Sri Lanka Institute of Information Technology

Visual Analytics and User Experience Design (IT4031)

2025, Semester 2

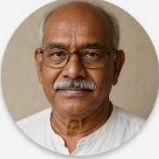Assignment 01 (Personas)

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

Personas

Senior Citizen

Mr. Somapala Perera

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.

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

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

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

`Empathetic` `Family-oriented` `Honest` `Cautious`

University Student

Supul Wijesekara

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.

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

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

AGE	22
JOB TITLE	University Student
LOCATION	Colombo
DIGITAL LITERACY	High

`Tech-Savvy` `Budget-conscious` `Efficient` `Independent`

Occasional Traveler

Ruwan Fernando

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.

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

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

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.

"As a teacher, I believe learning never stops"

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`