

Microcopy (human advisor feel):

“Nice! Got your education level 🎓. Now let’s check your GPA to see how you match university requirements.”

Another one:

- After student answer English test question →

“✅ Great! Having an English test puts you ahead of many applicants.”

OR

“⚠️ No worries - if you don’t have a test yet, we’ll show you what programs you can still target and what to do next.”

Why it matters

- Gamification = makes the flow fun.
- Microcopy = makes the flow feel **personal, supportive, advisor-like**.
- Together = **trust + engagement + motivation**.



Pre-Login Questions:

- **Country of interest** (dream/aspiration → hooks emotion first).
- **Country of origin.**
- **Highest education level.**
- **Final GPA/grade.**
- **English test status & score.**

Step 0 - Registration (gate to unlock results)

Ask:

Email, Password

Name (preferred here for best continuity; if you want ultra-light registration, move Name to Step 1)

Why here: keeps pre-login friction low but captures Name right as value is unlocked.

Step 1 - Welcome & Verify (no new data, quick confirm)

Screen: **“Review your answers”** (from pre-login)

Country of citizenship / Where you're from

Highest education level

Final GPA/grade

English test status (Yes/No)

Actions:  **Edit any item** (instant re-calc of Preliminary score)

Quadrants: **Academic Fit, Entry Criteria** (refresh)

Step 2 - Profile Basics (only if you skipped Name at registration)

Ask (single field):

- **Name** ("What should we call you?")

Note: Keep it a single input with skip option.

Core 5 (light & essential):

1. **Dream job / career goal**
2. **Main motivation for studying abroad** (Career, Migration, Prestige, Research)
3. **Preferred field of study / major**
4. **Intended intake/term** (e.g., Fall 2026)
5. **Annual tuition budget range**

"Never repeat exact same questions"


1. Gamification Psychology (Completion Bias)

- Humans have a strong urge to **finish what they start**.
- When students see *"Profile 70% complete"*, their brain wants to push it to **100%**.
- It's the same mechanic LinkedIn, Duolingo, and Coursera use - completion bars drive higher engagement.

2. Self-Benefit Framing

- Instead of *"fill this form because we need it"*, you say:
"The more complete your answers, the more accurate your readiness score."
- Now accuracy isn't for the system - it's for **their own better results**.
- This flips motivation from compliance → self-interest.

3. Instant Feedback Loop

- Every time they add a real detail (GPA, English test score), the meter jumps:
 - “ Added GPA - your readiness accuracy improved to 75%.”
- This **reward loop** makes giving honest, complete info feel like progress, not effort.

4. Trust Through Transparency

- By showing “*Your score is 60% accurate*”, you’re being transparent about limitations.
- Students respect this and are more likely to give correct data to “unlock” a more valid score.

5. Social Proof Effect

- If framed as “*Most students reach 90–100% accuracy for the best matches*”, it taps into **peer motivation**.
- Students don’t want to be left behind with an incomplete profile.