

Thinks



What are their wants,needs,hopes,and dreams?
What other thoughts might influence their behavior?

Need
Minimum
Human
Interaction

Better
Security
Measures

Interest Rate,
Repayment
period,and fees,vary
depending on the
lender and the type
of loan

Personal loans,
Mortgage,Auto
Loans,Student
Loans,Business Loans,and
many more.They are
offered by Banks,
Certificate Unions,and
other Financial Institutions,
and the terms of the loan



Banker

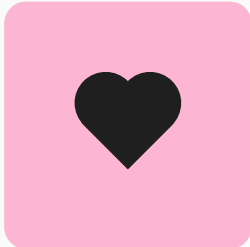
Expected a
reliable
software
solution for
loan approval

Final approval
will be only by a
human
being(Manager)

Property
documents and
Salary Certificate
has been
seriously viewed

Verify
Scanned
documents
manuna

Does



What are their fears, frustrations,and anxieties?
What other feelings might Influnce their behavior?

Says



What behavior have we observed?
What can we imagine them doing?