



## **SCHOOL** *of* **BUSINESS**

Home Page Design A/B Results

# Target Audience

1. Prospective Undergraduate (766)
2. Prospective Graduate (26)
3. Current Students (93)

# Prospective Undergraduate (766)

## First Impression?

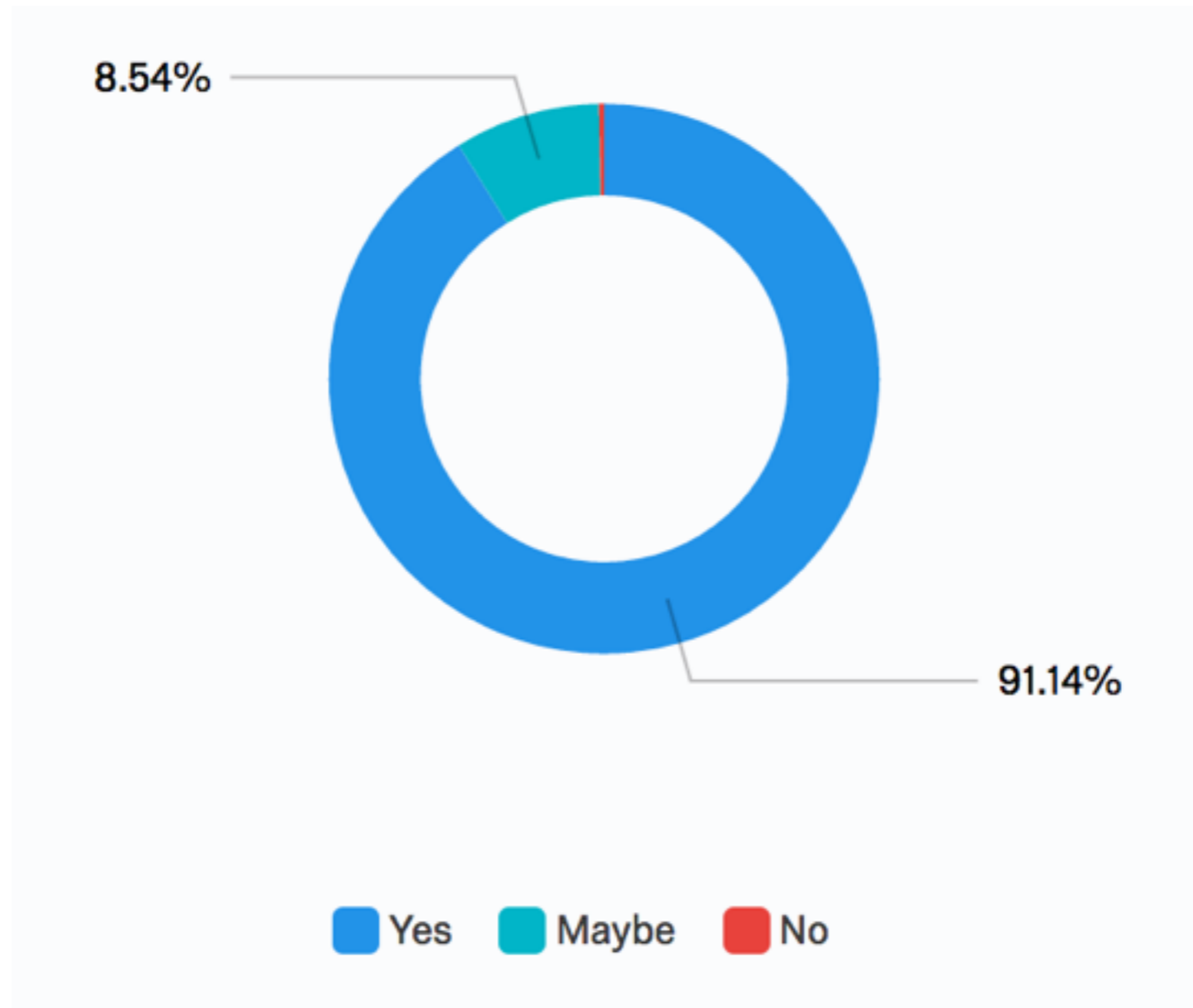
1. Easy/easy to navigate (157)
2. Organized (138)
3. Informative (98)
4. Clean (62)
5. Professional (50)
6. Simple (36)
7. Appealing (29)
8. Colorful (32)
9. Layout (20)
10. Eye Catching (19)

# Prospective Undergraduate (766)

## First Impression?

1. Too much info (9)
2. Lots of blue (3)
3. Plain (3)
4. White space (2)
5. Long (2)
6. Typical college site (2)
7. Cluttered (2)
8. Bland (2)

Do you feel this represents meaningful content to you as a prospective undergraduate?



How trustworthy  
is this website? (1-5)



\*Prospective Undergraduate

# Prospective Graduate (26)

## First Impression?

1. Layout (4)
2. Organized (4)
3. Clean (3)
4. Clear (2)
5. Good (2)
6. Sleek (1)
7. Simple (1)
8. Concise (1)
9. Simple (1)
10. Concise (1)

# Prospective Graduate (26)

## First Impression?

1. Too long (1)
2. Copy (1)
3. Busy (1)
4. Clunky (1)

### Suggestions:

1. Rankings not impressive
2. More stats
3. Add International logo
4. Copy needs polish



How trustworthy  
is this website? (1-5)

89%

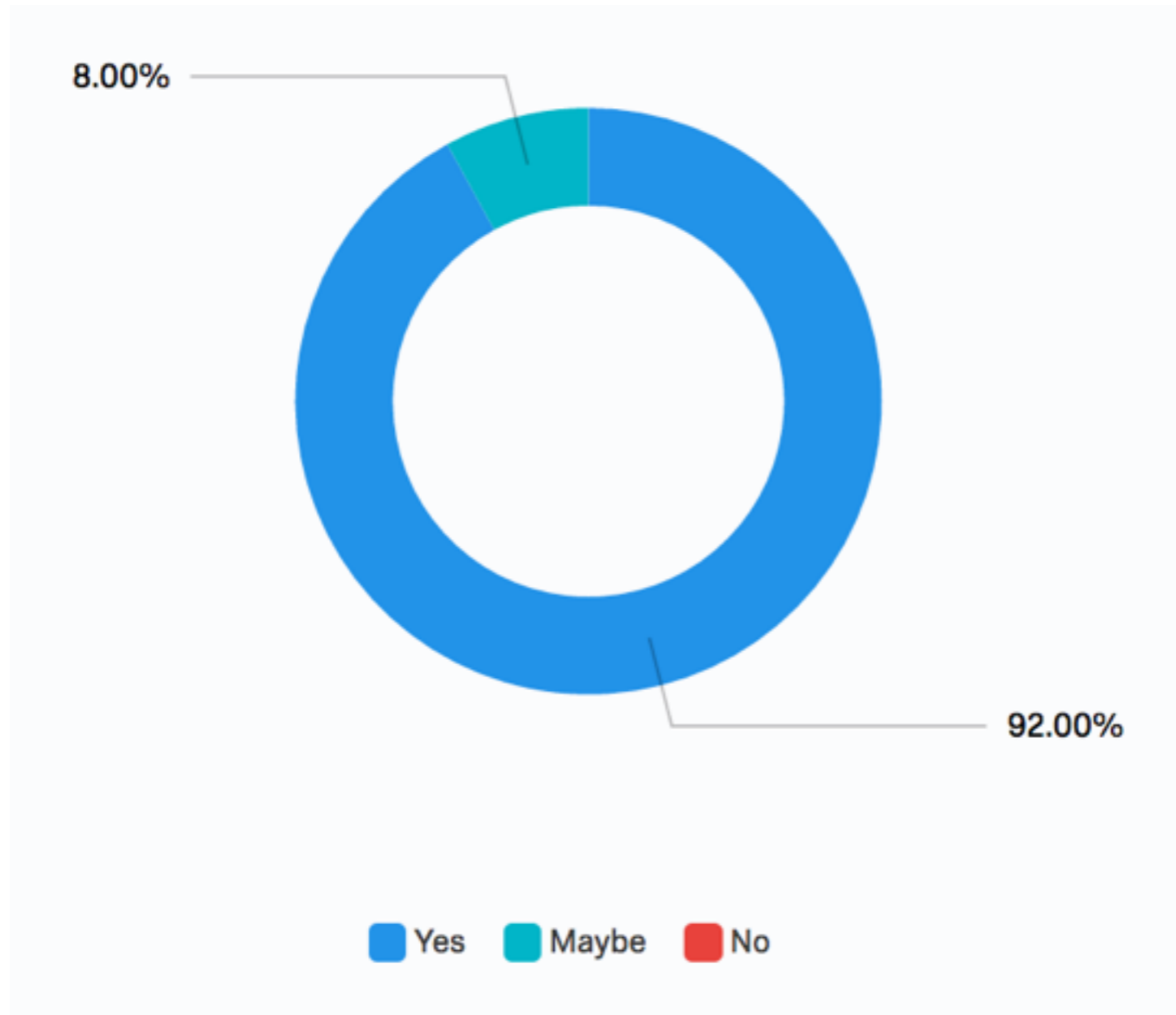
5

11%

4

\*Prospective Graduate

Do you feel this represents meaningful content to you as a prospective graduate?



# Current Students (93)

## First Impression?

1. Easy/easy to navigate (16)
2. Clean (11)
3. Modern (11)
4. Simple (6)
5. Engaging (5)
6. Professional (5)
7. Informative (4)
8. Organized (4)
9. Impressive (3)
10. Concise (2)

# Current Students (93)

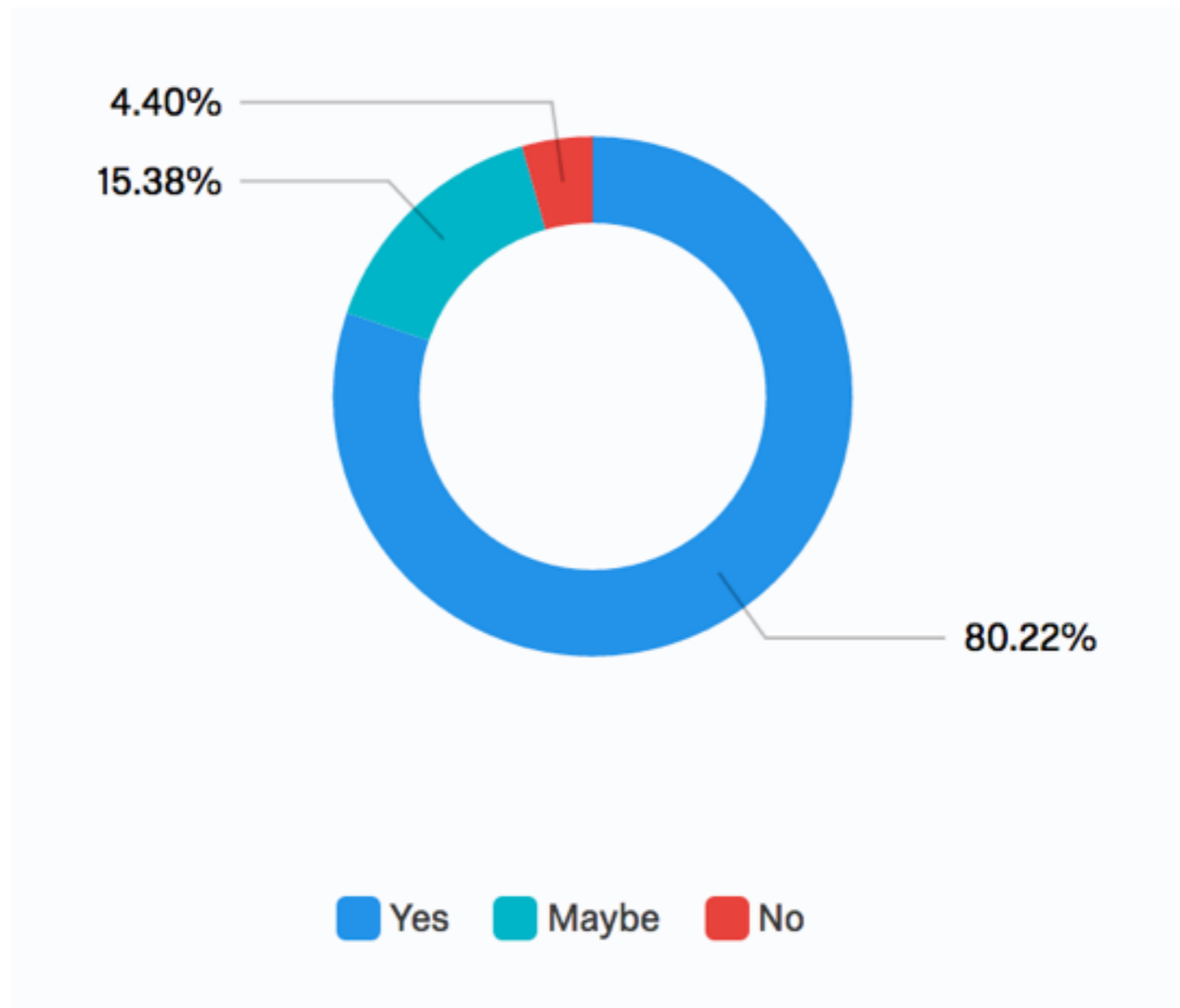
## First Impression?

1. too long (3)
2. hard to navigate (2)
3. generic (1)
4. high school (1)
5. little overwhelming (1)
6. too informal (1)
7. more content (1)
8. overwhelming (1)
9. distracting (1)

### Suggestions:

1. different grad photo
2. rankings too low
3. map too bare
4. outcomes
5. poor lead photo
6. no programs

Do you feel this represents meaningful content to you as a current student?



Do you think this accurately portrays your experience at the school?



\*Current Students

More info on [usd.qualtrics.com](https://usd.qualtrics.com)