What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- How the personal infos are verified?
- How much trustable is this?
- Is this is effective and reliable?
- Online support, if any issues
- Lot of features may confuse
- How securely the datas are stored?

What do they HEAR?

what friends say
what boss say
what influencers say

- How much about the cost or license?
- Is it is trustable and verified?
- Does this particular college and places are available?
- How much results can be seen and accuracy rate?

What do they SEE?

environment
friends
what the market offers

- Impersonating and asking to accomplish certain things
- Ridiculous registration process
- Need to pay extra
- Not updating the app and terms & policies
- Leaks Personal info
- Collecting unwanted infos

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Doubts on Accuracy
- Doubts on Results and confirmation of Seats
- Doubts on Gurantee
- Spreads about this and shares the review

PAIN

fears
frustrations
obstacles

- Distance education, Travelling long, unfamiliar area leads to fear of residing
- May gets the best college, yet beyond their financial limit.
- Expetions beyond the limit are unsatisfiable
- Fears on privacy, whether personal info were secured or not
- Being frustrated of not getting expected college

GAIN

"wants" / needs
measures of success
obstacles

- Instant and Precised Results
- Few steps to find your best suitable college
- Vast Collection of College and University Details
- Best categorization based on the search filters

User