



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

Waste Of
Time In
Visiting Bank

Inefficient
Information
Provided

Doubt In
Autoncity

More
number of
users.

People
Losing
Interest On
More
Questions

What do they **SEE?**

environment
friends
what the market offers

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

Wants to
be more
secure

Easily
Upgradable

Expecting
New Trend
On Banking

Easy To
Use

PAIN

fears
frustrations
obstacles

Privacy

Security
issues on
bank details.

GAIN

"wants" / needs
measures of success
obstacles

Provides
Immediate
Response

Answers
Like A
Human
Agent

What do they **HEAR?**

what friends say
what boss say
what influencers say

Will It
Provide
Appropriate
Detail

It Require
Basic
Computer
Knowledge

Will My
Details Be
Privacy