

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



it simplifies
the
students
work

improving
productivity
and
efficiency

Reduces a
lot of time

it simplifies
the
student's
work

it improves
quality and
quantity

it can
reduce a
man's
power

Assisting
students to
make better
decisions

reducing
stress of
the
students

it eliminates
a time
consuming
process

What do they HEAR?

what friends say
what boss say
what influencers say

"The cost for
using this
service is
less"

"Preparations
that are
simple to
make"

"Easy and
user
friendly"

"It will
save us
time"

"If it makes a
wrong
prediction, it
will affect
our future"

What do they SEE?

environment
friends
what the market offers

User-
Friendly
Application

Sleek
User
Interface

Instant
Solution

providing
data
security

people with
no prior
knowledge
can access

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

"How can i
trust a
website for
career
selection"

"It is such a good
web app for
students to choose
their respective
universities prior"

Before applying a
new technology
students should
understand the
risk

"can you
guarantee the
accuracy of
this
application?"

"Can this
application take
responsibility for
the
misprediction?"

PAIN

fears
frustrations
obstacles

is it
reliable?

not all students
trust the
recommendation
systems

it reduces the
interaction
between
students and
the selection
committee

It may lead
to the
wrong
prediction

GAIN

"wants" / needs
measures of success
obstacles

Reduces the
transportation
cost of
students

Reduces
unnecessary
stress of
students

Better
utilization of
Available
Resources

One of the
efficient and
rapid methods
of admission
prediction

Time
Efficient

Improves
productivity
of students