

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

HELPFUL

EXCITED

FRESH UI
DESIGN

HELPS TO
FIND GOOD
COLLEGE
BASED ON
SCORES

What do they SEE?

environment
friends
what the market offers

HELPFULL
FOR
STUDENTS

EASE OF
USABILITY

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

FINDING
THE
COLLEGE
IS EASY

UI LOOKS
COOL

OPERABLE

PROCESS
IS FAST

What do they HEAR?

what friends say
what boss say
what influencers say

USER
FRIENDLY

PAIN

fears
frustrations
obstacles

REQUIRES
HUGE
STORAGE
SPACE

CHANCE
OF
SECURITY
BREACH

GAIN

"wants" / needs
measures of success
obstacles

REDUCES
THE MAN
POWER

EASY WAAY
TO ADMIT
THE
STUDENTS

REDUCES
THE PAPER
WORK