



## The GOAL GETTER

*"I know exactly what I want and need."*

### **Goals:**

To find a college that meets their exact 1-3 needs

### **Needs:**

A search function that helps them find their specific needs

### **Frustrations:**

Unable to find information on the exact things they want  
May not know how to narrow or broaden search beyond targets

The **GOAL GETTER** needs a college that meets their specific requirements because they know exactly what they want and don't want to bother looking at any other schools.