



Says

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

personal loans, mortgages, auto 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.

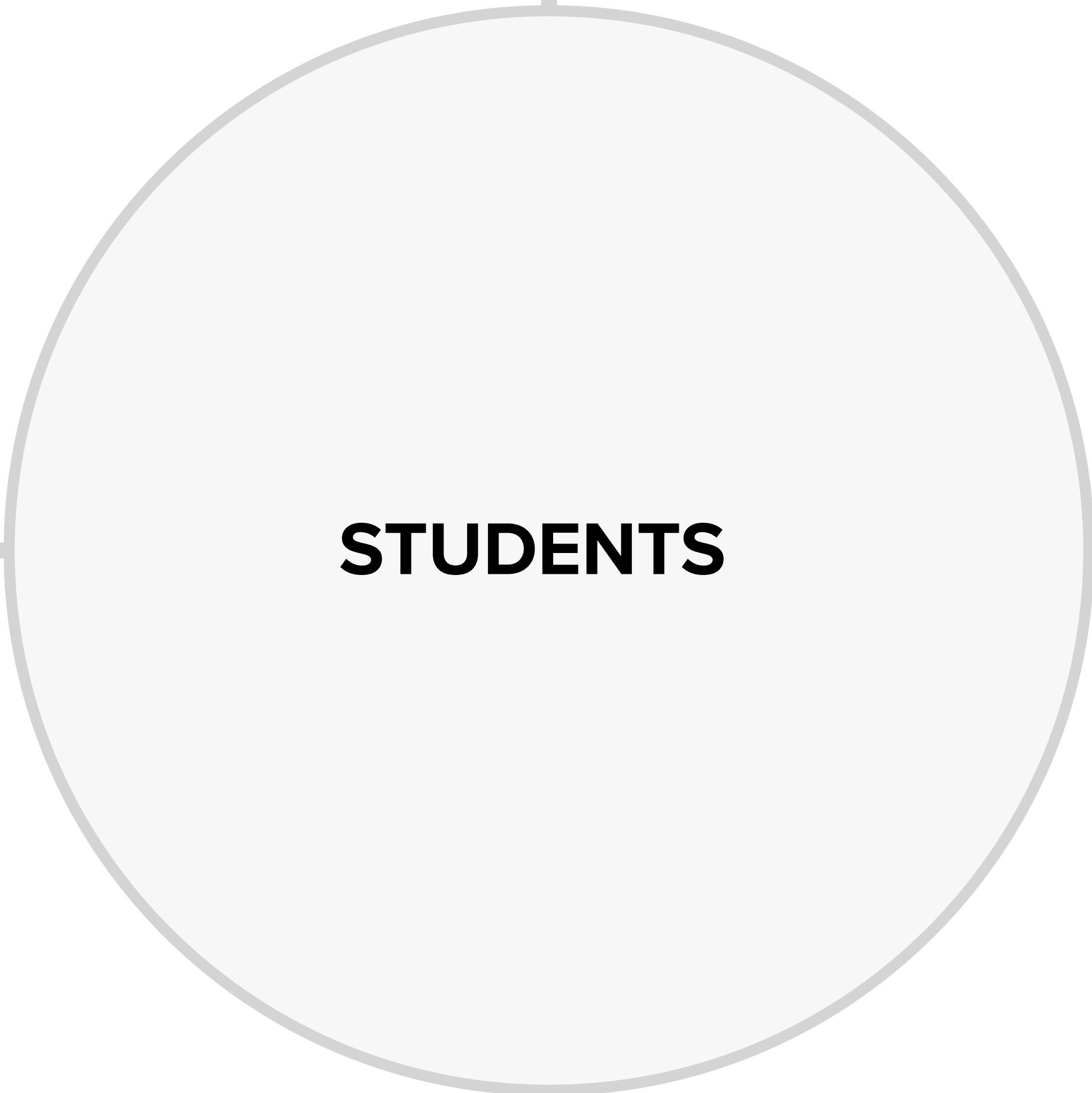


What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Thinks

Need minimum human interaction.

Better security measures.



STUDENTS

Expected a reliable software solution for loan approval.

Final approval will be done only by a human being.

Property documents and salary certificate has been seriously viewed.

verify scanned documents manually.



Does

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



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

Feels