

Storyboard for Maria Rodriguez (First-Time Buyer, Needs Simple Explanations)

Image 1: Maria sitting at a café, looking frustrated while reading about mortgage options on her laptop.



Image 2: A family member pointing at a complex mortgage document, trying to explain terms to Maria.



Image 3: Maria using a mobile app with simple mortgage breakdowns, looking relieved.

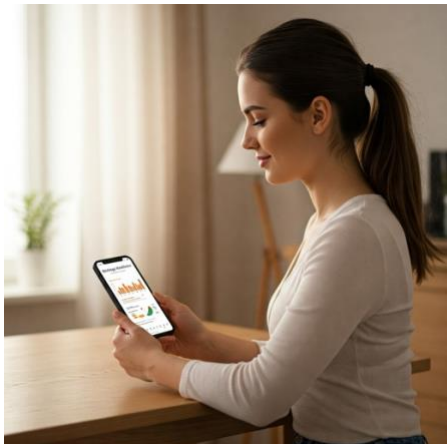


Image 4: Maria smiling and discussing mortgage options with her fiancé, feeling more confident.



Image 5: Maria receiving the keys to her new home, feeling accomplished.



Storyboard for James Thompson (Budget-Conscious, Needs Long-Term Affordability)

Image 1: James sitting at his desk with his wife, looking at spreadsheets and trying to budget for a home.

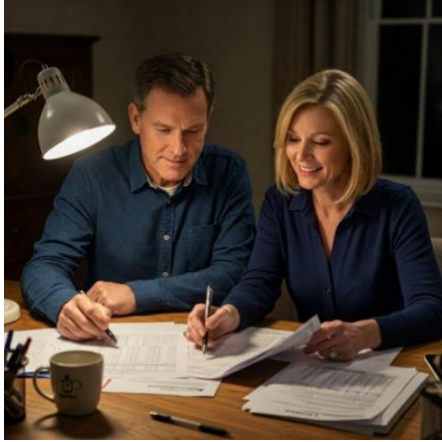


Image 2: James watching a YouTube video explaining different mortgage options.

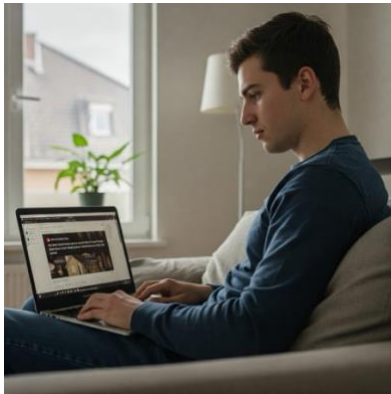


Image 3: James testing out a mortgage calculator that shows future affordability.

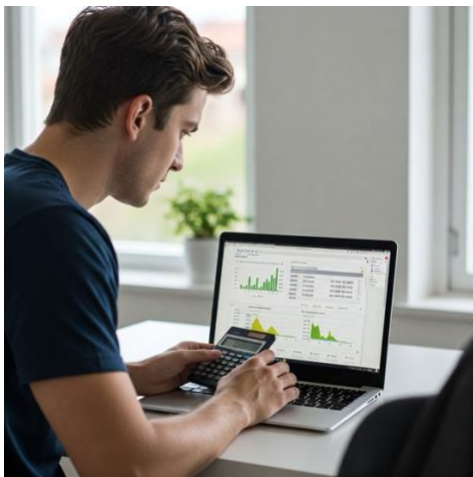


Image 4: James and his wife confidently discussing their mortgage plan with a lender.



Image 5: James and his family moving into their new home, feeling financially secure.



Storyboard for Ashley Patel (Freelancer, Needs Flexibility in Payments)

Image 1: Ashley sitting at her home office, reviewing fluctuating income in a budgeting app.



Image 2: Ashley searching online for mortgage options that suit freelancers but looking overwhelmed.

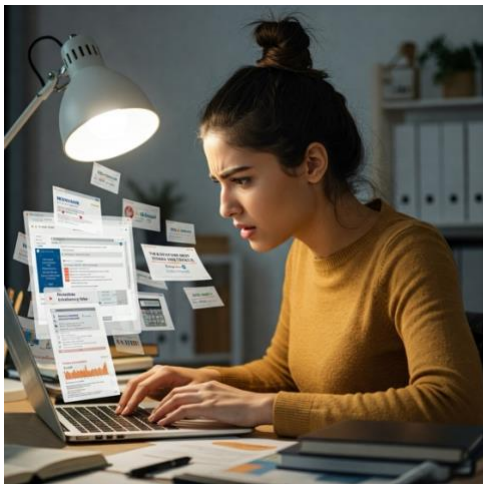


Image 3: Ashley using an AI-powered mortgage tool that suggests flexible payment plans.



Image 4: Ashley excitedly reviewing mortgage options that align with her unpredictable income.



Image 5: Ashley celebrating in her new apartment, proud of making an informed home-buying decision.

