* As a graduating student with a high GPA, are you interested mainly in Engineering / Medicine, or do you have other preferences you would like to consider? If you do, please state them [This helps determine whether students have a personal preference, or just want to work on whatever’s high-demand at the moment]

[Answer: I’m interested in Medicine in general, emergency medicine specifically, and my interest stems from the fact that my I come from a family of doctors. If not possible, I will probably seek Engineering, purely due to interest, It’s my favorite directly after medicine.]

* Do you prefer applying to universities which are local, or internationally acclaimed? [We would like our design to be inclusive, this helps us decide which orientation is best, and which preference is more common]
  + Ask a follow up question regarding the reasoning behind their choice, keep track of how many students took which side

[Answer: Even though I have an opportunity to study abroad, I’d rather study locally, because I dislike the estrangement that comes with studying abroad, I feel very comfortable when I’m around my family.]

* University Ranking, Degree Program. Which of these choices outweigh the other for you?
  + Follow up with questions regarding which details they want to be shown about Degree programs or University ranking. What do they want to be displayed regarding programs? Which establishment do they trust more with ranking, or is it fame?

[Answer: I’d rather choose a University with a higher ranking. A University’s credibility and reputation matters to me the most, a university that’s known to be mediocre or bad wouldn’t help me in seeking a job]

* How would you like universities to be shown to you? Ordered by Ranking? Degree Programs you like? Proximity?
  + Ask a follow up question regarding reasoning behind their choice, to determine which criteria they are most likely to follow when looking at options

[Answer: Definitely sorted by International ranking. That’s what matters to me most, the reputation of the university, and it’s ranking worldwide. It probably showcases that this is a top-notch university]

* What information are you interested in regarding universities? Program Details? Course Syllabus? (Give example then wait for their answer)

[Answer: Courses, definitely courses. I would like insight on what I’m going to study while I’m a university student.]

* When was the last time you looked at future options for post-grad paths? What did you look for and why? Can you show us the sources you looked at for this information? [This helps us find sources they feel comfortable with, so we can gather their data and centralize it]
  + Ask follow up question regarding the way this information they searched for was presented to them. Did they like it? Do they find it convenient and easy to read? Is it informative enough? What do they dislike about it?

[Answer: It was fairly recent, due to my graduation I had to look at options. I looked up UBT and Ibn Sina. I’m going soon to both headquarters to seek more information.]