



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Is this
effective
and
reliable?

Online
support, if
any issues

Lot of
features may
lead to
confusion

How
securely the
datas are
stored?

Ridiculous
registration
process

Impersonating
and asking to
accomplish
certain things

Need to
pay extra

Lack of
updates to
the app and
its terms &
policies

What do they SEE?

environment
friends
what the market offers

Personal
info
Leaks

Collection
of unwanted
infos

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Doubts on
Gurantee

Spreads
information
about this
and posts a
review

Doubts on
Results and
confirmation
of Seats

Doubts
on
Accuracy

May have good
chances of getting
into their dream
university, but
facing financial
problems.

Being frustrated
of seeing low
chances to get
into their
expected college

PAIN

fears
frustrations
obstacles

Distance, Long
travel times, and
unfamiliar area
leads to fear of
applying

Some
Expectations
are
unsatisfiable

Fears on
privacy, whether
personal info is
secured or not

GAIN

"wants" / needs
measures of success
obstacles

Simple steps
to find best
suitable
colleges

Best
categorization
based on the
search filters

Vast
Collection of
College and
University
Details

Instant and
Precise
Results

What about
the cost or
license?

Is it
trustable
and
verified?

Are particular
colleges and
places
available?

How many
results can
be seen and
accuracy
rate?

What do they HEAR?

what friends say
what boss say
what influencers say