



Says
What have we heard them say?
What can we imagine them saying?



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

Personal loan,mortgage,auto loan,student,loan,bussiness,loan and many more. They are offering by bank,credit unions and other financial institutions the term of the loan

Internet rale repayment period and fees vary depending on the lender and they type of loan

Need minimum human interaction

Better security measures.

BANKER

Verify scanned document manually

Property document and salary certificate has been seriously viewer

Expected a reliable software solutions for loan approval.

Final approval will be done only by a human being (manger)



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



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