What do they THINK AND FEEL?

how the evaluation be done?

how do universities are recommended?

how the questions will be?

what really counts
major preoccupations
worries & aspirations

What do they HEAR?

what friends say
what boss say
what influencers say

To Check Whether we are eligible in univeristies.

Boss says Check the students are eligible for their selected universities

Check the university is really exists and got approved by the NASCOM

it may depends on our talents.

students and parents satisfication.

reliability of universities.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

Must be user friendly and easily accesibly.

This might be a scam and be careful.

attitude in public
appearance
behavior towards others

Universities perceptions must be taken into account.

PAIN

Whats the past about the universities results and Behaviours.

fears
frustrations
obstacles

travelling distance is more as time also taken more.

CAUTION

HIGH FEES

university fees is high.

GAIN

"wants" / needs
measures of success
obstacles

user can able to check their admit eligibility.

user can simply search colleges from their house itself.

User don't have to run so many universities to know their admit eligibility.