



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 Institution
,and the terms of the

Interest Rate,
Repayment , period
and fees,very
depending on the
lender and the type
of Loan

Thinks
whatare their wants,needs,hopes,and dreams?
Waht other thoughts might influence their behaviour



Better
security
Measures

Need
Minimum
Human
Interaction

Banker

Verify
scanned
documents
manua

Property
documents and
salary certificate
has been
seriously viewed

Final approval
only by a
human being
(Manager)

Expected a
reliable
software
solution for
loan approva



Dose what behaviour have we
observed?
What can we imagine them doing ?

Feels want the fears,frustrations,and anxieties?
What other feelings might influence their behaviour?

