



[Student Work ›](#)
[Events ›](#)
[City Scene ›](#)
[Aeiva ›](#)

Upcoming Events

- Tushar Gandhi: Forum and Lecture
- Amanda Browder: Magic Chromacity (Community Sewing Days)
- 38th Annual Juried Student Exhibition
- George Ferrandi: The Prosthetics of Joy (Exhibition)
- George Ferrandi: The Prosthetics of Joy (Performance)
- Art History Master of Arts Symposium

About
[Mission Statement](#)
[Birmingham](#)
[Careers](#)
[Contact Us](#)

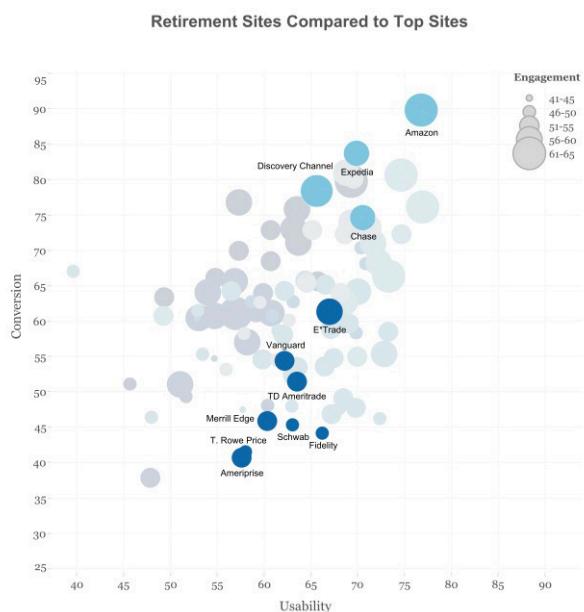
News & Stories
[Events](#)
[Stories](#)
[Videos](#)

Areas of Study
[Ceramics](#)
[Drawing](#)
[Graphic Design](#)
[Painting](#)
[Photography](#)
[Printmaking](#)

People
[Faculty](#)
[Staff](#)

Why Web Design Matters

Derrick Harris



*A data science consultancy has published a report analyzing the design of retirement- and investment-industry websites, but the lessons are universal:
Better design means better business.*

A data science consultancy called Change Sciences Group has released a report detailing how poor website design can harm business. The report focuses on retirement- and investment-industry websites such as T. Rowe Price, TD Ameritrade and E*Trade, but the lessons can easily be applied elsewhere as well.

This isn't 2001: Consumers expect simple websites. Yes, the reasons people visit websites certainly affects whether or not they actually purchase a product, and brokerages probably have different clientele than consumer websites and even consumer banks. But it stands to reason that better web design translates to better business whatever the case. (In fact, our entire RoadMap conference in November is dedicated to the importance of design across all types of products.) Here are screenshots of the T. Rowe Price and Amazon websites, just for the sake of comparison. At a quick glance, it's pretty easy to see that Amazon makes it clear it sells things and you can buy them. I'm not even sure where I'd get started if I were new to T. Rowe Price. Obviously, the Change Sciences Group uses a more-quantitative methodology.