

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Achieving  
100%  
accuracy in  
filtered list

provide  
access with  
correct data

Time  
Management

calculate  
more data  
entries at a  
time

What do they  
SEE?  
environment  
friends  
what the market offers



## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Finding  
whether the  
user are  
eligible for the  
university  
entry

Filtering  
up the list  
based on  
eligibility  
criteria

## What do they HEAR?

what friends say  
what boss say  
what influencers say

work done  
without  
physical  
checking

constant  
follow up /  
filtered  
result

Easy and fast  
outcome,  
less time  
consuming

Whether the  
user has a  
capacity to  
enter into the  
university

Creation of  
eligibility  
criteria and  
sorting up the  
list

## PAIN

fears  
frustrations  
obstacles

May raise an  
issue in  
predicting  
the result

Non-  
flexible  
user  
convenient

Getting  
Accurate  
candidate  
Details

Improving  
technology  
in selection  
operation

## GAIN

"wants" / needs  
measures of success  
obstacles

Reduce  
on time,  
physical  
meeting

Quick  
elimination of  
users under  
eligibility  
criteria