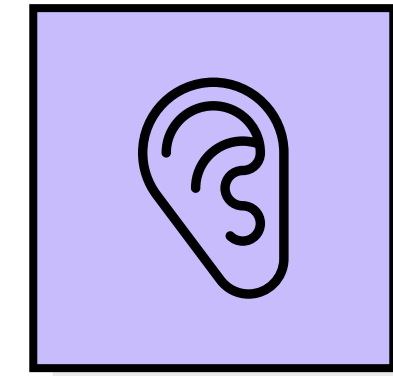


## WHO are we empathizing with?

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?



## What do they HEAR?

What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

The situation they are in is the student has finished schooling and is to select the best university that satisfies all their conditions, that is, the best, optimal option out there.

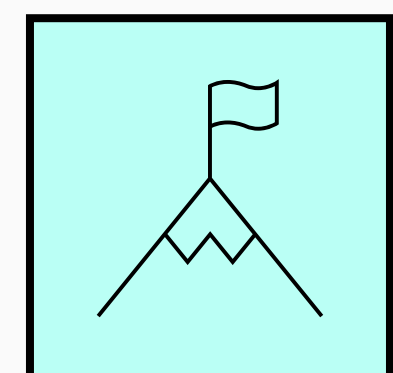
The person we want to understand students who are going to join universities and their parents.

## GOAL

They need to create a checklist for what are they more focused on.

They need to finish their final phase of education in a good university for good employment.

**What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?



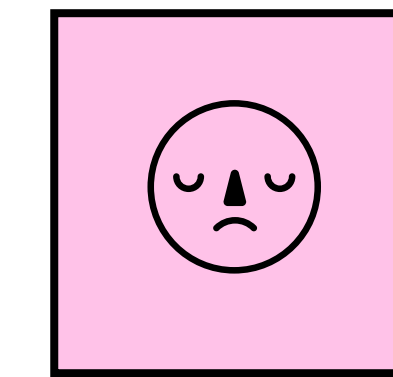
They need to make the right decision in choosing the best university.

They will know they are successful if they come out of the university with good skills set and their journey through the University is comfortable

The students look for good study places, good library with standard books and calm, friendly classrooms that helps them to concentrate and interact with professors. They also look out for the dorms they are going to stay in during their study.

## What do they THINK and FEEL?

### PAINS



What if the academics here are not as good as they heard?

What if the food is not of good quality. What if the cooking process is not hygenic?

What if Ragging is a real thing here?

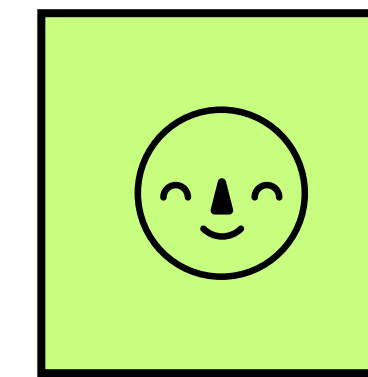
What if the professors here are unfair and discriminating?

What other thoughts and feelings might influence their behavior?

The university itself possesses a calm, welcoming and peaceful environment.

The reputation for this university is not that great tho.

The management here is friendly enough to answer all our queries.



### GAINS

What are their wants, needs, hopes, and dreams?

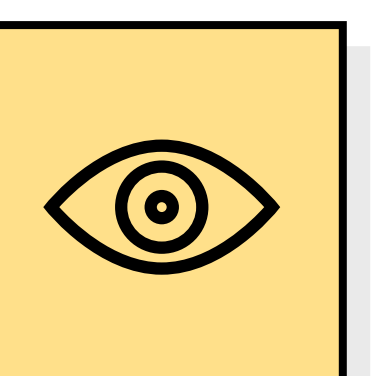
Most students hope for good interactive environments in classrooms

Generally, students want a good quality education that is affordable and satisfies their conditions.

Students need good study materials and study spots to concentrate.

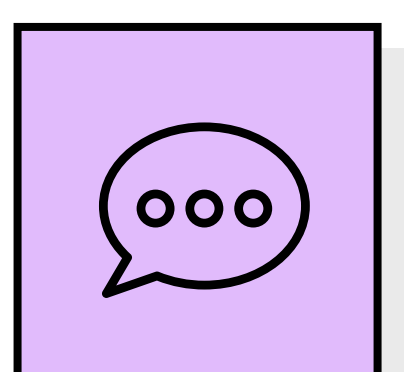
Dream of every student is to get good engaging and friendly faculty who encourages them to learn more

Students mainly look for research output, faculty quality, and student outcomes. they look out for how academics are and how well the university works



## What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?



## What do they SAY?

What have we heard them say?  
What can we imagine them saying?

We can imagine them complimenting the academic performance of that University and about how good the administration works there

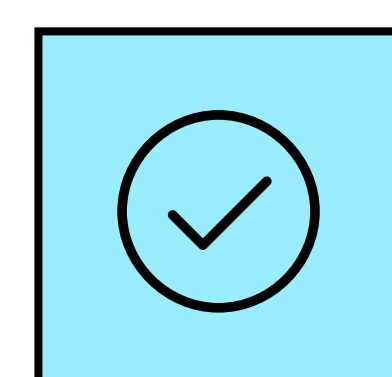
Feedback on the university's academic results, research outputs and how the courses are taught.

What steps do they follow to assess the qualifications and expertise of the faculty members at different educational institutions?

What methods do they use to hold universities accountable for the quality of education and other performance indicators?

What processes do they engage in to access data related to citations, references, and scholarly impact of universities?

What actions do they take to assess the quality of education provided by different institutions?



## What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

The students hear how the grading system works and how is academic evaluation is done.

The students hear others saying how well the placements are going in that university.

They hear how the academic output is and average number of publications and citations done every acadmeic year.