

SAY...

1. Which college is cheap?
2. Which college has the best research and/or placements?
3. Are the faculty experienced and up to date?
4. What are the cutoffs to get the most prestigious branch in college?
5. What are the extracurriculars and college clubs like?



THINK ...

1. Should I look for colleges that are cheaper?
2. Will my child keep up in class?
3. Is there good R.O.I at the end of 4 years?
4. Are there good opportunities at the end of four years for other departments that aren't the best?
5. Will the management be too strict and impose harsh rules that will give him pressure?

DO...



Parent whose
child is getting
enrolled in a
college

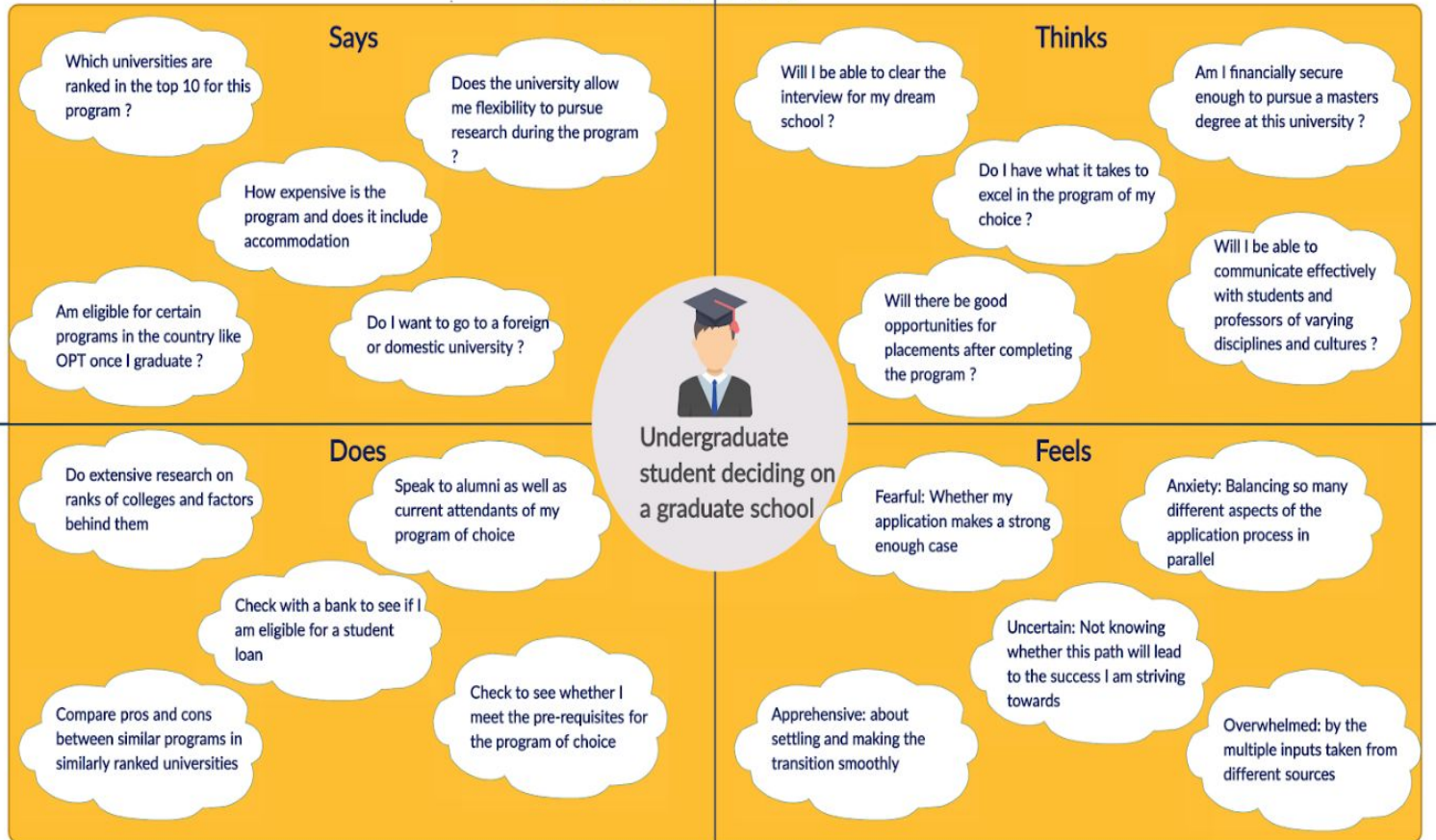


FEEL...

1. Look up recent statistics on graduates of college
2. Go and explore the college's faculty and whether there are adequate research opportunities
3. Compare colleges in terms of price vs placements
4. Explore the campus to see if there's extra-curricular and co-curricular activities
5. Look at campus ties with prestigious universities abroad

1. Anxious: about whether this will give my child a good future
2. Overwhelmed: So many different metrics to look up
3. Excited: New opportunity for my child to learn and grow.
4. Sceptical: about what other parents and false statistics are telling about the college
5. Fear: Whether my child will succeed in this competitive environment

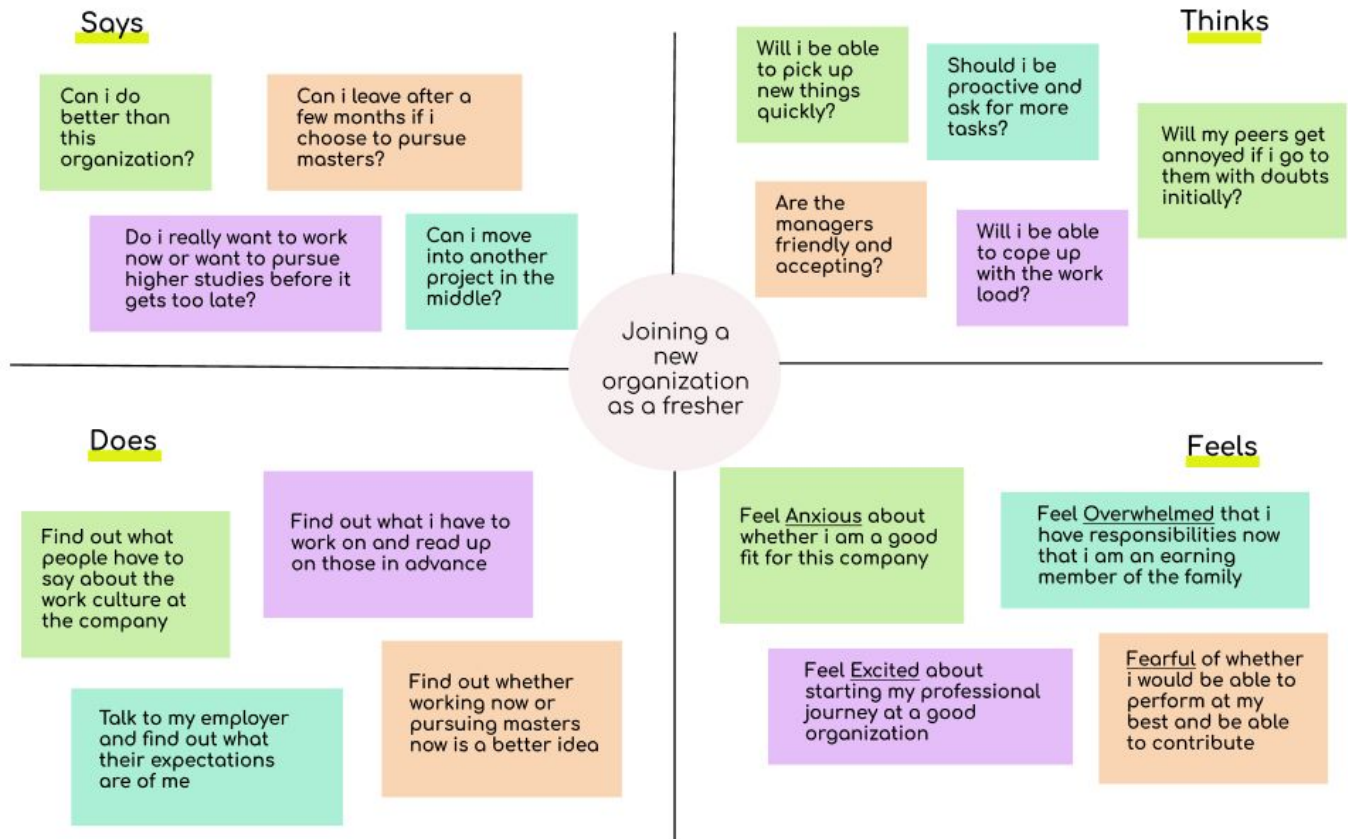
EMPATHY MAP



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EMPATHY MAP



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