



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 the loan.

Better
Security
Measures

Need
Minimum
Human
Interaction



Verify
Scanned
documents
manua

property
documents and
salary certificate
has been
seriously viewed

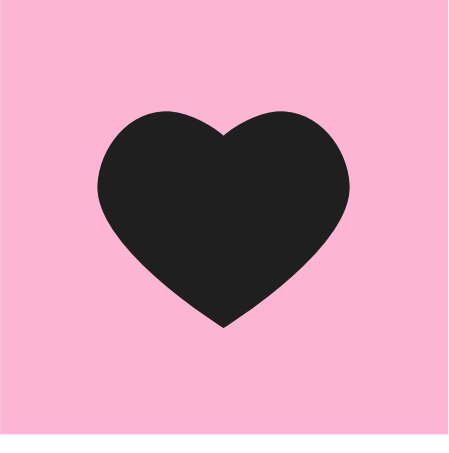
Final approval
will be only by a
human
being(Manager)

Expected a
reliable
software
solution for
loan 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?