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Name	Rajiv	Xiao	Svetlana	Mohammed
Current Location	India	US	Brooklyn, NY/ Toronto suburb	India
Home Country	India	China	Russia	India
Job Title	Student	Student	Underemployed or unemployed	Engineer
Referred By	Google Search	University	Community org or govt office	CIC
Age	18-25	20-30	35-45	35-45
Education	High School/Bachelor's Degree	Bachelor's Degree	Foreign University Degree, Foreign professional certification	University Degree
Industry	Tech- Engineering/Computer Science	Computer Science/ Tech Sector	Engineering/Healthcare	Engineering
Family	Lives with parents and siblings	Parents back home	Married with children	Married with children
Destination	US	US	US or CA	Canada
Demeanor	Aggressive, Striver, Smart/good grades	Explorer,	Negotiator, Striver	Aggressive
Communication Preferences	Computer and smartphone- email, video & social	Smartphone, video, social media	In person or email, no phone calls	In-person, email?
Language	Speaks English	Limited English	Limited English	
Goals	Get high paying job < get master's degree < get into master's program at US university	Get advanced degree in the U.S., have a great experience, learn to navigate life in the US	Get a better paying job in their industry	Get engineering job in Toronto before arriving in Canada
Income	\$	\$\$\$	Previously \$\$, now \$	\$\$ in India, wants to continue that here
Challenges	Will need to understand: 1. How to apply to US Schools 2. How to get financial aid 3. How to get through the WES eval process 4. How to contact WES/resolve a problem when there is a customer service issue 5. How to assimilate and get settled once in the US	Once credentials evaluated, not sure how to proceed Never lived/studied abroad, doesn't know how to prepare or what to expect After arriving in the U.S., still has lots of questions/challenges	Wants to apply her foreign-education, and previous job experience to a similar position in the US but has not been successful so far. Doesn't know best path to get there (new license? new education? Networking?). Added barrier of poor English skills.	Difficulty finding a job overseas, with employers who have not met him face-to-face.

What Can We Do?	<p>Provide free info/resources on how to successfully navigate the U.S. application process. Provide free info/resources on how to obtain grants and scholarships to fund a U. S. education Provide content detailing how to complete every step of evaluation, while anticipating the hiccups along the way</p> <p>Provide information that clearly directs applicants to the proper customer service channels</p> <p>Provide resources to help prepare for TOEFL and IELTS</p>	<p>Provide clear and simple instructions about how to best utilize evaluation and complete the application process</p> <p>Provide free resources/info about preparing to travel to the U.S. and adjusting to life as an international student</p>	<p>We can provide information on employment programs and certification requirements.</p> <p>We can also provide tips, tools and resources to help her leverage her skills to meet her professional goals.</p>	<p>Provide information and referrals to pre-arrival programs to help Mohammed with his employability skills. Provide tips, tools and resources to help him leverage his skills to meet his professional goals.</p>
Quotes	<p>“My sister has a Ph.D. in pharmacology, and she has all the things she's ever wanted: a good husband, an expensive car, and even luxury vacations. The only thing that helped her to achieve her goals was her American education at Harvard University (WESSA essay contest) “I am Indian would like to Pursue Doctoral Degree in foreign institutions. I am searching for a sponsor hence i can not afford the expenses. how and whom i can approach?” (WESSA comment section)</p>		<p>“I want to help people again”</p> <p>“I am a nurse, not a waitress”</p>	<p>How do I get employers to hire me in Canada from overseas</p> <p>What documentation do I need to bring to Canada upon arrival</p>
Common Objections	<p>I read on Yelp that WES is lousy. Bought it, but may write nasty Yelp review if process isn't smooth</p>	<p>Student with money to hire an agent may bypass WES resources</p> <p>Student may feel there are better resources elsewhere (ex: One to World's “International Student's Survival Guide to Living in NYC”)</p>	<p>The service does not get me a job right away</p> <p>I need to spend time looking for work not watching videos</p>	<p>The service does not get me a job right away</p> <p>I need to spend time looking for work not watching videos</p>
Marketing Message	<p>WES Advisor offers free advice from international admissions experts. AND When you're ready WES's customer service content will answer any and all questions you may have related to your evaluation application to get you through this process.</p>	<p>Congratulations on getting your credentials evaluated! WES has the resources you need as you begin to embark on your study abroad adventure.</p>	<p>Connector to opportunities to advance your career</p>	<p>Connector to opportunities to advance your career in Canada</p>
Elevator Pitch	<p>WES Advisor's e-guides and school finder tools will walk you through every step of the U.S. admissions process – and give you some ideas about how to pay for your education, too! AND Are you having difficulty with your WES evaluation? No worries, we've got you covered with our customer service blogs posts and videos.</p>	<p>Check out WES Advisor's Student Ambassador blog posts to learn how to get the most out of your U.S. study abroad experience, both inside the classroom and out.</p>	<p>We provide information and resources to connect you to the best programs and services to help you meet your professional career goals</p>	<p>We provide information and resources to connect you to the best programs and services to help you meet your academic and professional career goals in Canada</p>
Gaps				