

Says

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

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



Thinks

ASK: In this paper we presented the ASK system, a system for effectively connecting people to each other. The system impliments an intelligent matching mechanism which uses knowledge derived from past experience.

Interest rate, repayment period, and fees vary depending on the lender and the type of loan.

Need minimum human interaction.

Better security me ashrus

BANKER

Verify scanned documents manually

Property
documents and
salary certificate
has been
seriously viewed.

Property
documents and
salary certificate
has been
seriously viewed.

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



Does

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



See an example

Feels

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

