

FINANCIAL PERFORMANCE OF LEADING BANKS

Says

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

Thinks

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

Are bills paid on a timely basis?

How do banks evaluate financial performance?

agri
loans,educationa
loans.gold loans

help lenders
determine the
source of bank
deposits and
real time
assess

Is
explanations
provided for
our budget?

low rate of interest

Is high budgets can be get in banks without any proof?

accounts with
low fees and
competitive
interest rates

User

safety
for our
money

savings
for our
future use

insurance
policy

mobile
banking
services

SUFFER:waiting
at bank

ANGER:wandering
from one place to
another place

HAPPY: getting new currency notes

SAD:charges while using ATM cards from one bank to another bank

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 behavior?