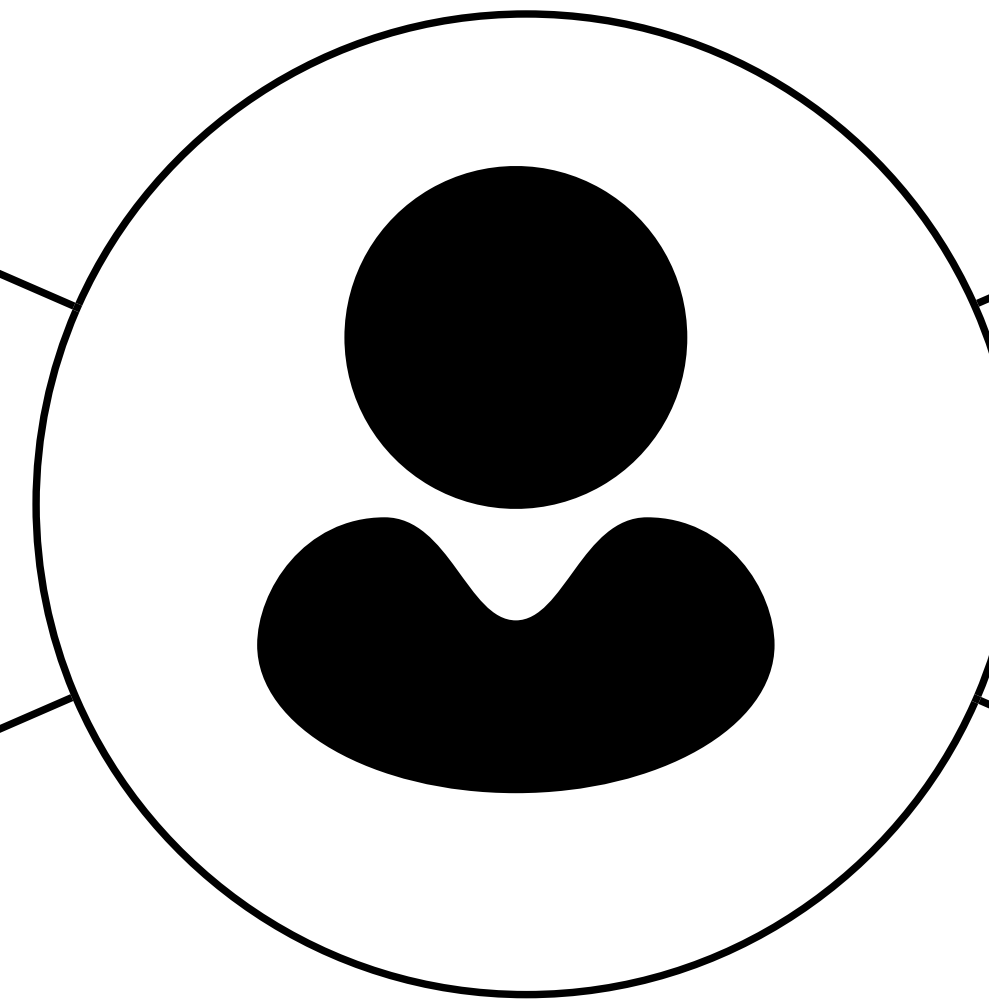


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they HEAR?

what friends say  
what boss say  
what influencers say

Information from senior students ,educational experts

Future plans about the Job

Students feel confident about getting admitted in a college

Wants to reduce application cost

One college is better than the other

Wants to know whether the preferred branch is available

Feels as a indirect gift which seniors provides

Place for predicting a good college

Shortlists the university based on percentage

Check the eligibility to admit

## What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Students not sure about admission process

Gives better plans about the college admission

Easy prediction of admission

## PAIN

fears  
frustrations  
obstacles

Low Computer Literacy

Less internet access in rural areas

Website dependency

## GAIN

"wants" / needs  
measures of success  
obstacles

Helps students for choosing a right college

Easy accesibility of data

Reduces application cost

Avoids data redundancy and inconsistency