

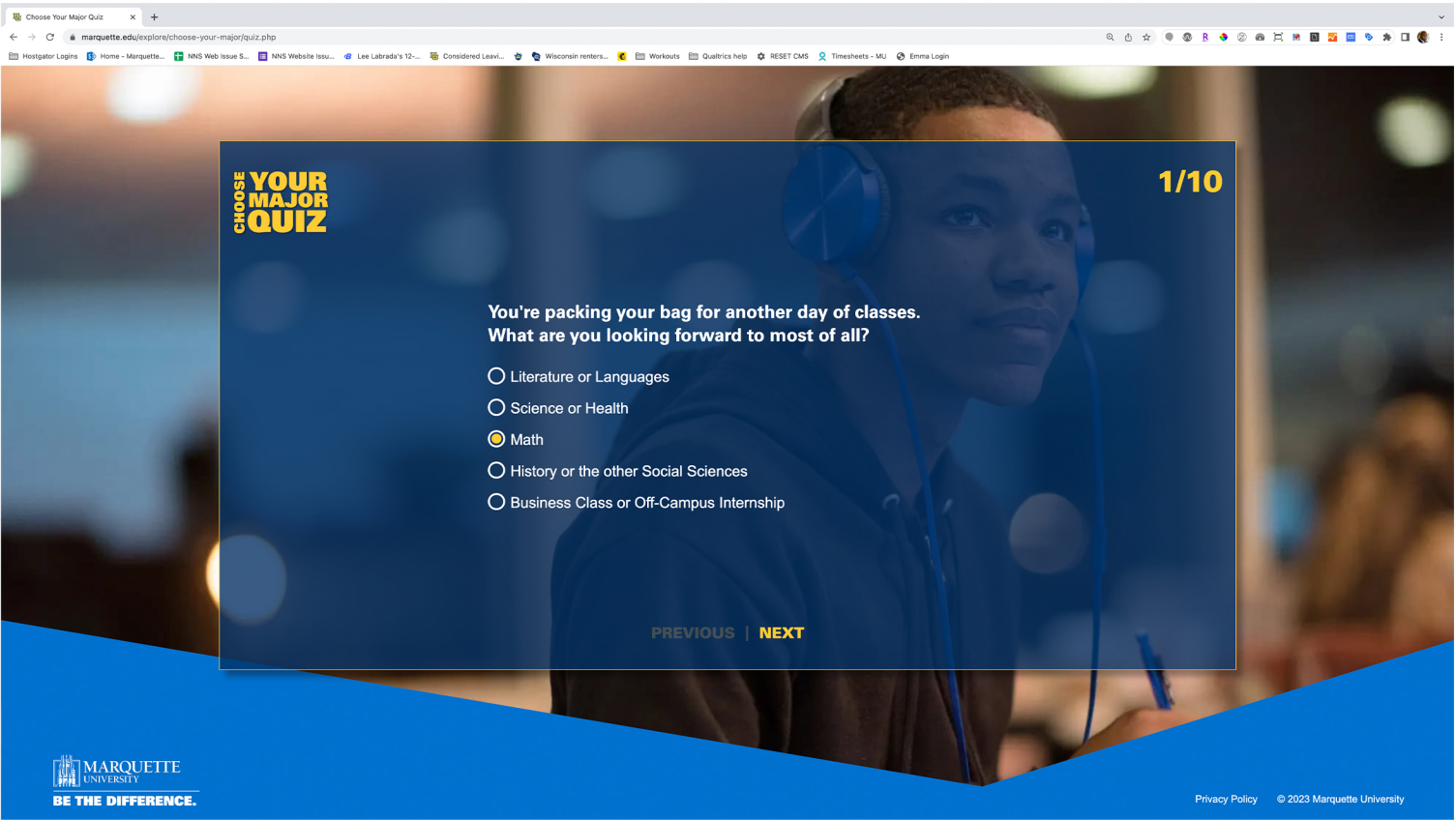
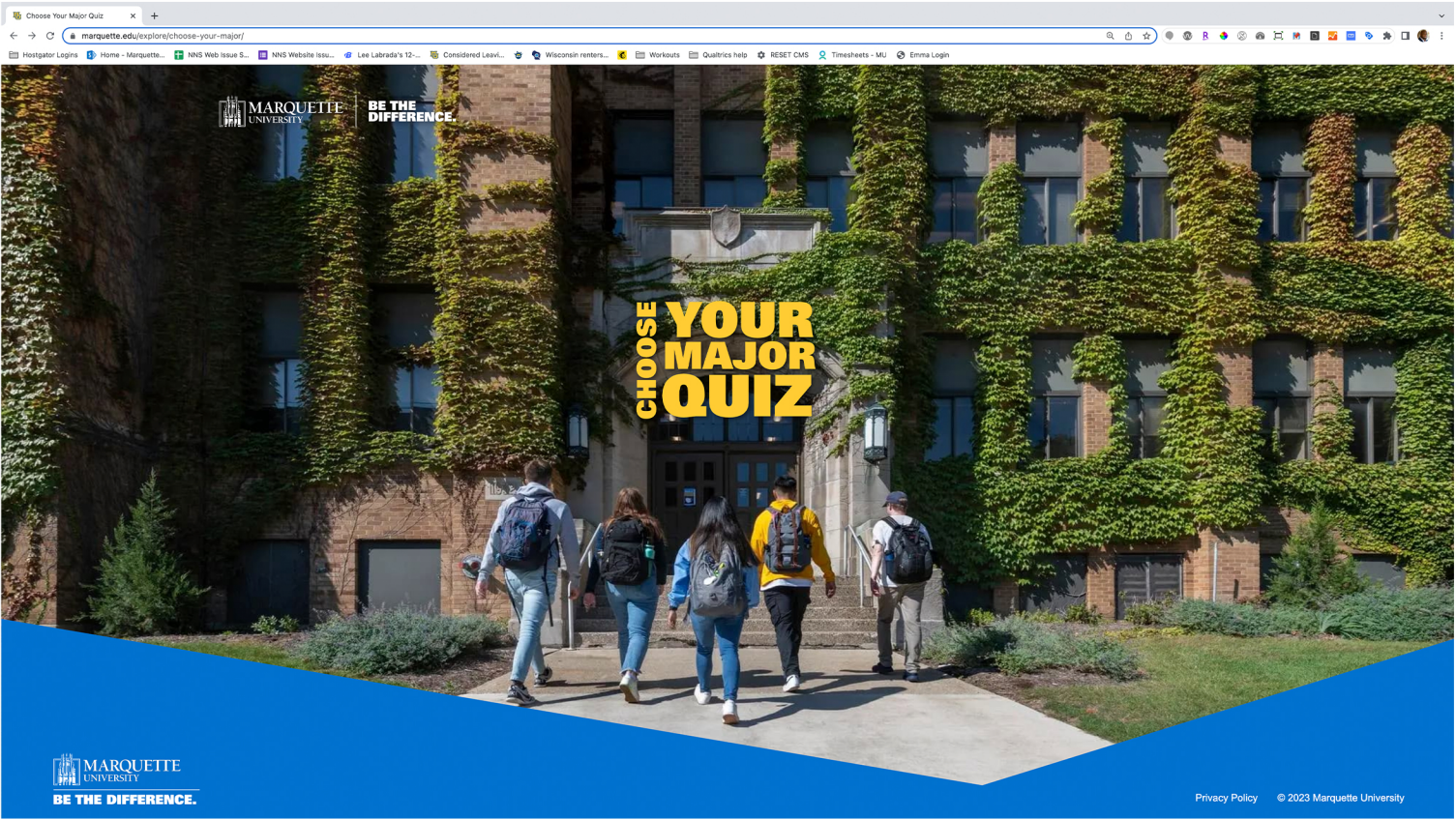
# Choose Your Major Quiz

The “Choose Your Major Quiz” was created as a fun and interactive experience to engage sophomore and junior high school students in our target markets. The quiz tackles one of the biggest questions in the hearts and minds of potential students and parents. But it does so in a light and fun-hearted way—all while introducing prospective students to our brand—and creating an opportunity for lead generation and a direct connection to future students.

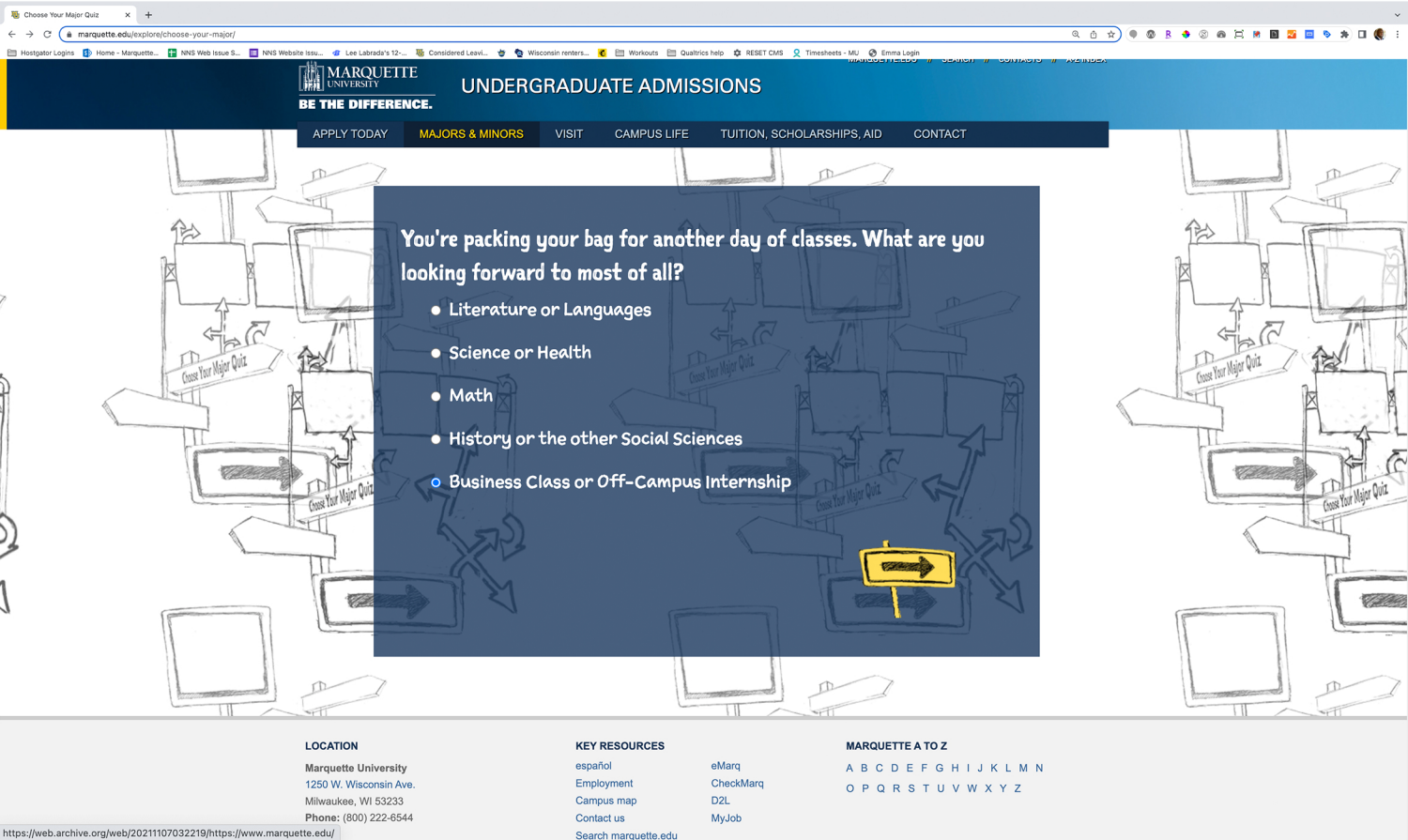
The quiz isn’t scientific, and it isn’t meant to definitively decide anyone’s major. It’s only meant to help students think about their future, and hopefully that future is here at Marquette.

Different versions of the quiz have been in circulation since 2010. This has allowed us to capitalize on organic search ranking, which directs more than two-thirds of the traffic to the site. In 2022 the quiz gained 345,000 page views, with users spending an average time of three minutes inside the experience.

We redesigned and relaunched the quiz in the spring of 2022, with this latest iteration moving away from generic, whimsical graphics, to focusing more on high end photography, allowing the visuals to show what life is like at Marquette. We want students to see themselves here.



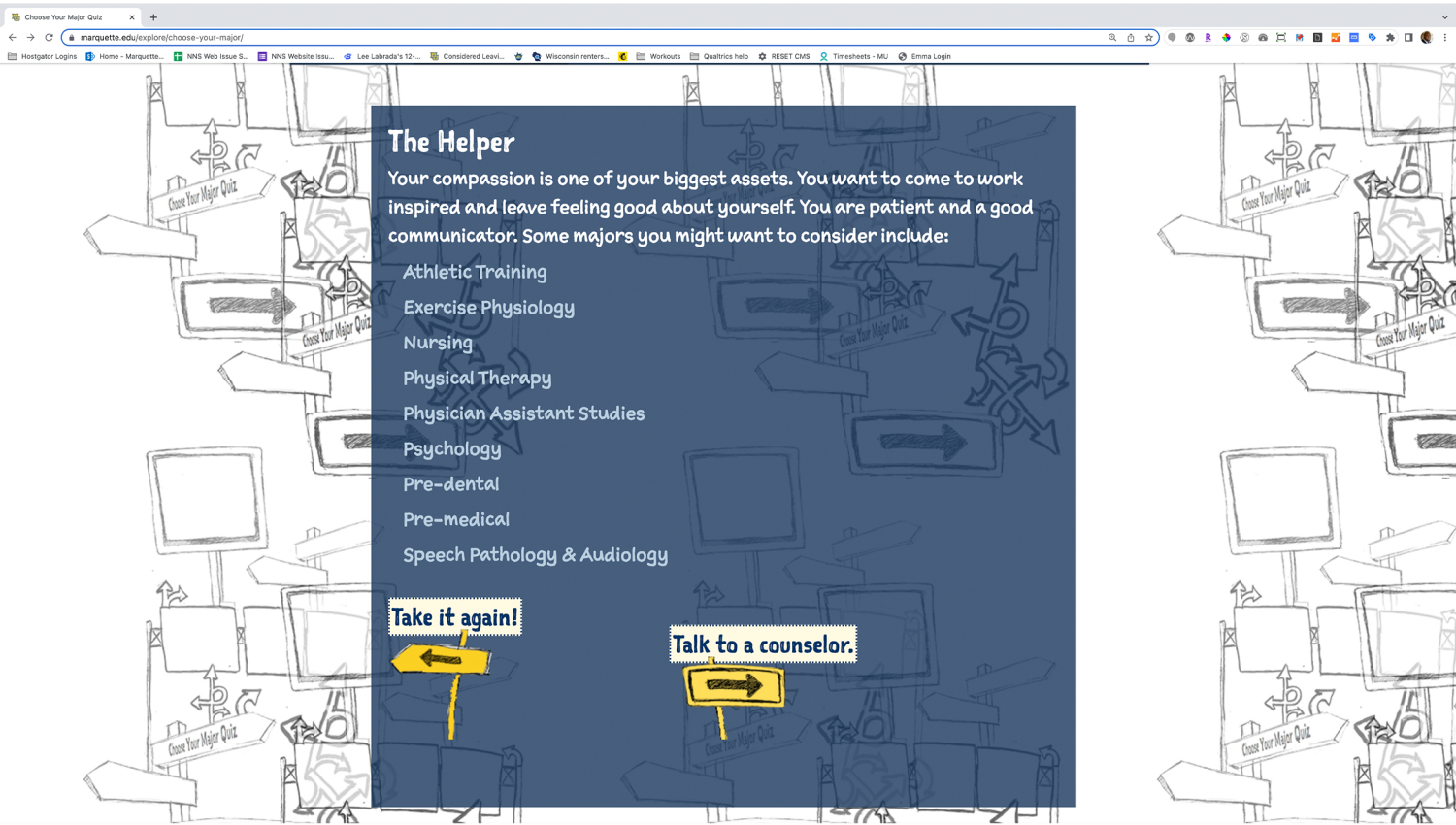




### The old Choose Your Major Quiz

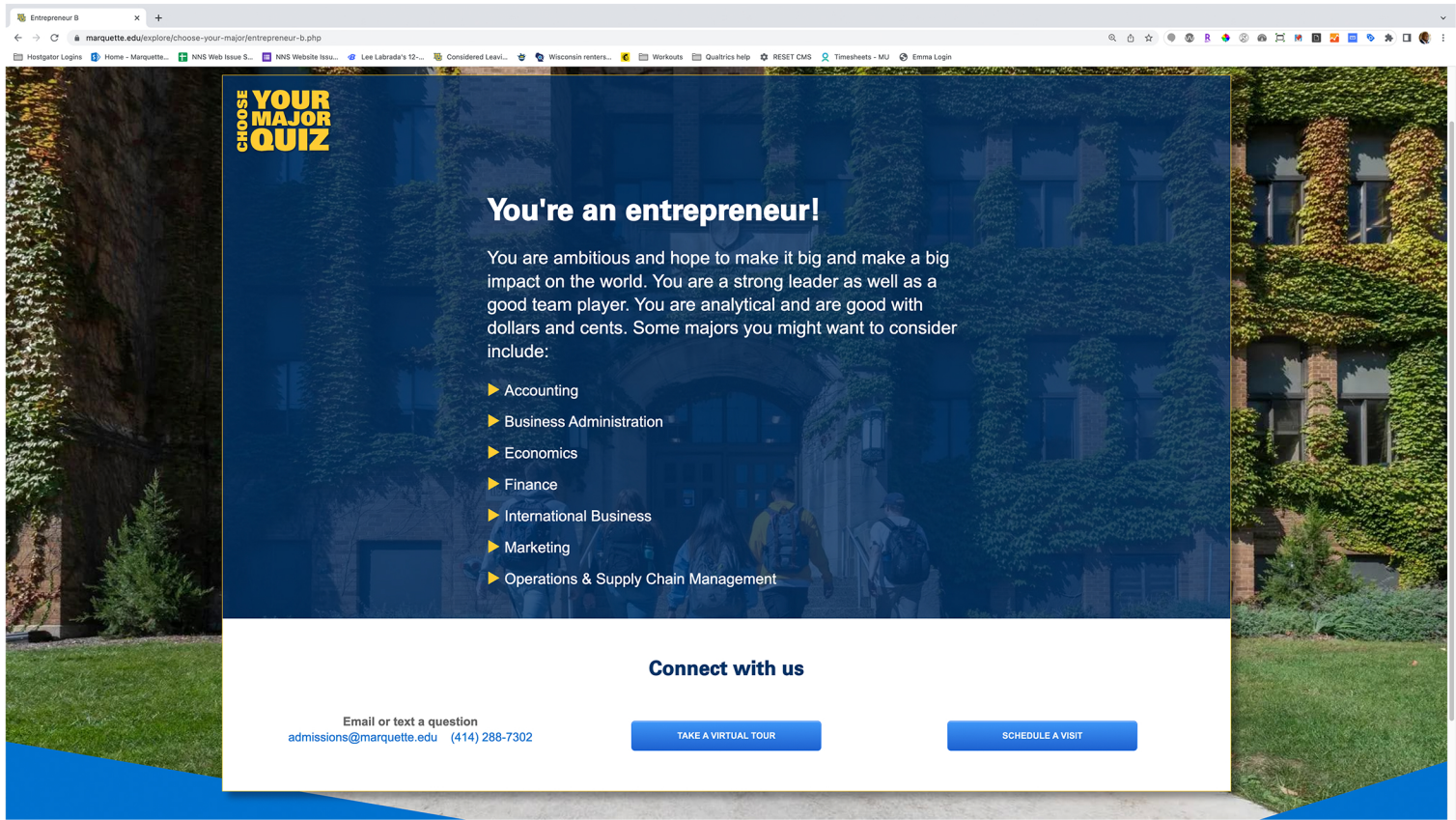
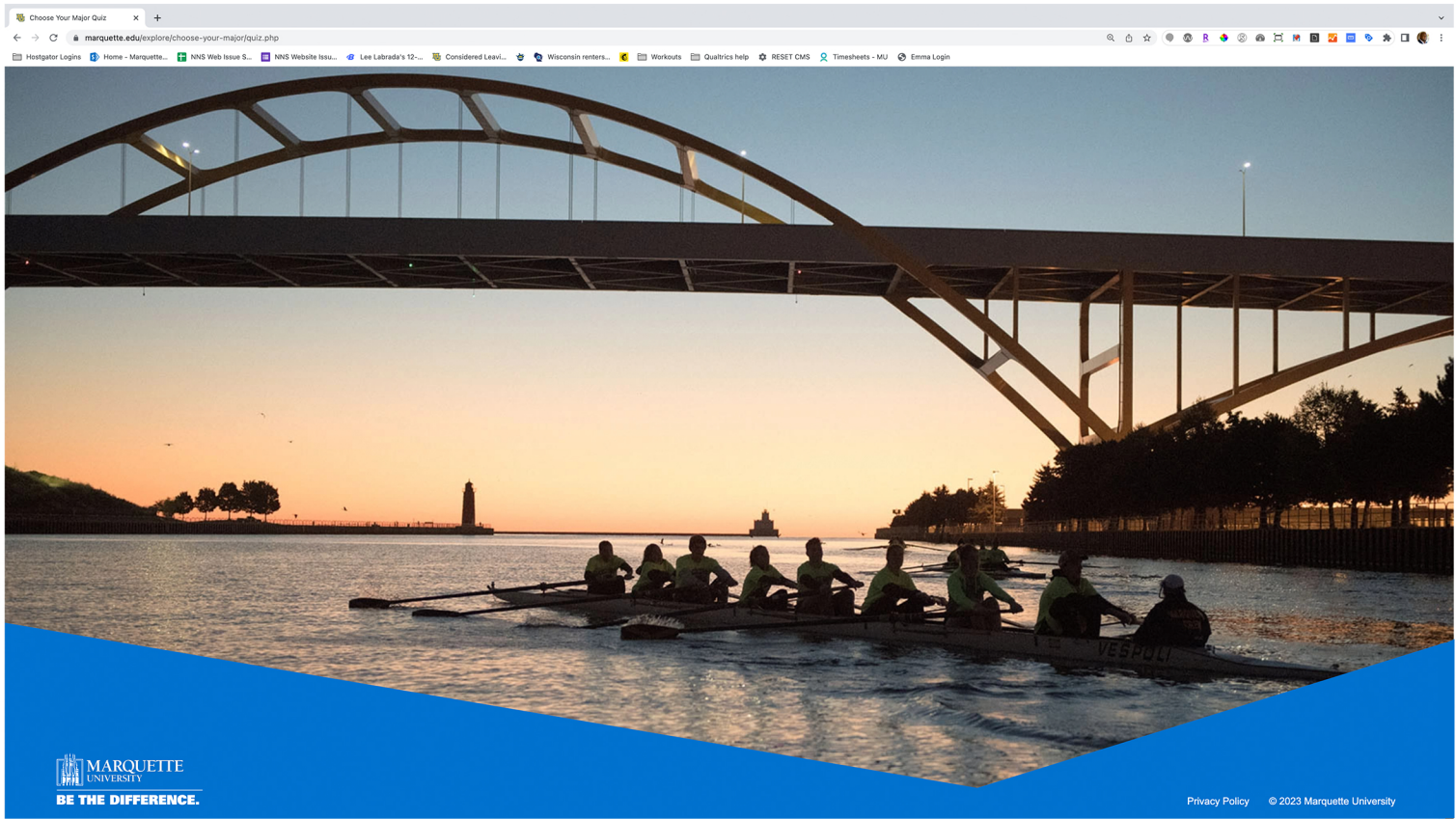
This version of the quiz was created using line art illustration to give it a fun feel that could appeal to a younger audience. At the time we created it, we didn't take into consideration the brand experience within the quiz itself. The quiz is wrapped in a branded interface, but that is where we stopped. The illustration doesn't highlight Marquette in any meaningful way and doesn't elevate our brand story.

We also didn't focus much on what happens after a user takes the quiz. We give them the option to take the quiz again or to engage with a counselor. While some users may take the quiz again, that doesn't necessarily benefit our college. We certainly weren't measuring how many times an individual user took the quiz. And talking to a counselor as a next step is not a likely action for a high school student.





Screenshots from the redesigned Choose Your Major Quiz



Mobile screenshots

