2x2 Grid



Says

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

Personal loans.
Mortgages, Auto Loans,
Students 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 types of Loan.

Thinks
What are there wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Better
Security
Measures

Nees
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 approval



Does

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

FeelsWhat are their fears, frustrations, and anxieties?

What other feelings might influence their behavior?

