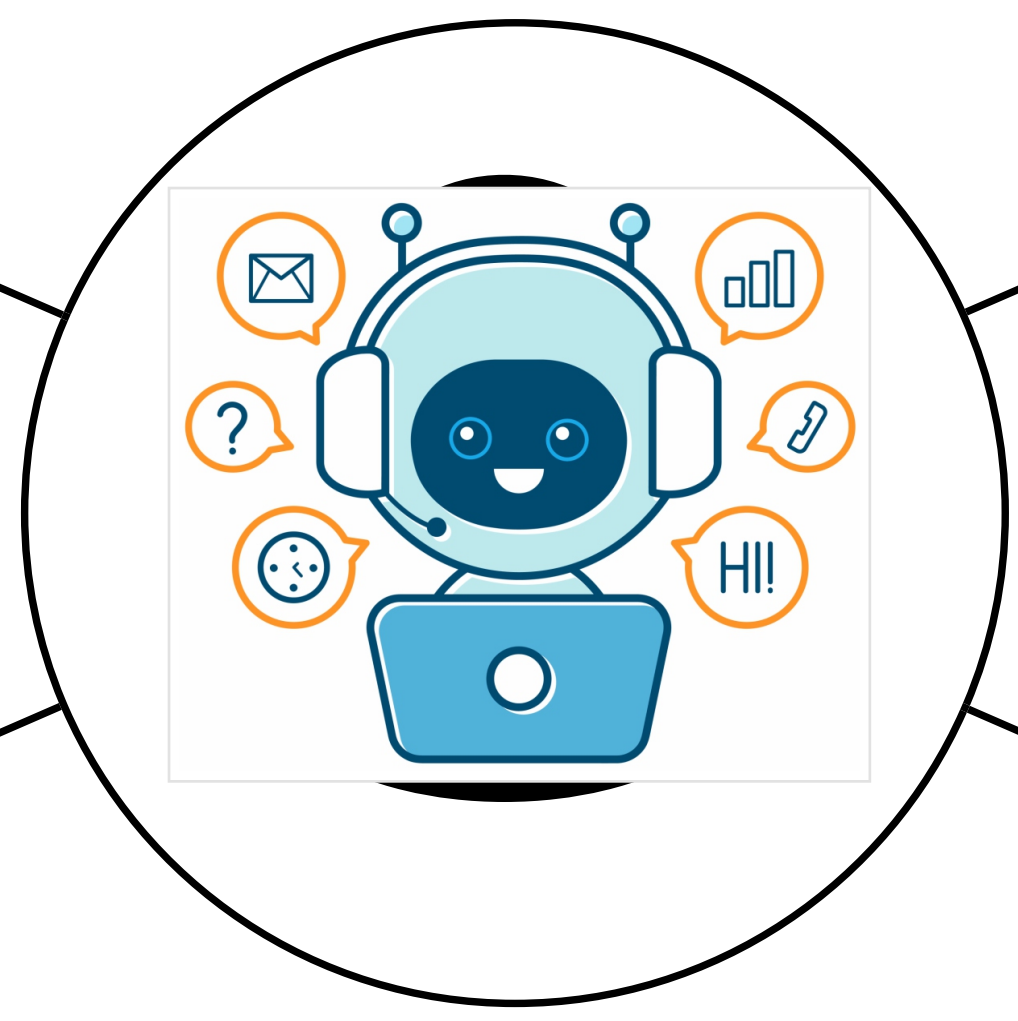


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Am I able to
clarify my
banking
queries ?

Successful
creation of
Bank
account

Net
banking is
performed

What do they
SEE?

environment
friends
what the market offers

Loan
queries are
solved

physical
presence to
create bank
account

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Clarifying the
banking
doubts
in-person

Wait for the
banking
process

PAIN

fears
frustrations
obstacles

Fear of
security

Spending
more time
due to
physical
appearance

GAIN

“wants” / needs
measures of success
obstacles

Queries are
solved by
the website

Can save
time

What do they
HEAR?

what friends say
what boss say
what influencers say

Is it similar to
create a bank
account
physically?

We can
create a bank
account
virtually

It is complex
to create an
account

can I
perform net
banking ?

anyone
there to
guide?