

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

wide range of
options and
opportunities to
select from

reliable
source of
information

24x7
availability

feels the
need of an
application

boosting
confidence

What do they SEE?

environment
friends
what the market offers

reducing
tension/
stress

remote
accessibility

preparing
according to
university's
need

faster
results

global
availability

Avoiding
fraudulent

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Modifying
according to
the current
trend

Preferring
computer
results over
humans.

easy to
maintain
and
manage

What do they HEAR?

what friends say
what boss say
what influencers say

easy to use
interface

predicts
university
accurately
with the given
data

able to secure a
seat irrespective
of geographical
locations

helps
universities to
find their right
fit of stuent

reducing the
dependence on
third
party(counselling
centres)

PAIN

fears
frustrations
obstacles

Requires
Large
Dataset

Rigid
Buisness
Model

data
privacy and
security

GAIN

"wants" / needs
measures of success
obstacles

Cost
effective

Time
Efficient

Easy
process

No Human
Intervention

