



## **SRI LANKA INSTITUTE OF INFORMATION TECHNOLOGY**

Visual Analytics and User Experience Design (IT4031)

Assignment 1 – 2023, Semester 1

GROUP ID: *2023\_A1\_G04*

**User Personas**

## Sophia Stevenson



AGE 26  
EDUCATION Bachelor's Degree in Psychology  
STATUS Single  
OCCUPATION Teacher  
LOCATION New Jersey  
TECH LITERATE Moderate

“ I like to keep my finances organized and easily accessible. I mainly use online banking to check my balance and make transactions.

### Personality

Friendly Organized

### Bio

She currently lives in New Jersey. She has a Bachelor's Degree in Psychology and is a teacher. She enjoys spending time with her family and going for walks in the park.

### Core needs

- Easy access to her account details, like account balance and transaction history.
- Flexibility to make deposits and withdrawals as and when required.
- The ability to set up automatic savings transfers.

### Frustrations

- Unclear information about interest rates and account benefits.
- Difficulty accessing information about her account balances and transactions in a timely and convenient manner.
- Limited availability of online or mobile banking features.

### Brands



### Payment medium



### Platform



## Hema Gunasekara



AGE 71  
EDUCATION Diploma in Teaching  
STATUS Married  
OCCUPATION None  
LOCATION Colombo  
TECH LITERATE Moderate

“ I am moderately used to online services and I sometimes do online banking using Sampath bank app.

### Personality

Introvert Reader

### Bio

She currently lives in Colombo with her only son's family. She is a retired teacher. She likes to read and go to temple every poya days.

### Core needs

- Need to pay for her own medication and living fees.
- View all her payments and savings in an overview.
- The quality of the service is very important.

### Frustrations

- Complicated login procedures.
- Small texts and buttons on the user interfaces.
- Sometimes having complex navigations.

### Brands



### Payment medium



### Platform



## Todd Ellison



AGE 32  
EDUCATION Bachelor's Degree in Accounting  
STATUS Married  
OCCUPATION Accountant  
LOCATION London  
TECH LITERATE High

“ I prefer a simple and intuitive banking experience that helps me manage my finances efficiently.”

### Personality

Detail-oriented Extrovert

### Bio

Todd is an accountant who lives in London. He has a Bachelor's Degree in Accounting and has been working for a reputed accounting firm for 6 years. He is a busy professional who values his time with his family and prioritizes his work-life balance.

### Core needs

- Reliable and secure account that allows him to deposit money at regular intervals.
- Track deposits, interest earnings, and the maturity date of the account.
- Competitive interest rates.

### Frustrations

- Confusing online banking interfaces that make it difficult to find what he needs.
- Frequent service disruptions or technical glitches in the bank's online system.
- Hidden fees or charges that are not clearly communicated.

### Brands

facebook Microsoft ROLEX

### Payment medium

Cheque Digital Payment

### Platform

Website Mobile App

## Adam Felder



AGE 15  
EDUCATION High School  
STATUS Single  
LOCATION Sydney  
HOBBIES Playing soccer, Watching movies

“ I love the benefits that my account gives me as a student.”

### Personality

Organized Empathetic

### Bio

Alex is a high school student who recently opened a bank account with his parents. He is interested in learning how to manage his money and save for future goals, such as buying a car when he turns 18.

### Core needs

- Save money for his future goals, such as buying a car or going to college.
- To reach the thresholds for the benefits attached to his account, such as free school equipment and gifts on Children's Day.
- To learn more about financial management and develop good money habits.

### Frustrations

- Frustrated that he cannot withdraw money from his account until he turns 18.
- Some of the financial terms used in the app confusing and would appreciate more guidance on how to use the app effectively.

### Brands

facebook Youtube Instagram

### Payment medium

Digital Payment

### Platform

Mobile App

## Kalindu Perera



AGE 25  
EDUCATION Degree in Business and Accounting  
STATUS Married  
OCCUPATION Businessman  
LOCATION Gampaha  
TECH LITERATE High

“ I like to the transactions online and I usually do my online transations using BOC online Banking

### Personality

Extrovert Problem Solver

### Bio

He currently lives in Gampaha. He has finished his Degree in Business and Accounting and has started to support his father in running the family business about a year ago. He is married and likes to go on family trips in long holidays.

### Core needs

- Need to do business transactions easily, smoothly and quickly.
- View all his transactions in an overview.
- Security of the transactions are very important.

### Frustrations

- Lack of responsiveness such as slow loading times and unresponsive elements in UI.
- Limited customization of the interfaces and features.
- Security concerns.

### Brands



### Payment medium



### Platform



## Lennox Carter



AGE 27  
EDUCATION Bachelor in IT  
STATUS Single  
OCCUPATION Software Engineer  
LOCATION San Francisco  
TECH LITERATE High

“ I want to make the best mobile banking app.

### Personality

Mastermind Supervisor  
Performer

### Bio

He enjoys staying up to date with the latest technology trends, attending hackathons and coding competitions, and tinkering with electronics in his spare time. He is also an avid cyclist and enjoys exploring the outdoors on weekends.

### Core needs

- Verify the app's security mechanisms are effective enough to safeguard users' sensitive financial information.
- customer-friendly interface that simplifies banking for them.
- needs to provide responsive and effective customer service to help customers.

### Frustrations

- Security breaches or data leaks that may compromise customer's financial data.
- Limited resources that may prevent him from making necessary updates or improvements to the app.

### Brands



### Payment medium



### Platform



## Paliitha Devapriya



AGE 43  
EDUCATION Masters in Business  
STATUS Married  
OCCUPATION CEO  
LOCATION Colombo  
TECH LITERATE Moderate

“ I utilize mobile banking apps to handle my funds conveniently and on-the-go.

### Personality

Adventurous Confident  
Innovative Goal-oriented

### Bio

He is a adventurous and ambitious risk-taker who inspires his team to strive for excellence. He stays active playing sports and working out, and is a confident and charismatic leader.

### Core needs

- Make his financial transactions convenient and hassle-free.
- He requires trustworthy and secure mobile banking software.
- Needs mobile banking apps with customization features to meet his unique financial needs.

### Frustrations

- Unseen costs that weren't explicitly revealed.
- App does not integrate well with other apps or services
- Limited funding.

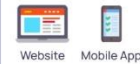
### Brands



### Payment medium



### Platform



## Ann Jane



AGE 32  
OCCUPATION Marketing Manager  
STATUS Single  
LOCATION New York City

“ I need a better app to manage my finances

### Personality

Extrovert Reader

### Bio

Ann is a successful marketing manager at a leading advertising agency in New York City. She's a busy professional who is always on the go, with a demanding work schedule that keeps her occupied throughout the day. She values her time and is always looking for ways to simplify her life and make things more convenient.

### Core needs

- Looking for a safe and reliable way to grow her money while maintaining easy access to her funds.
- She wants to be able to manage her fixed deposit account easily and conveniently, without having to make frequent trips to the bank or spend a lot of time on paperwork.

### Frustrations

- The app takes too long to load or responds slowly to her inputs
- Experiences technical glitches, such as crashing or freezing

### Brands



### Payment medium



### Platform





## Skungo Gxididi



AGE 34  
EDUCATION Masters in Human Resources  
STATUS Married  
OCCUPATION Customer Support Manager  
LOCATION Colombo  
TECH LITERATE High

“ I am used to manage my time for work and as well as my family life. I am enjoying it.

### Personality

Extrovert Energetic

### Bio

He currently lives in Colombo. He finished his master in human resources and has been appointed for Customer Support Manager. He is married and like to go out with friends.

### Core needs

- Address all customer tickets as soon as possible.
- Daily updating online and remote banking options.
- Issue certificate of deposit.

### Frustrations

- Ticket resolving is highly time consuming.
- Logging calls regularly.
- Not much choice and comparison not available.

### Brands



### Payment medium



Digital Payment

### Platform



Mobile App

## Ness Bandara



AGE 25  
EDUCATION Bachelors in Business  
STATUS Single  
OCCUPATION Entrepreneur  
LOCATION Colombo  
TECH LITERATE High

“ I like to travel around the world. And my passion is in business area.

### Personality

Dedicated Daring

### Bio

She is an entrepreneur. She has build two start up companies and needs to handle her investments accurately. Currently she is reading her masters in economics.

### Core needs

- Higher interest Rate.
- Mobile Banking Facility.
- Real-time access.

### Frustrations

- Concerned about fraud and security issues.
- Technical issues such as slow loading times or unexpected crashes.
- Limited Functionality.

### Brands



### Payment medium



Cash/Cheque



Digital Payment

### Platform



Website