



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

“wants” / needs
measures of success
obstacles

anyone
there to
guide?

can I
perform net
banking ?

Am I able to
clarify my
banking
queries ?

Successful
creation of
Bank
account

Net
banking is
performed

Loan
queries are
solved

physical
presence to
create bank
account

Clarifying the
banking
doubts
in-person

We can
create a bank
account
virtually

Wait for the
banking
process

It is complex
to create an
account

Is it similar to
create a bank
account
physically?

What do they HEAR?

what friends say
what boss say
what influencers say

Need data
physically

Fear of
security

Spending
more time
due to
physical
appearance

Virtually we
can create a
bank account

Queries are
solved by
the website

Can save
time