

What have we heard them say? What can we imagine 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 Institution, and the terms of the loan

Interest Rate, Repayment Period, and fees,Very depending on the lender and the type of Loan.

Better Security Measures

Need Minimum Human Interaction

Banker

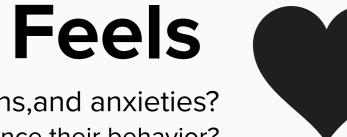
Verify Scanned documents manua

property documents and salary certificate has been seriously viewed



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

Expected a reliable software solution for loan approva



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