

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,
Very depending
on the lender and
the type of Loan.*

Thinks

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

**Better
Security
Measures**

**Need
Minimum
Human
Interaction**

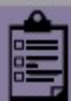
Banker

**Verify
Scanned
documents
manua**

*property
documents and
Salary Certificate
has been
seriously viewed*

**Expected a
reliable
software
solution for
loan approva**

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



Dose

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?

