

CHALLENGE

- Business Goals [Can come from Project Management, Marketing, Sales, Product Management, HR, Finance, etc.]
- Market Segment [Can come from Marketing department, Sales department, Product Management, HR, Finance, etc.]
- General Tasks [From Project Requirements, Business Process Reengineering programs, Training Materials, Procedure/Job Aids, Screen Shots of existing or related Systems, incident or Error reports]
- Constraints [Can come from Legal Requirements/Regulations, s/w requirements, Tech/other]
- Marketing/Braning [Target User demographics, age, gender, audience's interests, hobbies, etc.]

Consultancy Web Application **UX Challenge**

Students need an advice on further studies about universities and colleges in other countries

Process Step 1 : **Empathise**

My research points after understanding the scope

- Students facing problem with consultancies
- Not able to find consultancy people give right information or not
- There should be a way to find which university is right based on grades
- Student want to choose the best university what is improvement required
- Need to have digital documents acceptance
- Scholarship Information required
- Education loan information required
- If you can provide part-time job details it would be good

Users

New students, Pursuing students, Consultancy employees