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| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | **Problem**  **Statement (PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** | | PS-1 | A Firsttime home buyer | Find an affordable house in good neighbourhood | The houses within my budget are often in less desirable areas | The real estate market is very competitive and prices are high | Overwhelmed and discouraged | | PS-2 | A parent | Find a home in  a good school district | It's hard to verify school quality and availability of spots | There’s limited information on schools in real estate listings | Worried and unsure | |