

PROSPECTIVE STUDENTS

Build list of candidate colleges

Web search

- Search for schools on Google/ Yahoo
- use keywords for areas of interest
- Collegeboard
- Matchmaker sites that match interests to schools
- Go to specific college sites

Get recommendations

- Guidance counselor
- Current students or alumni
- Friends
- Teachers
- Parents
- Share desires with all above

Compare schools

look at rankings in magazines

look at basic stats (often from Collegeboard)

- student diversity
- student teacher ratio
- tuition
- basics
- demographics

narrow list, eliminate schools

Gather info about a School

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fill out form to request more info

research info & stats

Look for fun/interesting things to do

What can you do at school?

Search for extracurricular activities

Going to Football games, sports

Seminars & speakers that come to campus

Pursue a particular interest

Participate in marching band?

Participate in rec/intramural sports?

Student organizations & clubs

What is the student body like?

Look for pictures of students

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Evaluate Student Life

**Social life**

Opportunities to be with friends, make friends

What is campus life like?

Is campus life active?

see popular hangouts around campus

Get a sense of day-to-day life

Can I have a car?

**Food**

Quality of food on - campus

details of food plan

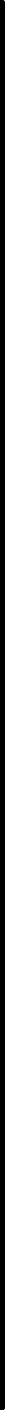
eating off-campus

What are the Dorms like?

see layout

Get the real story

Campudirt.com - forum for current college students



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Evaluate Size

NOTE:  
People's  
definition of  
size vary  
widely

size of university

class size

Evaluate Right FIT?

Get a "virtual" sense of school

hear of other student experiences

audio & video of campus, campus life, administration

web site exciting to view

Gain sense of experience of being at the school

See campus setting

How convenient is campus?

If it right for ME?

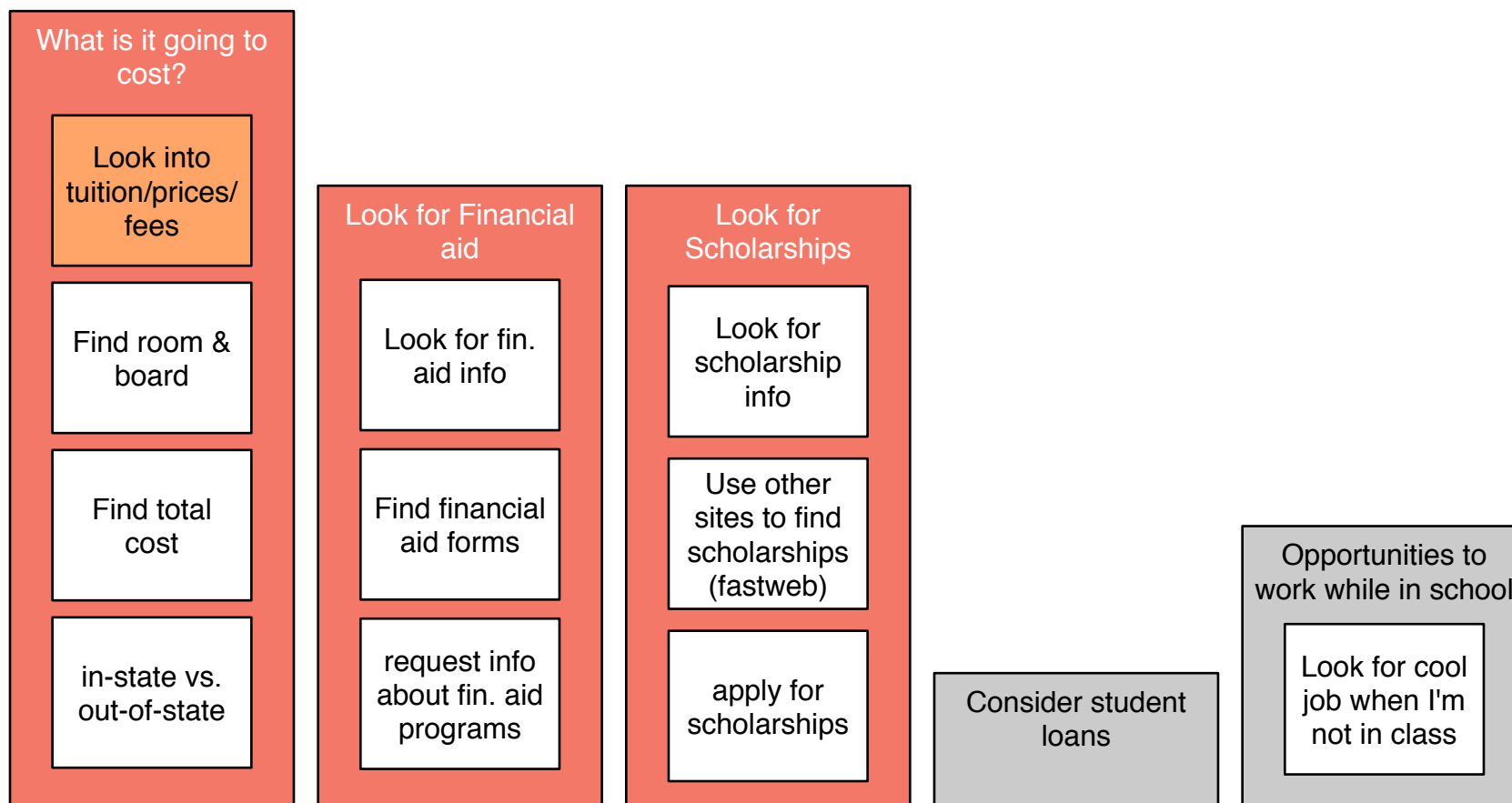
Can I combine my major interests?

How easy is it to adapt to?

Does it have everything I want?

# PROSPECTIVE STUDENTS

## Evaluate Affordability/ Cost



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Evaluate Value for Career

Evaluate Location

"looks amazing on a resume"

what job opportunities will I have after graduation?

find the best school I can get in to

Distance from home

How far to drive?

Not too far away from home

How to get home

In-state?/Out-of-state?

What is Blacksburg like?

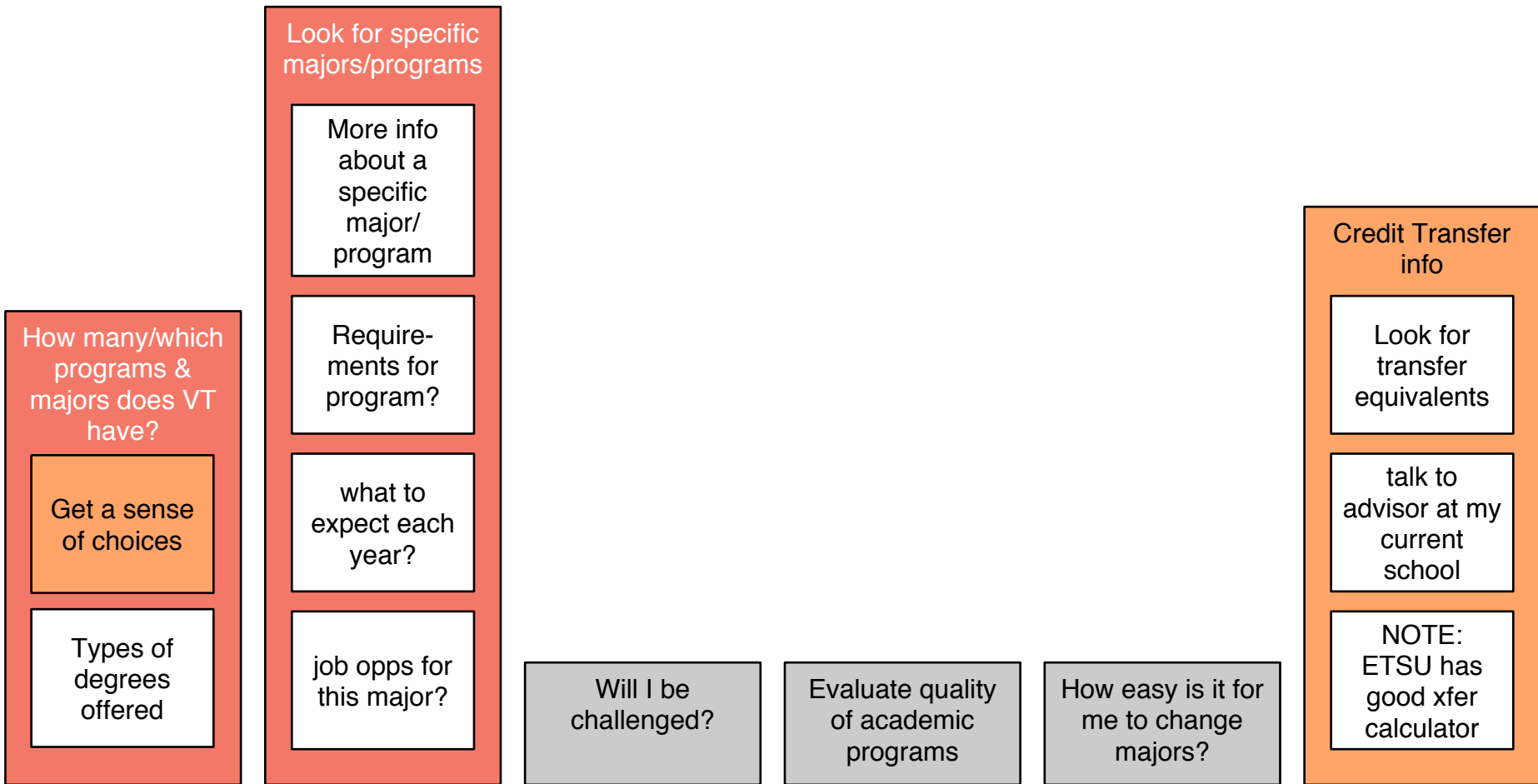
town/city

urban/rural

things to do

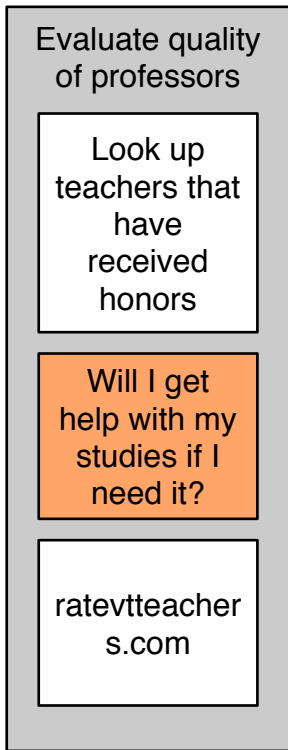
# PROSPECTIVE STUDENTS

## Evaluate Academic Programs

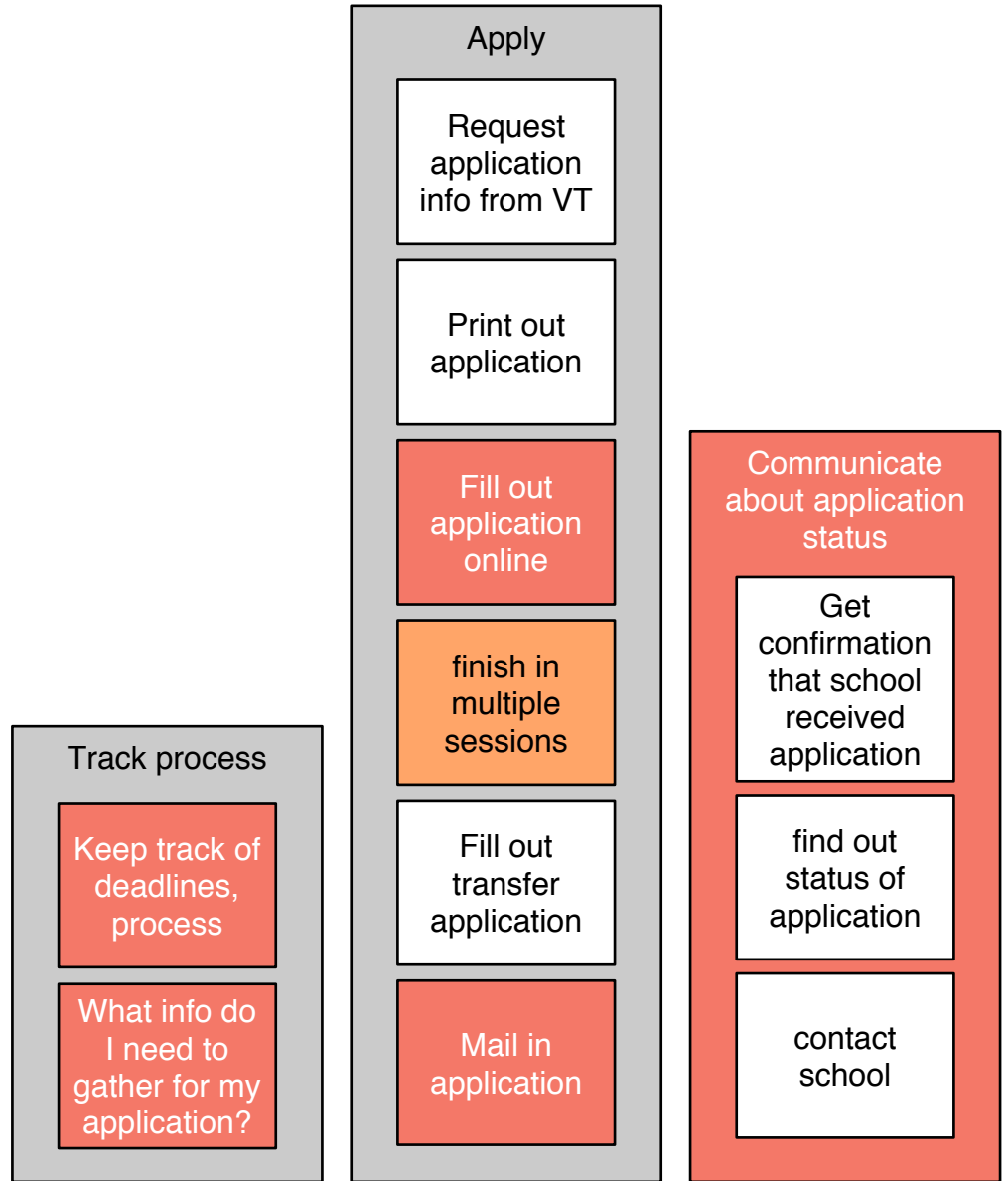


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Visit



Apply



**Decide**

**Mental Models Explained**

Mental models are developed by interviewing a small set of users within a particular target audience, and asking them questions related to common tasks they perform related to an overall process (like working at Tech, or selecting a college). We extract discrete tasks and organize them to make a mental model.

**Goals/Categories**

Across the top of the chart, you will see a designation of the broad goal or category for the tasks underneath it.

**Task Groups**

The grey boxes are groups that pull several related tasks together.

**Tasks**

The individual boxes within a task group box are specific tasks that make up that overall task group.

**Colors indicate frequency**

This task appeared multiple times in interviews.

This task appeared MANY times in interviews.

This is a very subjective process, it is not intended to be scientific research. It is intended as a DESIGN TOOL so that we can make smarter decisions about site architecture, content and layout.