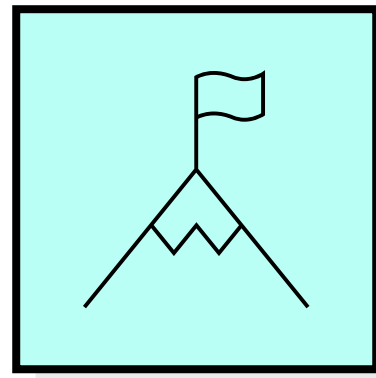


WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

1. Student and parent are the person , we want to understand.

GOAL



What do they need to DO?

What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

1. To list the pros and cons of the university.

2. To make small decisions and to postpones big decisions.



What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

Others says about university coaching, passed out students placed in reputed companies.

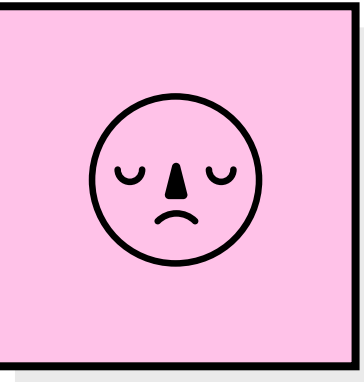
Friends say about CGPA,University rating.

colleagues say about university infrastructure and salary packages.

second hand says to go with counselling

PAINS

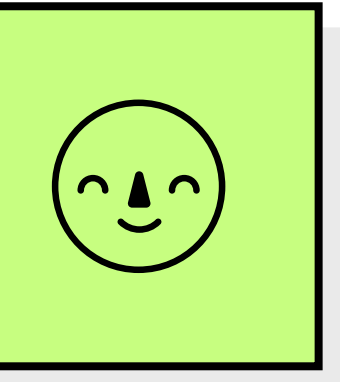
What are their fears, frustrations, and anxieties?



1. What else they are missing?

2. May be this isn't the best.

3. Too many acronyms.



GAINS

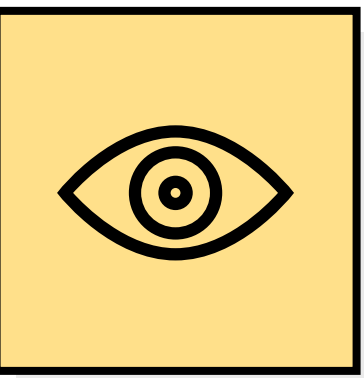
What are their wants, needs, hopes, and dreams?

1. What do users want to achieve?

2. How success is measured?

in immediate environment they see food and hostel facilities

In the market place they see about availability of courses and their fee structure and scholarships



What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

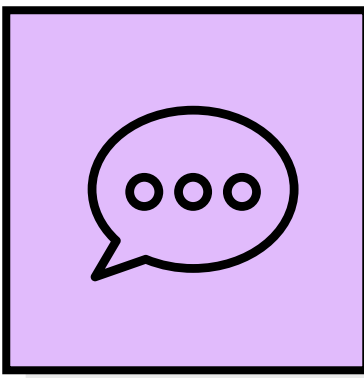
4.Reviews on social media about university

3 university achievements in academics,sports and extra curricular activities.

What other thoughts and feelings might influence their behavior?

seniors achievements will influence the students behavior

Different courses and certificates will influence them

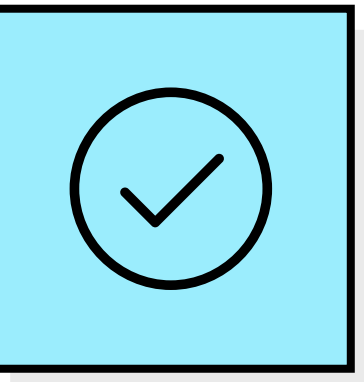


What do they SAY?

What have we heard them say?  
What can we magine them saying?

1. They was expecting something different

2. About faculties and review of lectures.



What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

1. Student have to research more.

2. To check the websites.