



### Says

What have we heard them say?  
What can we imagine them saying?

Personal Loans,Mortgages,Auto Loans,Student Loans, Business Loans and many more.They are offered by Banks,Credit Unions,and other Financial Institutions,and the terms of the loan

Interest Rate, Repayment Period,and Fees,Vary depending on the lender and the type of Loan.



### Thinks

What are their wants,needs,hopes and dreams  
What others thoughts might influence their behavior?

Need Minimum Human Interaction

Better Security Measures



Banker

Verify Scanned documents manua

Property documents and Salary Certificate has been seriously viewed

Expected a reliable software solution for loan approval

Final approval will be only by a human being(Manager)



### Does

What behavior have we observed?  
What can we imagine them doing?



### Feels

What are their fears,frustrations,and anxieties?  
What other feelings might influence their behaviour?