Project Concept:

Despite the rising housing costs and the existence of multiple other homeownership programs within Pittsburgh, the HACP's Homeownership program continues successfully service low to moderate income buyers. This is due to HACP's unique 2nd soft mortgage program which provides up to 52,000 as a 2nd mortgage forgivable after 10 years. The program also provides closing cost assistance and request participant to complete buy education and credit counseling. The financial incentive and educational components for the program have allowed the Homeownership program to thrive and run more smoothly than similarly structured organizations.

Participants:

Program Manager-Denana Vaughn

Americorp Intern- Jamie Parke

Current homebuyer -Name cannot be disclosed

- What is the basic idea?
- What problem does it solve?
- Is there a demand for the Information?
- Who is the core customer? Are there secondary customers or influencers?
- What benefits are provided to customers clearly conveyed?
- What are the critical success factors
- key challenges?

Answers on separate page:

Person 3

What is the basic idea?

Need for more funding
or need for more development?
Not clear

What problem does it solve?

need for more affordable home buying
options

Is there a demand for the Information?

Yes, Its clear that current funding
levels Don't support enough people

Who is the core customer? Are there secondary customers or influencers?

Confusing put call to action or address
Audience Sooner

What benefits are provided to customers clearly conveyed?

→ Make Sure Infographic highlights
→ The most import outcome the Audience
→ wants.

What are the critical success factors

The narratus between each Section
Should have Figure # or Some way to reference
Amplify graphs

key challenges?

→ choosing Right Data Sets
make sure data is relevant to Audience
(Homeowner, Banke whomever)

Person 2

What is the basic idea?

Lack of Homeownership / HACP
Homeownership program

What problem does it solve?

Access to capital/funds
to buy houses for LMI families

Is there a demand for the Information?

Not Sure
- People are interested in buying homes
but may not want to go through THIS particular program

Who is the core customer? Are there secondary customers or influencers?

-> General Public ?
After getting to last page -> Executive Director

What benefits are provided to customers clearly conveyed?

Dollar amounts and total asst recued
hups to show that people are using
this resource.

What are the critical success factors

Don't get too complicated focus on
main points not too nitty gritty

key challenges?

Being informative but not boaring

Person 1

What is the basic idea?

- Better Title for entire storyboard
  So Audience knows main point

What problem does it solve?

- Audience is resident of potential homebuyer
- Should be clearer that HAEP program
  is suesful → Don't explain why

Is there a demand for the Information?

Yes, people must be elgital
Provide context to graber pgn population

Who is the core customer? Are there secondary customers or influencers?

Residents   gceral Public
lenders   who is idial person

What benefits are provided to customers clearly conveyed?

Cauld highlgt 2nd sftt maylgu betle
52k is A lot of $

What are the critical success factors

grophs were smpll to tu point but nyua to
explu why is tus infrmah relevant

key challenges?

Lots of Contut Some info gels lost