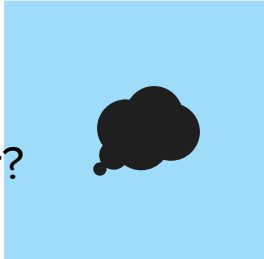




Says

What have we heard them says?
What can we imagine them saying



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

Personal loans.
Mortgages,Auto loans,
Student loans, Business
Loans and many
More.they are offered
by Banks, credit unions,
and other financial
Institutions,and the
terms of the loan

Interest Rate ,
Repayment
Period,and fees,
Vary depending
On the lender and
he type of loan

Better
Security
Measures

Need
Minimum
Human
Interaction

Banker

Verify
Scanned
document
Manua

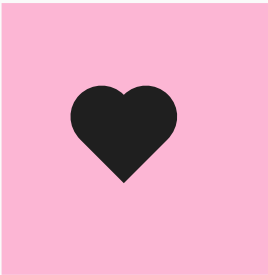
Property
documents and
Salary certificate
has been
Seriously viewed

Final approval
Will be
Only by a
human
Being (manger)

Expected a
eliable
Software
Solution for
Loan approval



Dose
What behaviour have we observed?
What can we imagine them doing?



Feels
What are fears frustrations,and anxieties?
What other feelings might influence their behaviour ?