

Says

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

Personal loans.
Mortgages,Auto loan,
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.

Better
Security
Measures

Need
Minimum
Human
Interaction

Thinks

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



Banker

Verify
Scanned
documents
Manua


Property
documents and
Salary certificate
has been
Seriously viewed

Final approval
Will be
Only by a
human
being(manager)

Expected a
reliable
Software
Solution for
Loan approval

Feels

What are their fears,frustration,and anxieties?
What other feelings might influence their behavior?



Does

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

