EMPATHY MAP
University Admission

Gain insight and understanding on solving students' problems.

Build empathy and keep your focus on the student by putting yourself in their shoes.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Would I be able to cope up with creamy layer
- I should have worked more harder
- Would I get into my dream college
- Would I get the branch which I want
- Fear
- Anxious
- Would I get admitted with my friends
- Happy
- What choices do I make
- Did i bring all the required documents
- Would my parents be happy with my college
- Overwhelmed

What do they HEAR?

what friends say
what boss say
what influencers say

- Boasting gimmicks by the agents of XYZ university
- Congratulations
- Hearing that admits of XYZ university are spoiled
- There is better waiting for you
- XYZ cutoff is needed to get into ABC university
- Faculties of XYZ university are very experienced
- Go to XYZ college
- University XYZ is in the outskirts of the city
- Placements of PQR is better
- Stream ABC has more scope
- Senior is entittled to all rights of the university
- Going out of hometown would give better exposure
- Sharmaji ka beta studied in XYZ university
- Life is settled once you join XYZ college

What do they SEE?

environment
friends
what the market offers

- Support for Higher education
- Sad faces
- Culturals
- Proximity to hometown
- Placements
- Happy faces
- Prestigious Alumni
- Past academic achievements of a university
- Train or bus frequiency to hometown
- Fees
- Time for my hobbies
- How safe is it for girls

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Butterflies in our stomach
- Instilling hopes
- Confirming if XYZ is a good university
- Checking the past year's cut off record to find if my cut off is sufficient to get into that university
- Vibe with friends
- Trying to console friends
- Ring up our well wishers and tell them the university that we got into
- Sit with underconfidence
- Getting envious on seeing others' score
- Enquiry from our relatives
- frustrated with advise
- Ask where do friends want to get into

PAIN

fears
frustrations
obstacles

- Falling a prey to bad influences
- Constant advice
- Not being able to cope up
- Capitation fee demanded by the university
- Friends getting into better university
- Adopting to diiferent food habits
- Transition to English medium university
- Homesick
- How will I get placed
- Curfew timing for hostellers
- Dealing with Cultural shock
- Frustation is when we dont get into dream university
- Transition to college

GAIN

"wants" / needs
measures of success
obstacles

- Decent Hostel Facility
- Getting a college of low fee without a compromise on quality of education
- No ragging
- Access to edge cutting technologies
- Ease of interaction with Alumni and seniors
- Success = joining dream university
- Good access to Infrastructure
- High NIRF Ranking
- Exchange Programs
- Friendly faculties
- Great food
- High degree of freedom
- University is in close proximity of recreation sites