



## The **EXPLORER**

*“Did you say this school has pickleball  
and an improvisational cafeteria?  
SIGN ME UP.”*

### **Goals:**

To find a college that’s far away from home with a range of activities and academic options.

### **Needs:**

Search by size  
See clubs, sports, activities offered  
A long list of offered majors

### **Frustrations:**

Hard to search for those one-offs since they don’t know what they look like exactly  
Not enough information given about the school offerings or city  
Hard to prioritize

The **EXPLORER** wants a new, exciting college experience because they are looking for something different from their current environment and culture.