Sam's College Application Experience

Time consuming process

No quick way to be introduced different college options

Sam is planning to go to college. She knows she is going to figure this out by herself or with the help of family and friends. The effective and contextual factors that affect Sam's choices are the prestige of these universities, tuition fees, experience and university life, and existing knowledge about colleges.

demand

Lack of awareness of the people who could help

Overwhelming amount of information

Students often never truly feel confident

The act of comparing didn't surface any final options

Students could often feel nervous about their options

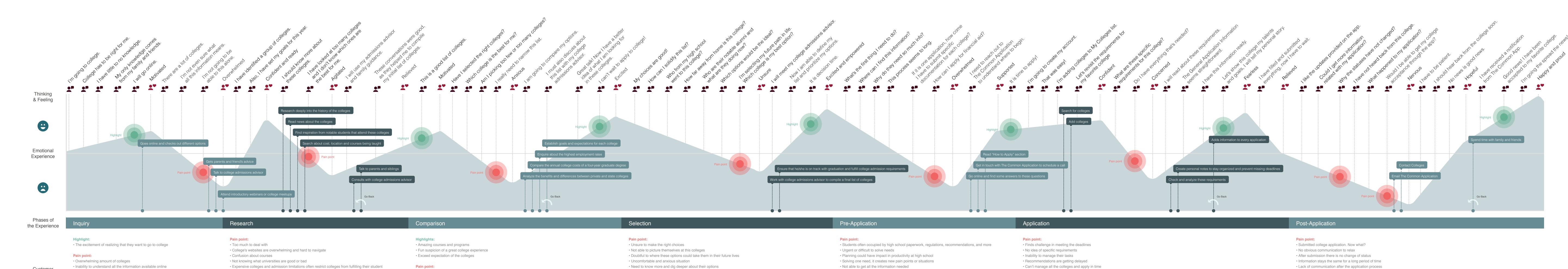
Great amount of time consuming, it can take weeks to compare

• Pressure to get into a college with "a good name" that their friends will admire and respect

Highlight:

Confident of a great college experience

Exceed expectations of colleges



Highlight:

Sense of welcome

Surprise and newness

Highlight:

Adds relevant content to the application

Finish the application experience

Uncomfortable and frustrating situation

Used, loved and champion the product

Highlight:

No attempt to interact with college community online

No obvious information to send updates of recent awards or important activities