

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Deserved candidate will be selected
Ease of access to information
Based on cutoff, college will be allocated

Innovation in many fields
Saving time for college and students
No need any recommendation for joining

Placements

Easy communication

What do they
HEAR?

what friends say
what boss say
what influencers say

Cutoff mark of student

To know pre and post activities of college

Good academic percentage

24*7 Availability

Application status checking

Academic score

What do they
SEE?

environment
friends
what the market offers

Hostel facilities

cutoff mark

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Good coaching

Technical training

All facilities like hostel, food, bus, etc

classify the student based on cutoff mark

High scored student can easily select their dream college

Scholarship

PAIN

fears
frustrations
obstacles

Required internet connection

Inaccurate result if data entered incorrectly

Need electronics devices

low computer literacy

security concerns

GAIN

"wants" / needs
measures of success
obstacles

Easy accessibility

Occurrence of error is less

Fast, efficient and reliable

Avoids data redundancy and inconsistency

It helps students for decision making for right college

User friendly

Advantage to UNIVERSITY