

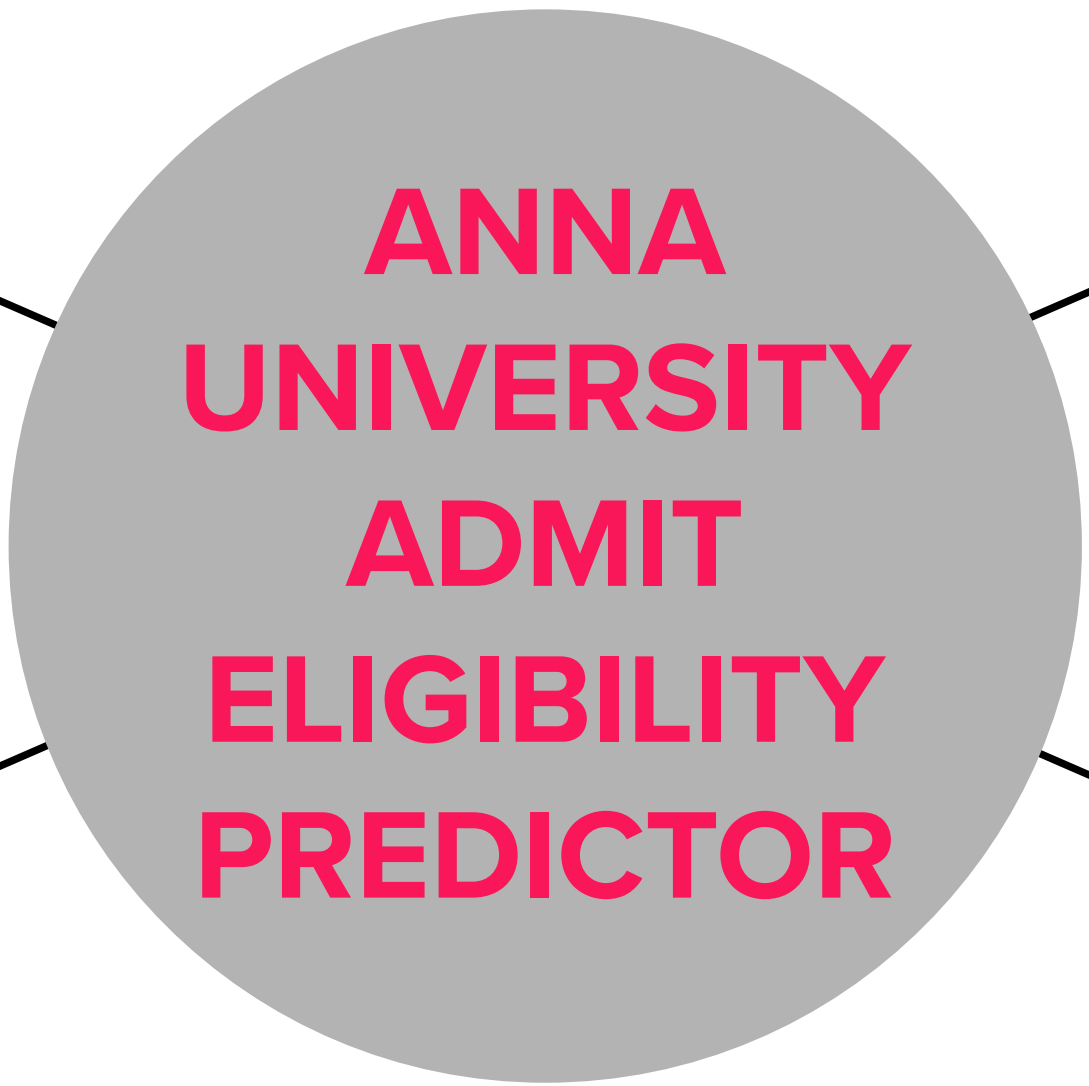
What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Ratings of
the
Colleges

Inadequate

unable to
access in
offline



What do they
SEE?

environment
friends
what the market offers

Easy to use
and
understand
UI

User friendly
Environment

Wide range
of colleges
to choose
from

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Where do i
look for
accurate
information?

Which
college will
best fit me
and my
aspiration?

How open
minded is the
environment i
am moving
into?

What do they
HEAR?

what friends say
what boss say
what influencers say

Gives a rough
sense of how
many colleges
the applicant
might get
admitted to

Does the college
offer co-op
programmes to aid
in your career
exploration?

Try something
new from the
previous
project

Are my
results not
enough

Whom can
i ask for
guidance?

Can i trust
people on
this matter?

PAIN

fears
frustrations
obstacles

Lack of
accurate
guidance

Inability to
make well
informed
decisions

Wasting
time in
searching
for options

GAIN

“wants” / needs
measures of success
obstacles

Measure of
acceptance

Providing a
solution to
user about
college
admission

Providing a
clear cut
list of
colleges