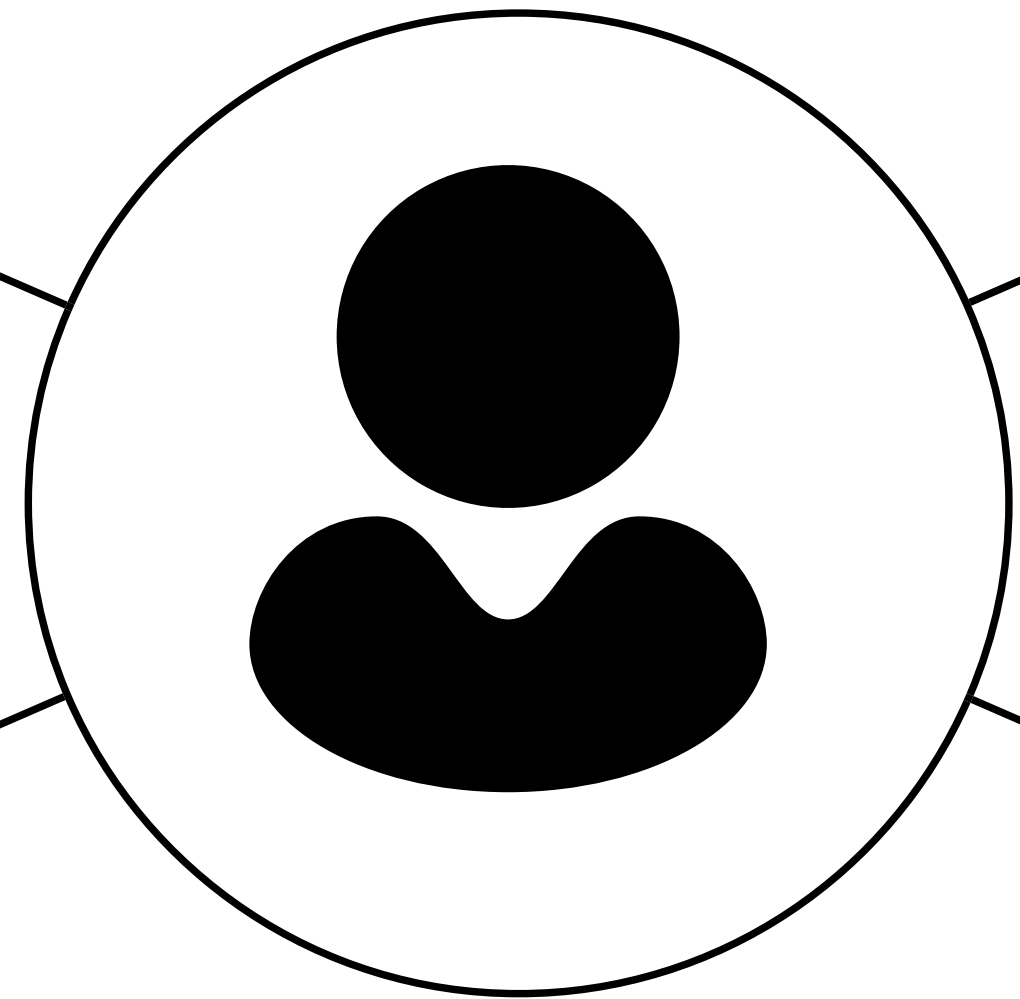


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



- Model to predict the university eligible by the user
- Comparison of features of the university
- Efficient and more accurate predictions

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Predicts the eligiility of a user's profile for admission to a University
- Use Machine Learning techniques to train and test the model
- Provide suggestions of best choices eligible for the user

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- They have a lot of choices available
- Unable to find the most suitable university option for their eligibility
- Unaware of all available choices of universities and restrict to a small list of choices

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Easy method to see the chances of getting admission into a university
- List of available choices are readily available
- Gives the accurate chances and helps in making right decision

**PAIN**

fears  
frustrations  
obstacles

- Model must be trained enough to give accurate predictions
- The input data of the user has to be very accurate to give correct predictions
- Large amount of data is needed to be collected for more accurate predictions

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Accurate predictions of chance of getting admission in the universities
- Best matching options are given
- All types of users can be benefitted