



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Reduces man power and increase machines
- Solution should be available 24/7
- User Friendly

- Secure
- Takes less time

What do they HEAR?

what friends say
what boss say
what influencers say

- The loan approval status provided in short time
- Status of loan will be shared

What do they SEE?

environment
friends
what the market offers

- Details of approval or rejection of loans
- Credit scores
- Statistical details

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Get loan without going to bank
- Approve a loan in easy way

- Technology to reduce expenses of bank
- Need money immediately

PAIN

fears
frustrations
obstacles

- Cost of EMI every month
- More time taken to approve loans
- Documents needed

GAIN

"wants" / needs
measures of success
obstacles

- Can satisfy financial needs
- Feels relief after the loan is sanctioned
- Concentrate on other aspects of life after the loan sanctioned