



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 ,
motgages , auto
loans , student loans
 , business loans and
many more .

Need minimum
human intraction.

better
security
meashures

They are offered by
bank , credit unions ,
and other financial
institution , and the
terms of the lone

Interest rate ,
repayment period ,
and fees , very
depending on the
lender and the type of
loan

Graphic
desgning
with canva

Verify scanned
document
manually

Expected a
reliable software
solution for loan
approval.

Property document
and salary
certificate has
been seriously
viewed

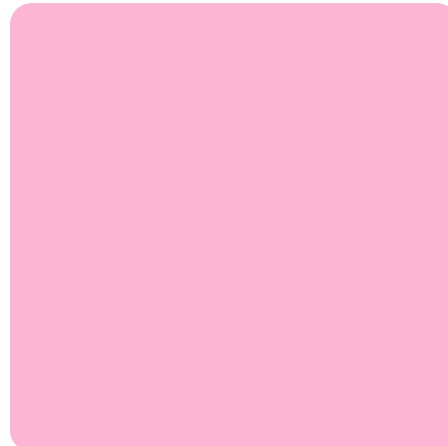
Final approval
will be done
only by a
human being

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design to your canva
account or download
it in various formats
for your intended use



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?