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What AI chats can tell us about the school search

Insights from 2,000+ parent conversations
with doris AI

Sept 2026



Introduction

Parents used to research schools by trawling through listings and school websites. Now, more and more, the search starts with AI.

Semrush expects AI search to overtake traditional search within the next couple of years.

Families now use tools like ChatGPT, Gemini and Claude - and when they're on doris, doris AI.

And they use it a lot, because it pulls from the 8,200+ school profiles already on the platform, plus the hundreds of guides and articles doris published to help parents through the search, making it very easy to find information, and compare and contact schools.

This report is built on more than 2,000 of those doris AI conversations recorded between July 1st and September 30th, 2026.



2,631

doris AI chats

2,158

unique users

7,432

User messages

20

languages



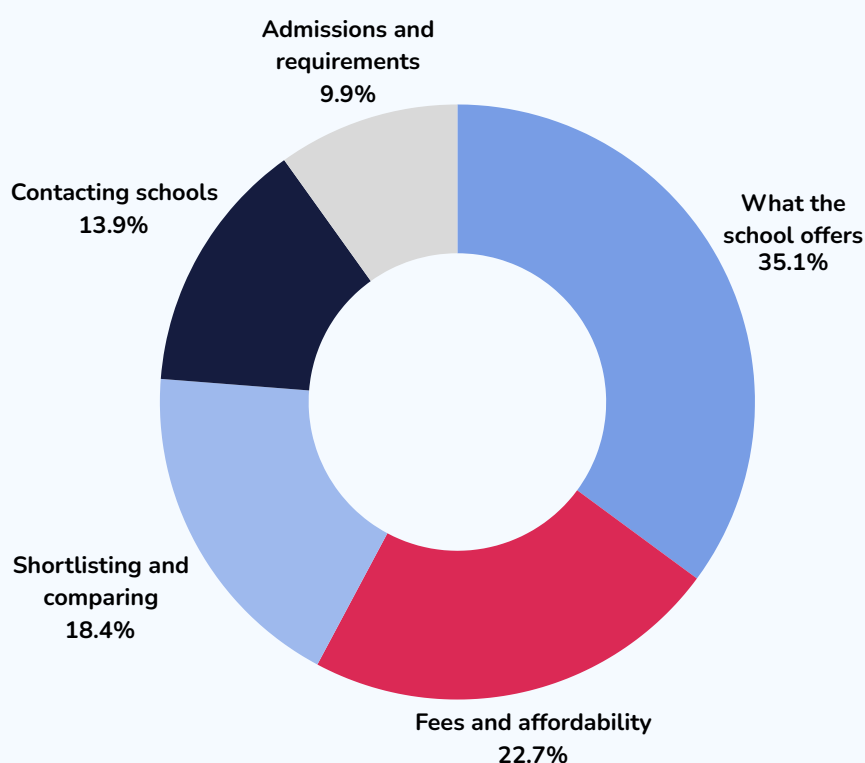
What families ask

We've grouped parents' questions into five categories: fees and affordability, contacting schools, shortlisting and comparing, admissions and requirements, and what a school offers.

While "What the school offers" - a category that groups what families deem essential information about a school (think curriculum, SEN support, language of instruction) comes at the top with 35.1% of the conversations, the biggest single topic is fees (22.7%).

And with fees, families use doris AI mainly to understand whether they can afford a school, not just by listing tuition fees, but untangling hidden costs and converting them into local currencies.

The next big shares of questions are about building shortlists (18.4%) and contacting schools (13.9%). In the latter, parents want contact details like phone numbers or WhatsApp, or getting doris AI to write a ready-to-send message.



Real messages:

- "I want to send my 12-year-old to a British curriculum school in Singapore. What are my options?"
- "English-taught schools in Greece with moderate autism support, for a 5 and 7 year old."
- "学费用人民币表示? " ("Can you show the fees in RMB?")
- "Can you prepare the scholarship application email in English?"

Where parents get stuck

If you've ever used AI assistants, you know that while they're very helpful, you don't always get the answer you need the first time. Sometimes, it happens in doris AI chats too.

doris AI answers user queries using information sourced from school profiles and the wealth of guides and articles published on the site about international education. School profiles on doris are built using publicly available information, or information provided directly by schools when they've partnered with doris or claimed their profile.

This means that sometimes parents hit a wall when they're asking AI for specific (sometimes niche) information not available on a school profile - information that often isn't on schools' websites in the first place.

We've analysed some of the information parents have looked for but haven't been able to find.

Parents couldn't find	% of unanswered queries
Details about fees	31.0%
Places and admissions information	23.3%
Term dates and timings	15.5%
Information about uniforms	11.2%
Scholarships and bursaries	5.2%
Exam results and destinations	5.2%

Categories with less than 5% unanswered queries are excluded from this table

What to add to your website

Having these details on your website will get it cited by AI Assistants when parents ask for it, and prevent families from getting frustrated.

1. The real cost of attending your school

Blocker: parents struggle to find what a year costs once you add application fees, deposits and the other extras on top of tuition.

What you can do: publish a complete fee breakdown by year group, with each of those costs spelled out and the year it applies to.

2. Availability and spaces

Blocker: families can't tell whether there's space for their child or you have a waitlist.

What you can do: set out which year groups have availability, your entry requirements, and how the waitlist works.

3. Term dates and timings.

Blocker: the calendar and the shape of the school day are often missing or hidden behind a PDF.

What you can do: put up your term dates and a typical day's hours.

4. Information about uniforms

Blocker: parents want to know what's needed and what it costs.

What you can do: publish the uniform list with items, prices and where to buy.

5. Scholarships and bursaries.

Blocker: it's not always clear when a school offers scholarships, and when they do, what are their terms and deadlines.

What you can do: specify what's on offer, who qualifies, and when to apply.

6. Academic results

Blocker: families look for proof of outcomes and can't always find it.

What you can do: share your recent exam results and where your alumni go next



Bonus section: real AI chats

Hi, I'm looking for a daily school transport service for my two children from [redacted] to Horizon English School in [Dubai neighbourhood]. One child is in [Year x] and the other is in [Year y].

I need door-to-door pick-up and drop-off, with a female bus attendant. I also need the children to be safely handed over to the school staff in the morning. Do you provide this service? Do you have GPS tracking and CCTV? Could you please send me the monthly/term price for both children?

Parent looking for schools in Dubai

We're moving to Singapore and have an 8 year old. Looking for British curriculum, budget 10-30k GBP, academic focus. Show me some options.

UK parent looking for schools in Singapore

Create a comparison table. Add Tanglin and Dulwich and other IB schools. Prepare the side by side table with costs as well as top 3 reasons for choosing that school.

Malaysian parent looking for schools in Singapore

I am in Jeddah, Saudi Arabia. I am a grade xx male. I am looking for an International School, fees at a maximum of SAR 30,000.

I want a school that I can bring my own personal tablet device to school, and that they have a semi open football field so fresh air can flow in, It has to be fairly large.

Oh, and it has to be American curriculum.

Teenage student from Saudi Arabia looking for schools in Jeddah

help me find a great IB school with uniform and CIS accreditation in Japan

Parent looking for schools in Japan

Look specifically for public or low-cost Korean high schools in Seoul. My priority is a regular Korean high school or a public/special-purpose school.

Please search for schools that could potentially accept:

- a [xx]-year-old student from [Country]
- Who would need an appropriate student visa/residence status.

For each potentially suitable school, please find:

1. The official admissions/contact email.
2. Whether they accept foreign students from overseas.
3. Whether they have 외국인 특별전형 or transfer admission for foreign students.
4. Whether they can support the visa documents.
5. Whether they have dormitory/boarding or accommodation options.
6. The tuition and other yearly costs.
7. The next application period.

Teenage student looking for schools in Korea

I don't know where to start — help me figure out what to ask

Parent new to the school search

Some of the details have been redacted to protect the anonymity of the users





doris helps schools get AI-ready

The shift from traditional search to AI is real. That's why when we built doris, we built it to be read by AI.

We've done the technical groundwork: structured data, schema markup, a highly available MCP server, a big, clean corpus of school information, so AI can read it and trust it. But you don't need to know what any of that means.

What matters is the result: when parents ask AI about schools, doris is more and more where it gets its answers, often before schools' own websites.

You can claim your school profile today so when it gets cited, you know that all information is up to date.

Claim your profile

Partner benefits:

Lite

- Profile near the top of pillar pages and MCP server responses, so AI sees you first

Core

- Extra profile sections for AI to index and cite
- Images listed in the doris sitemap
- Stronger entity authority

Premium

- Videos listed in the doris sitemap for more brand visibility
- Weekly event scraping keeps your events fresh for AI
- AI visibility audit for your own website

Book a demo

