

2.4: User Personas For "Usyra"



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Jahid

#FreelanceHustler
#SecurePaymentsOnly
#AlwaysOnTheGo
#TrustInTech

About

Freelancer Jahid, 26, thrives in remote work's quick pace. Freelancing gives him independence, but managing several clients and tasks is stressful. Financial tools help Jahid track his revenue, streamline his transactions, and communicate with clients. Jahid wants a secure, reliable financial software that can handle his busy lifestyle.

Behaviors

Daily financial app tracking of customer payments and costs.
Uses mobile apps for small transactions, web app for detailed financial assessments.

Goals/Needs

Transaction tracking notifications in real time.
Biometric authentication and encryption protect payments.
Clear fees for financial management.
Fast and easy onboarding for setup.

Everyday Activities

Manage payments and costs.
Fast transfers with banking web apps.
Tracking transactions in real-time.

Motivations

Efficient transactions.
Customizable notifications.
Reliability.

Frustrations

Complicated onboarding.
Distrusts insecure or unclear web apps.

Device & Internet Usage

Real-time notifications on mobile and desktop.Tech-Savvy

"I want to simplify my financial affairs so I can build my freelance business."

"Security, transparency, and easy payment management would be excellent in a financial web app."

AGE	26
JOB	Freelancer
STATUS	Not Married
PRONOUNS	He/Him
TECH PROFICIENCY	Advanced
LOCATION	NYC, Brooklyn

#SmallBizBoss
 #CrossPlatformPro
 #GlobalTrader
 #RealTimeUpdates

Delower

About

Small business owner Delower, 34, handles payroll, vendor payments, and costs for his growing company. He likes efficiency but suffers with device compatibility. Financial tools streamline his business operations and ensure smooth customer and supplier interactions. Delower requires a transparent, cross-platform, and real-time financial web app for his business.

Behaviors

Uses financial apps for payroll and business expenses.
 Mobile and desktop features should be consistent.

Goals/Needs

Complete cross-platform support.
 Bill-splitting and exchange rate updated live.
 Reportable transaction history.
 Secure transactions and transparent fees.

Everyday Activities

Payroll and vendor management.
 Fast financial transactions via web apps.
 Reviewing transaction history for reports.

Motivations

One-stop solution.
 Trust-building.
 Security.

Frustrations

Varying performance.
 Design inconsistencies.
 Hidden fees.

Device & Internet Usage

Real-time notifications.
 mobile and web app.
 Moderate tech proficiency.

"I need a reliable financial app & web to streamline my business transactions and grow my company."

"I need consistency, transparency, and easy functionality to manage my business funds."

AGE	34
JOB	Business Owner
STATUS	Married
PRONOUNS	He/Him
TECH PROFICIENCY	Moderate
LOCATION	NYC, Brooklyn

Client Email Draft

Subject: Presentation of Personas for "Usyra"

Dear Client,

I am delighted to present the personas that were created as a result of our user research for "Usyra". Ensuring that our product is in accordance with user expectations, these personas encapsulate the requirements, challenges, and motivations of our primary audience groups.

Process Overview -

- 1. Alignment with Research** - The personas are developed using data collected from surveys and interviews with users who represent a variety of demographics and use cases.
- 2. Align with Product Requirements** - The demand for security, seamless registration, real-time notifications, and cross-platform compatibility is directly aligned with "Usyra's" objectives in both personas.

Personas -

- 1. Jahid (Freelancer, 26)** - A tech-savvy professional seeking speed, security, and fee transparency for daily financial transactions.
- 2. Delower (Small Business Owner, 34)** - A moderate user who needs cross-platform and business capabilities like bill-splitting and transaction history.

These personas provide actionable insights for shaping Usyra's features and design, ensuring we meet user expectations effectively.

Please find the personas attached in PDF format. I look forward to your feedback and suggestions!

Best regards,
Md Mahadi Hassan Rabbi