

Persona: Small Business Owner



David, Age 50

Needs

- Simplified loan process
- Ability to see progress
- Reminders of upcoming payments
- Access to see statement info
- Ability to communicate with representative
- Ability to pay from the app

Opportunities

- Quick assessment of loan feasibility
- Efficient loan application process
- 1 on 1 communication with representative
- PayPal, Apple Pay, and direct repayment methods through the app
- Ability to notate documents through the process
- Photo upload documents through app

Pain Points

- Too much paperwork
- Length of process
- App security concerns