Understanding UX while developing an application.

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Personas need to be created to create pain points, by observing lifestyles, demographics, personal details and objectives. From this information we are able to create a wire map to enhance the wish list created by the personas. After final drafts are agreed on a high-fidelity plan is put together so that the software programmers have a roadmap that they can now work on to develop the new better and easier functioning application.

Example: Designer Mark Souter

Persona 1.

Name: Bernie Els
Occupation: Professional Golfer and Clothes brand owner
Age: 50
Lives in Wellington
Has to take care of his Family
Is in the upper income bracket through sponsors and his clothing brand

Needs:
Bernie is a busy person, so, he needs to be able to make payments on-the-go and have access to most banking services and he doesn't like wasting his time because time is money for him. He also owns a clothing line and he needs to do keep his business and personal banking accounts separate. He wants to use both of them easily and switch between them with no effort.

Pain Points:
Bernie is not happy with the current app as it takes to many actions and time to swap between his private account and business account.

Behavioural Pattern:
Bernie spends most of his day outside on the golf course and in meetings, he spends a large amount of time on his phone as he uses this as his business tool.

Persona 2.

Name: Robert Downey Senior
Occupation: Retired
Age: 72
Lives in Fox Glacier
Has 2 sons in Auckland and lives with his wife.
Is in lower income bracket.

Needs:
Robert uses his banking app mostly to see if his pension is in and money from his sons who contribute to him on a bi-weekly bases. Robert does not use the other banking facilities as he prefers to go into town to pay his bills with his bank card as it gives him something to do in the day.

Pain Points:

Fox glacier has bad cell signal so Robert battles with loading of his current app as there are to many things to load and most of the times it won't load and times out.

Behavioural Pattern:

Robert is technically challenged so his usability of the app is limited, if it is something complicated to do like send money to grandchildren Robert has to go to the bank and ask them to help. He does have hand me down iPhones from his sons.

Persona 3.

Name: Kylie Minoguegamy
Occupation: Live music entertainer at pubs and restaurants
Age: 51
Lives in Auckland
Married with a daughter
Is in middle income bracket.

Needs:

Kylie loves using her phone for everything, she knows and understands technology and is able to learn an app in a short amount of time. All her banking is done on her phone as she is always on the go. She never goes onto a computer and never goes into a bank. She does all her purchases and payments with her banking app on her phone.

Pain Points:

Kylie is a girl at heart and hates the bland look of the bank app, she hates the colours as they are boring.

Behavioural Pattern:

Kylie loves pink, purple and baby blue. If Kylie likes the colour of an app or if she is able to change the skins of the app, she is very happy.

High-fidelity prototype of the mobile application pages

App Icon

LOADING

Wellington Private Bank

All other Account Buttons on all individual accounts to switch accounts easier and faster.

Wellington Private Bank

Log in | Apply now | Messages

Change Skin

Wellington Private Bank

ENTER SECURITY PIN

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
*	0 +	#

Accounts

Private
$1 235.33
Balance

Business
$12 235.33
Balance

Menu

Menu
Home
Payments
Transfer
Google pay
Payees
Manage Cards
Find a branch
Apply and open
Forex

Private

Private

Pending
Countdown   36.58
New World   47.23

History
BP   -50.00
Unichem   -19.21
PnS   -235.50
Qantas   -2312.51
Hitch   -60.00
Tornado   -88.00
Payment GCB 1200.00

Business

Business

Pending
Countdown   36.58
New World   47.23

History
BP   -50.00
Unichem   -19.21
PnS   -235.50
Qantas   -2312.51
Hitch   -60.00
Tornado   -88.00
Payment GCB 1200.00

Private

Business

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History
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Tornado   -88.00
Payment GCB 1200.00

Graphics minimised for faster loading and slow internet connections

Color changer to for user preference

Wellington Private Bank

Log in | Apply now | Messages

Choose Color

Wellington Private Bank

Log in | Apply now | Messages

Change Skin

Wellington Private Bank

ENTER SECURITY PIN

1	2	3
4	5	6
7	8	9
	0	

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