SEPA XML GENERATOR

PROJECT: SEPA XML GENERATOR

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	Name: Edward Collins
	Job / Role / Student of : Company Founder
	Quote (likely to say: Secure, Easy to use and Accessible (always available)

Background	**Values (their priorities)**
Age: 35	Family: Important
Status : Married	Time: Very Important
Education : Third Level	Money: Important
Location : Dublin	Success: Extremely Important
Income : 85K	Other: Business Growth

Tech Skills	**Likes / Dislikes**	**Motivations & Influences**
Usage 30% Infrequent————————————frequent **Skill Level** 60% novice————————————expert **Professional** 50% un-experienced————————experienced	Efficiency, Getting Things Done, Getting Payments and Sales. **Dislikes:** Problems, overpromises and costs.	How can I get paid regularly, on time and get more customers on direct debit payments? So, I can manage cash flow better and meet outgoings.

Goals

What is their goal? What job(s) do they want or need to get done?

Add new customers quickly, confirm the debit amounts and generate the sepa xml file. Push these transactions into the company accounts software. No mistakes.

Pains (problem)	**Gains (benefit)**
What current pain (problem) do they experience? How secure is this? Is this a reputable company? Are my customers banking details secure? And mine? I can't remember how to use this again, how do I add a customer again?	**What would be a great outcome / success for them?** Increased Security Settings More Instructional User Flow – Steps to Add a user Quick User Video Links
What consequences are caused by this ? Fear regarding sensitive data Lack of Trust Frustration Buy an Alternative Solution	**How might they measure success?** Better User Experience Time it takes to Add a New Customer Extra Security Features

Change!

What do they need to do differently?

A bit of double entry with the Customers which is a little annoying could be removed, but a quick refresher video would be also be handy, as I only use the system once a month.