

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Aspire to build a more accurate creditworthiness assessment process

Wish to make assessment process quicker

Worry of bad loans

Missed opportunities in not issuing loans to people without extensive credit history (but were in position to have been able to repay the loan)

Significant share of revenue is from lending

Competitors successfully using AI for creditworthiness assessment

Artificial intelligence being successfully used in other domains of finance

A fragile global economy due to geo-political reasons and post-pandemic changes

Many actually creditworthy customers being missed out due to deficiency in creditworthiness assessment process

What do they HEAR?

what friends say
what boss say
what influencers say

News of loans being defaulted worth billions of dollars

Customers complaining of not being able to receive loans despite being in good financial situation

Competing fintech applications advertising of loans being offered with little or no checking

Rising credit card limits

News of looming recession

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Downplay possibility of recession

Claim loans are more accessible to all

Advertise loans of smaller quantity with little or no assessment

Visibly experiment better creditworthiness assessment process

PAIN

fears
frustrations
obstacles

Obstacle of human cognitive bias which is very hard to mitigate

Frustration that despite extensive creditworthiness checking, loans are defaulted

Fear of incorrect creditworthiness assessment.

Shortcoming in nature of traditional creditworthiness assessment is that majority of people don't have extensive credit history

GAIN

"wants" / needs
measures of success
obstacles

faster and more accurate assessment of a potential borrower

Accurately assess people without an extensive credit history

Use objective systems to remove human bias

Increase profits by identifying more creditworthy entities and accurately ones that aren't