



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



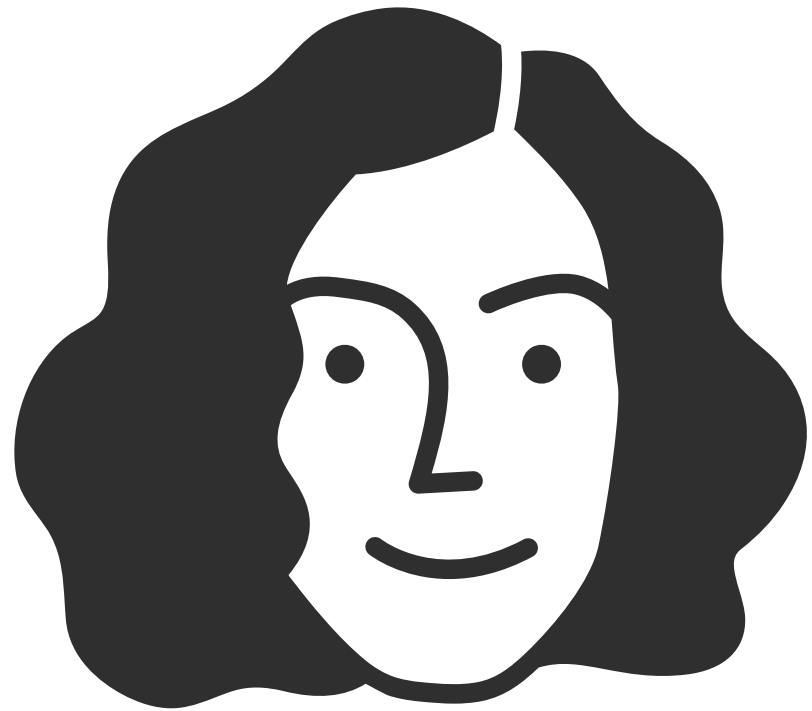
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

***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.***

***Better
Security
Measures***

***Need
Minimum
Human
Interaction***



Banker

***Verify
Scanned
documents
manua***

***Property
documents and
Salary Certificate
has been
seriously viewed***

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

***Expected a
reliable
software
solution for
loan approval***



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?