* 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 actually going to the military. I’m most interested in it cause I am physically fit for it, as well as the fact that most members of my family have studied in universities, and none found a job so far.]

* 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: International University. I want to be incredibly skilled at what I am doing, however in reality I have to settle for Local Universities.]

* 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: University Ranking, for example Harvard. I guess the reason why is self-explanatory, being an alumni of Harvard would open a lot of doors.]

* 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: I would probably say University Ranking. It matters a LOT to me]

* What information are you interested in regarding universities? Program Details? Course Syllabus? Any other factor you’d consider? (Give example then wait for their answer)

[Answer: I probably want all that I can get. I want to click the icon of the University, and see all the details that I need: Acceptance Rate, application information, majors, courses, all in great detail]

* 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: Last I looked was 2 months ago, I read a book. It was beneficial, it just didn’t have enough detail. The way it was worded was great, it gives you a brief explanation about everything you need, but it didn’t provide sufficient information]