2.3 User Research Analysis

Munira Hassan

Interviewee 1

Sarah Khan
24
Software Engineer
Single

Needs/Goals
Needs a better app can meet all of her financial needs

Needs/Goals
Needs to track history of transaction

Needs/Goals
Wants a reminder to check the transaction and statements monthly

Needs/Goals
Wants fruad detection reminder

Behaviours/ Attitudes
Prefers ApplePay to check out at physical stores

Behaviours/ Attitudes
Shops a lot online on

Behaviours/ Attitudes
Does grocery shopping at physical stores

Behaviours/ Attitudes
I don't really view the amount of features on online banking services

Behaviours/ Attitudes
Read reviews to ensure my security when shopping online

Frustrations
Disadvantage of e-wallet apps are that they aren't worldwide or universal

Interviewee 2

Adin Mathew
36
Digital Marketing
Married

Needs/Goals
Wants to be able to use one app for everything, budgeting, tracking investments.

Needs/Goals
Needs an all in one app that can show places to give charity

Needs/Goals
Wants a tutorial on all the features in the app when its first downloaded

Behaviours/ Attitudes
Uses E-wallet app several times per day

Behaviour/ Attitudes
Uses credit card to check out through online shopping

Behaviour/ Attitudes
Uses Mint to manage bank accounts and track all the expenses

Frustrations

Hassle to put in card information

Frustrations
frustrated with not being able to know differently places to invest in instantly

Interviewee 3

Farah Cruz
31
Entrepreneur
Divorced

Needs/Goals
An application that shows where u spend most of your money

Needs/Goals
A better app to navigate the main functions

Needs/Goal
Is an e-commerce entrepreneur needs a secure reliable financial institution to conduct business with.

Behaviours/ Attitudes
Pays tuition online

Behaviours/ Attitudes makes online payments and tranaction for business

Frustrations
scared of security risks for larger transactions

Frustration Feels frustrated that

Affinity Map

Needs/Goals
Needs a better app can meet all of her financial needs

Needs/Goals
Needs to track history of transaction

Needs/Goals
Wants a reminder to check the transaction and statements monthly

Needs/Goals
Wants fruad detection reminder

Needs/Goals
Wants a tutorial on all the features in the app when its first downloaded

Needs/Goals
Wants to be able to use one app for everything, budgeting, tracking investments.

Needs/Goals
Needs an all in one app that can show places to give charity

Needs/Goals
An application that shows where u spend most of your money

Needs/Goals
A better app to navigate the main functions

Behaviours/ Attitudes
Prefers ApplePay to check out at physical stores

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Behaviours/ Attitudes
Read reviews to ensure my security when shopping online

Behaviours/ Attitudes
Uses E-wallet app several times per day

Behaviour/ Attitudes
Uses credit card to check out through online shopping

Behaviour/ Attitudes
Uses Mint to manage bank accounts and track all the expenses

Behaviours/ Attitudes
Pays tuition online

Behaviours/ Attitudes
makes online payments and tranaction for business

Frustrations
Disadvantage of e-wallet apps are that they aren't worldwide or universal

Frustrations
Hassle to put in card information

Frustrations
frustrated with not being able to know differently places to invest in instantly

Frustrations
scared of security risks for larger transactions

Frustration
Feels frustrated that

Insights

- Users want to save time on daily basis, wants an app that does it all have basic financial app needs such as a transfer/accept/save money.It is important to make them easy to access, visible and intuitive
- Security is a top priority for all my interviewees wants fraud alerts, login to new devices, and feel secure to make large payments and transfer money.

- It is important for users to have a wide international scope of stock markets and charities to track and research to know where to invest and where not it invest. (updates should be given on its fluctuation)
- Simple and easy and intuitive design for users to know exactly what the app has to offer. (onboarding navigation when users first sign up)