



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

am I eligible  
for the top  
universities?

ratings of  
the  
university

is this  
university  
offers the  
desired  
course?

whether the  
grades are  
enough to get  
admitted to their  
desired  
university

worrying about  
chances of  
getting admitted  
to universities

realize  
where they  
stand

transparency  
and  
openness

results with  
statistical  
graphs and  
bars

## What do they SEE?

environment  
friends  
what the market offers

user friendly  
interface

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

filter  
universities  
based on  
the ranking

checks minimum  
scores  
percentage that a  
particular  
university gives  
admit

are my  
scores not  
enough?

can i trust  
the results?

it doesn't  
work,  
university  
admit cannot  
be predicted

The results  
are not  
absolutely  
true

## What do they HEAR?

what friends say  
what boss say  
what influencers say

gives an idea  
of number of  
universities  
that he/she  
can get in

gives  
comparison  
between  
requirement and  
where you stand

## PAIN

fears  
frustrations  
obstacles

only eligible  
for low tier  
universities

what to do if  
I'm not  
qualified for  
my desired  
university

what  
happens if  
the results  
become false

## GAIN

"wants" / needs  
measures of success  
obstacles

scores are  
enough to  
get into good  
university

realize where  
they are and how  
much effort is  
needed to get  
admitted in their  
dream university

becomes  
highly eligible  
for desired  
university