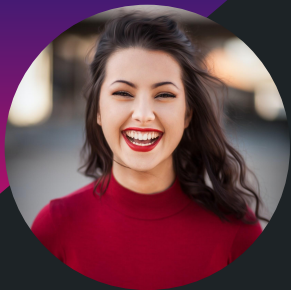


SERENA

Task Analysis & User Flow



PlutoPay



SERENA, 29

The Social Butterfly

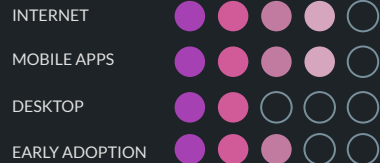
Chicago, IL

Single

Corporate Event Planner

1 of 3 adopted children

Technology



Objective

Split Bill with Friends

User Story

As the “organized and responsible one” in my group of friends, **I want to** split a restaurant bill amongst my friends by using Pluto Pay **so that** I’m able to corral everyone to reimburse me for the full bill I paid for everyone’s convenience and **so that** I am only responsible for my sole portion of the bill.

Information Gathering

What is it that’s prompted my persona to begin the task?

The restaurant does not split bill 6-ways. For ease, she used her card to pay for the entirety and her friends in return will pay her back.

What will tell the persona that their task is finished?

If all her friends have paid her back with the right amount they are each responsible for.

What information does the persona already know about the process?

She knows that this will send a text or an email to her friends asking them to pay her a certain amount. She knows that certain people are already saved on the app because she does this often with her friends.

What additional information does the persona need to know to complete the task?

She would need her friends’ phone numbers or emails associated to their accounts if she hasn’t sent or requested money from that person already.

What tools will the persona need to complete the task?

Phone

Entry Point

Open app or and go to Split Bill

Success Criteria

Everyone pays her back what she’s owed.

Task Flow

1. Open app
2. Login manually with email and password or via Face ID or other biometric dictated by user’s device
3. From the homepage dashboard, navigate to and select *Request*
4. Navigate and select *Split Bill*
5. Enter/select contacts
6. Input total bill amount
7. Select *Split Equally*
8. Confirm details on the summary page
9. Press *Submit* to send requests.

