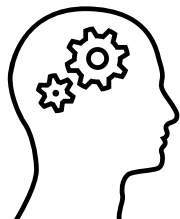




What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Does it have bugs?

Will the UI be understandable?

It is a complex process

It will be highly useful

I believe it will be a great application

It should be upto date

Is it accurate and reliable?

What interested you to do this?

I look for information on social media

I compare with other applications

I look for advice from peers

Does it give detailed information?

Does it provide better details than government counselling?

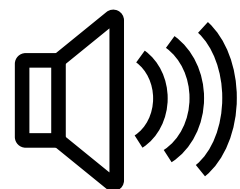
Will there be data security?

Are the information provided reliable and trustworthy?

Is it accesible to universities all around the countries?

What do they SAY AND DO?

attitude in public
appearance
behavior towards others



What do they HEAR?

what friends say
what boss say
what influencers say



What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

Complex

Bugs

Confusion

GAIN

"wants" / needs
measures of success
obstacles

Benefit to user

Clear information

Decision making