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)

73% 22% 4% 5 4 3 1

*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% 11%
5 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?

- Yes: 77%
- Maybe: 18%
- No: 4%

*Current Students*
More info on usd.qualtrics.com