



Says

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

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.



Verify  
Scanned  
documents  
manually

Property  
documents and  
salary certifcate  
has been  
seriously viewed



Does

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

banker

Thinks

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



BETTER  
Security  
measures

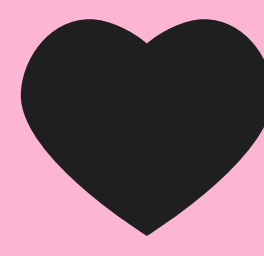
Need  
Minimum  
Human  
Interaction

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

Expected a  
reliable  
software  
solution for  
loan approval

Feels

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



[See an example](#)