

Users	Design	Financial	Emotional	Uses
<div>First time homebuyers</div> <div>Vivian</div>	<div>Profile set up for custom advice based on situation</div> <div>Vivian</div>	<div>explanation of key terms like APR, escrow and pmi</div> <div>Vivian</div>	<div>Ease fear of choosing loan or lender that doesn't fit them</div> <div>Vivian</div>	<div>Give users a refresher in their area of expertise</div> <div>Vivian</div>
<div>Brokers and real estate agents</div> <div>Vivian</div>	<div>color coded loan options</div> <div>Vivian</div>	<div>Awareness of hidden costs</div> <div>Vivian</div>	<div>Easy anxiety over making a long term financial commitment</div> <div>Vivian</div>	<div>Help teach students to study for their exam</div> <div>Vivian</div>
<div>teachers and students in real estate school</div> <div>Vivian</div>	<div>Clean interface with tools and tips explaining mortgages</div> <div>Vivian</div>	<div>How credit affects loan eligibility and rates</div> <div>Vivian</div>	<div>Ease stress of being overwhelmed by information</div> <div>Vivian</div>	<div>Help all homebuyers compare options to see which one fits them</div> <div>Vivian</div>
<div>Lawyers</div> <div>Vivian</div>	<div>Interactive visualizations</div> <div>Vivian</div>	<div>Explanations on how interest rates change over time</div> <div>Vivian</div>	<div>Ease of pressure to rush the home buying process</div> <div>Vivian</div>	<div>educate the public overall</div> <div>Vivian</div>