time bus location	Shows QR ticket to conductor	Rates the app experience
Thoughts & Feelings	"Will this be easy for me to use?"	"I hope it doesn't take up too much space."	"Thank goodness it has Sinhala!"	"What if I pick the wrong date?"	"I don't like sharing card details online."	"Is the bus on time? How do I find it?"	"What if my phone battery dies?"	"This was easier than I expected!"
Pain Points	Doesn't trust new technology	Needs help with installation	Struggles with small text/icons	Confused by calendar pickers	Fear of digital payments	Missed buses due to poor notifications	No backup for digital tickets	Doesn't know how to report issues

User Flows

Payment Confirmation

Multi model travel user flow diagram
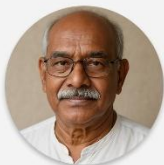
User Flow for Searching Bus Routes
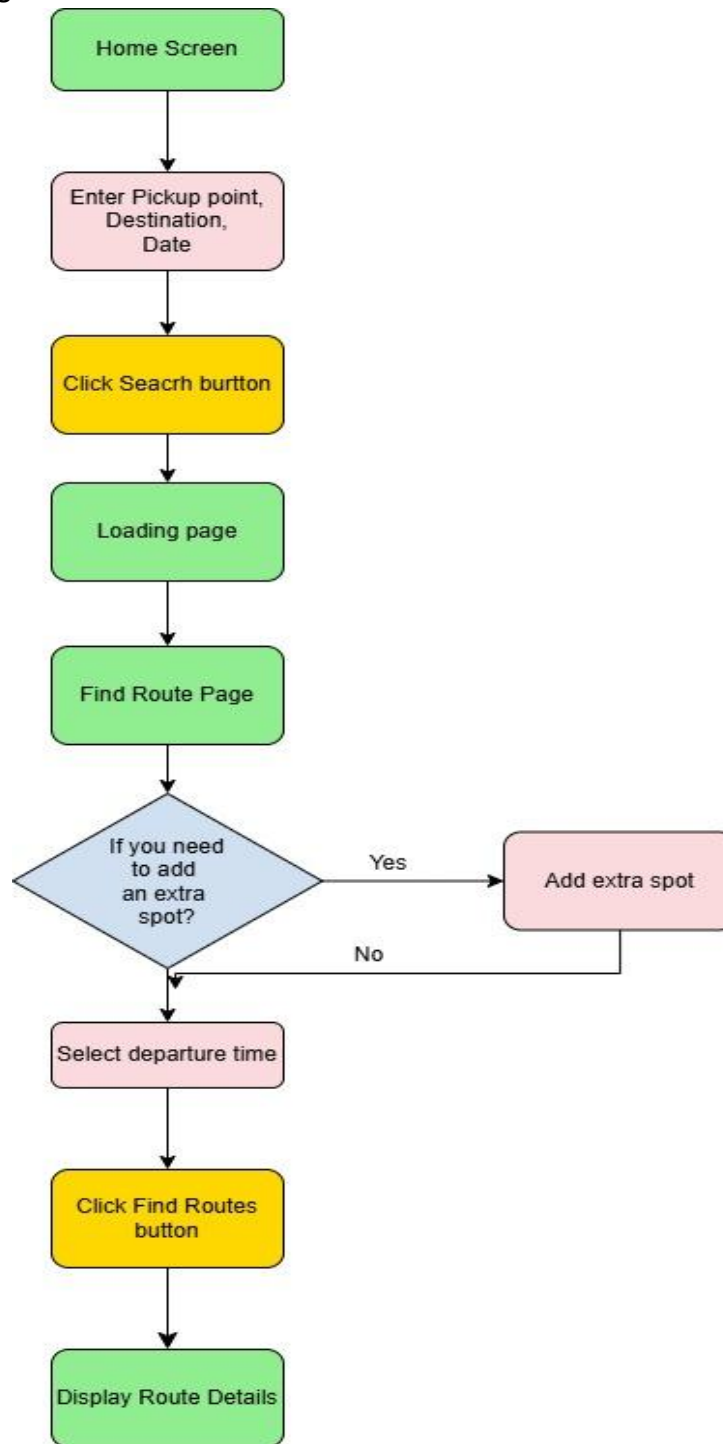
Personas

Personas are fictional representations of our key user segments, created based on research and survey data. They help us understand the **goals, behaviors, pain points, and needs** of different types of users who will interact with the Bus Self-Care Application.

By developing personas such as **Working Adults, University Student, Occasional Traveler, and Senior Citizen**, we ensure our design decisions are tailored to real user expectations. These personas guide the creation of user flows, accessibility features, and overall user experience strategies—making the app more inclusive, efficient, and user-friendly.

Senior Citizen

Mr. Somapala Perera

"I just want something simple, that tells me when and where my bus is."

AGE 68
JOB TITLE Retired Clerk
STATUS Marriage
LOCATION Matara, Sri Lanka
Digital Literacy Low

Empathetic   Family-oriented
Honest   Cautious

ABOUT

Mr. Somapala Perera is a retired government clerk living in Matara, Sri Lanka. He spent over 35 years serving the public sector and now enjoys a peaceful life, spending time with his grandchildren and traveling to Colombo for medical checkups. Though he's not tech-savvy, his children gifted him a smartphone so he can stay connected and be more independent. He mostly uses his phone to make calls, use WhatsApp, and watch the news on YouTube. He's eager to use apps that make life easier, especially when it comes to traveling.

GOALS

- Avoid long waits at the station or overcrowded buses
- Access a simple ticketing system without needing help
- Get real-time alerts on delays or cancellations

NEEDS

- A Sinhala-language interface with large fonts
- A simple seat booking system for long-distance travel
- Step-by-step voice instructions or visual cues

PAIN POINTS

- Feels overwhelmed by modern apps with too many buttons
- Can't understand English instructions or unfamiliar icons
- Often misses buses due to last-minute changes in schedule

University Student

Supul Wijesekara

"As a student, every journey is a lesson, on campus or on the road."

AGE 22
JOB TITLE University Student
LOCATION Colombo
DIGITAL LITERACY High

Tech-Savvy   Budget-conscious
Efficient   Independent

ABOUT

Supul Wijesekara is a 22 year old undergraduate student living in Colombo but frequently traveling back to his hometown during weekends and holidays. He relies heavily on public buses due to budget constraints and is tech-savvy, using various apps for food delivery, ride-hailing, and messaging. Time is critical for Supul, delays and overcrowded buses often affect his study and exam schedules. He looks for accurate real-time tracking, ability to reserve seats on long-distance buses, and a fast, secure payment process. Supul values speed, reliability, and mobile first convenience. He prefers apps with modern interfaces, night mode, and quick booking options. Push notifications for delays or ticket confirmations are essential for him to stay updated. As someone who often juggles studies and part-time work, he expects the app to work seamlessly on mobile data and offer features like saved routes and digital tickets.

GOALS

- Travel frequently between university and hometown for weekends or holidays,
- Reserve seats for long-distance buses in advance.
- Get real-time updates on delays, arrivals, or platform changes

NEEDS

- A modern, responsive interface optimized for smartphones
- Integration with mobile payment methods
- Notifications for trip changes or upcoming departures
- Integration with mobile payment methods

PAIN POINTS

- Dislikes apps with too many steps or pop-ups and annoyed when app lags or crash on mobile data
- Finds it hard to trust apps without proper ticket confirmation or refund process
- Disrupted plans due to lack of real-time updates or last-minute changes

Occasional Traveler

Ruwan Fernando

"Travelling is an escape – but I don't want stress before the journey."

ABOUT

Ruwan Fernando is a 41-year-old freelance photographer from Negombo who travels by bus a few times a month for client shoots, family visits, or short vacations. He's tech-savvy but values convenience and speed. Ruwan often books last-minute tickets, so he needs quick access to route and seat availability. Although he uses apps like PickMe and Google Maps regularly, he avoids apps that are slow or cluttered. He's open to trying new travel apps as long as they help him get things done without too many steps.

GOALS

- Quickly find available buses when traveling suddenly
- Easily compare prices and bus types
- Book and pay without hassle, especially on mobile

NEEDS

- Fast-loading app with real-time data
- Visual seat maps and price comparisons
- Integration with payment apps like Frimi or mobile wallets
- Optional travel reminders and route alerts

PAIN POINTS

- Hates unnecessary steps or multiple logins
- Gets annoyed by outdated route info
- Doesn't trust apps with too many ads or poor reviews

AGE	41
JOB TITLE	Freelance Photographer
LOCATION	Negombo
DIGITAL LITERACY	High

Spontaneous Independent
Tech-Savvy Visual Thinker

Working Adults

Nirmala Perera

"As a teacher, I believe learning never stops"

ABOUT

Nirmala Perera is a 56-year-old school teacher from a rural area who uses public buses only occasionally for family visits or official duties. She owns a smartphone and uses basic apps like WhatsApp but finds most travel apps confusing. Nirmala prefers simple interfaces, local language support, and clear instructions. Poor internet in her area adds to the challenge of using digital services. She values punctuality, safety, and the ability to know bus timings in advance. Booking tickets online feels overwhelming, especially with too many payment steps. She is open to trying new apps if they are easy to use and trustworthy. For her, convenience and clarity matter most.

GOALS

- Travel occasionally for family events or official duties
- Know if the bus is delayed or canceled in advance
- Book bus tickets with minimal hassle

NEEDS

- A simple, intuitive interface
- Ability to check seat availability before traveling to town
- Offline or low-data mode for rural connectivity
- Prefers voice-based help,and large text

PAIN POINTS

- Finds bus apps overly complicated
- Confused by too many steps in booking and payment
- Poor internet in rural areas affects access

AGE	56
JOB TITLE	School Teacher
LOCATION	Monaragala
DIGITAL LITERACY	Moderate

CARING EMPATHETIC
CURIOUS TRADITIONAL