



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?

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 experiences.

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

Property documents and salary certificate has been seriously viewed.

Verify scanned documents manually

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?



Feels

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