



What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations

They feel it
should be
highly
efficient

The prediction
and suggestion
should be
accurate

They need to
know
sufficient
informations

It should be easy
to access and
understandable

The
suggestions
may be wrong
and not
accurate

It might not
be trustable

may not
have all
colleges

What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others

The predictor
should be
available in
online and
accessible to all

should have
feedback about
the previous
users about
accuracy

it should
free or less
cost

uneducated
people should
also be
benifitted

What do they **SEE?**

environment
friends
what the market offers

course interest
changes every
year among
students

every year
eligibility
criteria
differs

There are
numerous
trusted
predictors
available in
online

What do they **HEAR?**

what friends say
what boss say
what influencers say

all data may
not be true