

The background features several thick, red, overlapping curved lines that create a sense of movement and depth. These lines are scattered across the page, with some forming large loops and others crossing each other.

dwell

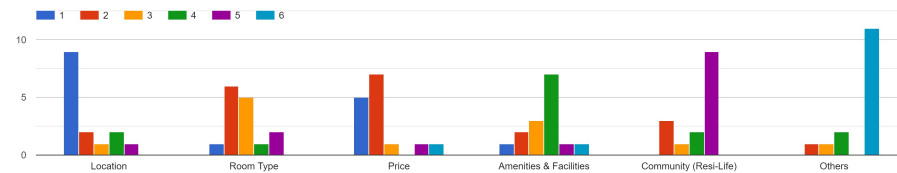
Student  
Living®

Survey results

# What is the most important buying decision trigger for our audiences? Please kindly rank it (1 most important, 6 less important)

## dwell UK response:

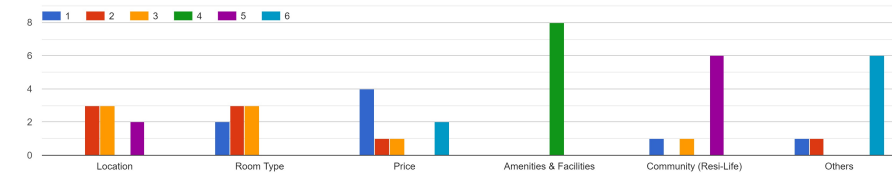
What is the most important buying decision trigger for our audiences? Please kindly rank it (1 most important, 6 less important)



1. Location
2. Price
3. Room type
4. Amenities
5. Community (Resi-Life)
6. Others

## Customer response:

When you are looking for a new home, what is the most important buying decision trigger for you? Please kindly rank it (1 most important, 5 less important)

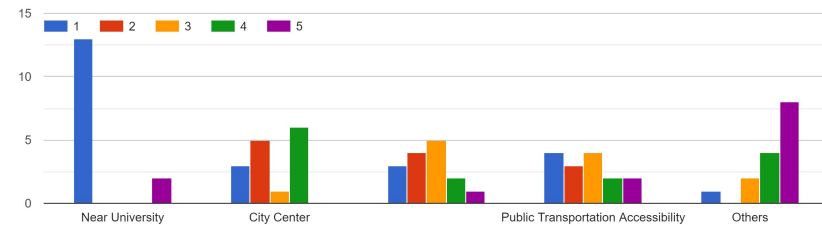


1. Price
2. Location / Room type
3. Amenities
4. Community (Resi-Life)
5. Others

# What do you think is important for audiences in terms of Location to choose? Please kindly rank it (1 most important, 5 less important)

## dwell UK response:

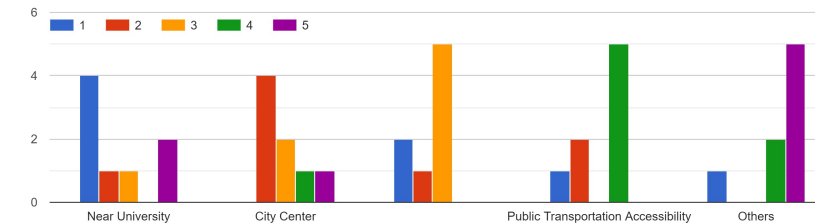
What do you think is important for audiences in terms of Location to choose? Please kindly rank it (1 most important, 5 less important)



1. Near University
2. City Center
3. Lifestyle Needs / Public Transportation Accessibility
4. Others

## Customer response:

When you choose a location to live, what is most important for you? Please kindly rank it (1 most important, 5 less important)

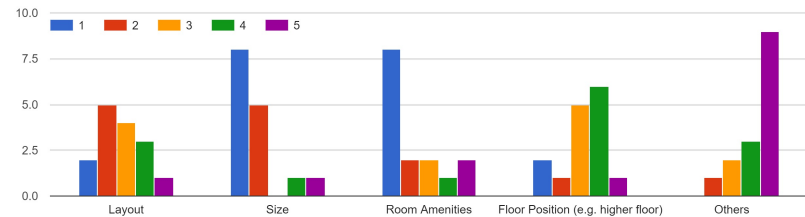


1. Near University
2. City Center
3. Lifestyle Needs
4. Public Transportation Accessibility
5. Others (e.g. Parking / Not infested with mice)

# What do you think is important for audiences in terms of Room Type to choose? Please kindly rank it (1 most important, 5 less important)

## dwell UK response:

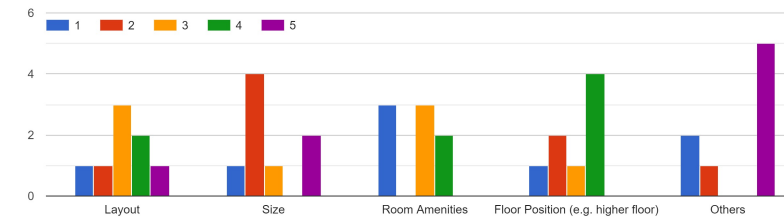
What do you think is important for audiences in terms of Room Type to choose? Please kindly rank it (1 most important, 5 less important)



1. Size / Room amenities
2. Layout
3. Floor position (e.g. higher floor)
4. Others

## Customer response:

When you choose a room type, what is most important for you? Please kindly rank it (1 most important, 5 less important)

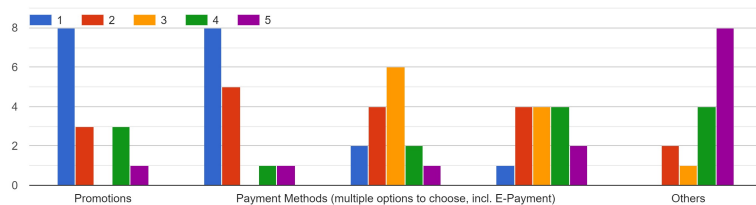


1. Room Amenities
2. Size
3. Layout
4. Floor position (e.g. higher floor)
5. Others (e.g. Having a window / individual heating)

# What do you think is important information for audiences in terms of Price? Please kindly rank it (1 most important, 5 less important)

## dwell UK response:

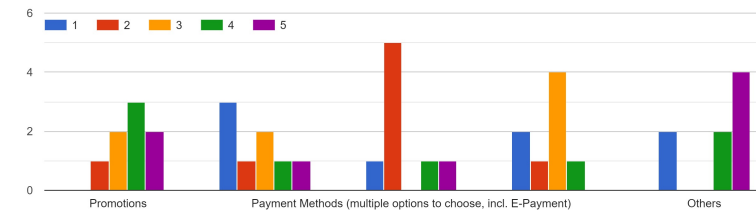
What do you think is important information for audiences in terms of Price? Please kindly rank it (1 most important, 5 less important)



1. Upfront cost
2. Promotions
3. Payment method
4. Payment process
5. Others

## Customer response:

In terms of Price, what kind of information is most important to know for you? Please kindly rank it (1 most important, 5 less important)

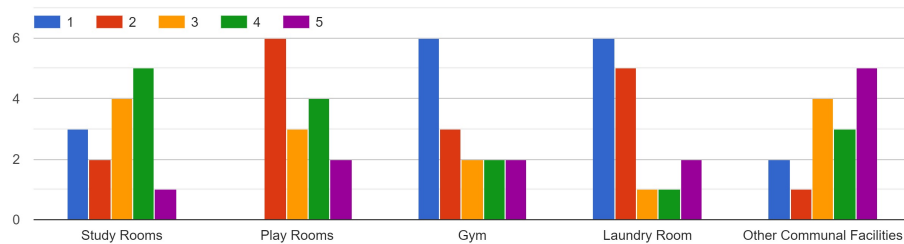


1. Upfront cost
2. Payment method
3. Payment process
4. Promotions
5. Others

# What do you think is important information for audiences in terms of Amenities? Please kindly rank it (1 most important, 5 less important)

## dwell UK response:

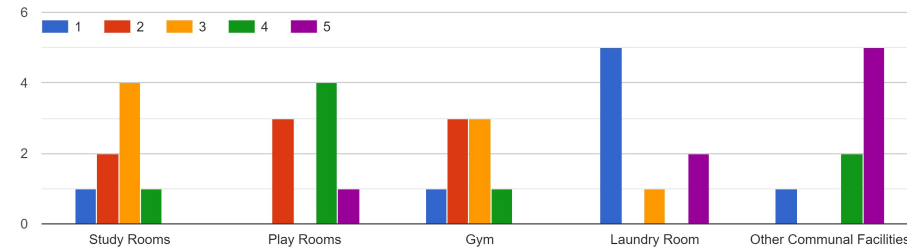
What do you think is important information for audiences in terms of Amenities? Please kindly rank it (1 most important, 5 less important)



1. Laundry room
2. Gym
3. Study rooms
4. Play rooms
5. Others

## Customer response:

What amenities are essential to have in your new home? Please kindly rank it (1 most important, 5 less important)

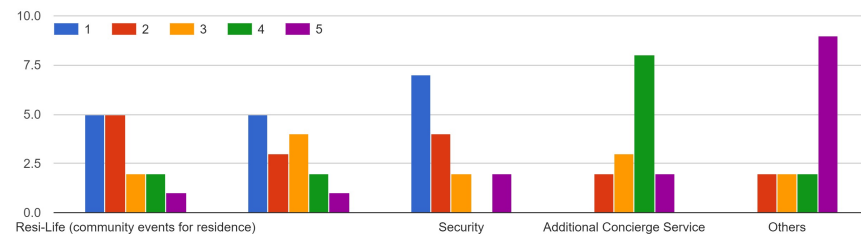


1. Laundry room
2. Gym
3. Study rooms
4. Play rooms
5. Others (e.g. Kitchen)

# What do you think is important information for audiences in terms of Community? Please kindly rank it (1 most important, 5 less important)

## dwell UK response:

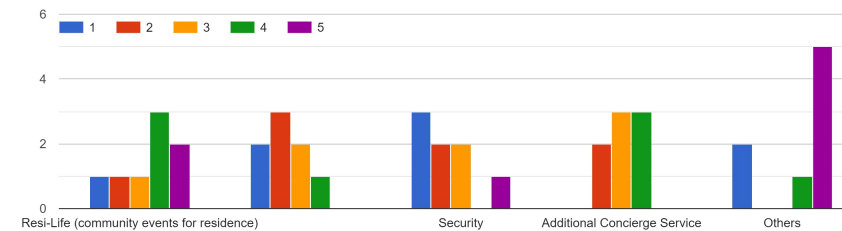
What do you think is important information for audiences in terms of Community? Please kindly rank it (1 most important, 5 less important)



1. Security
2. Resi-Life
3. Hardware Maintenance
4. Additional Concierge Service
5. Others

## Customer response:

In terms of Community, what kind of information is most important to know for you? Please kindly rank it (1 most important, 5 less important)

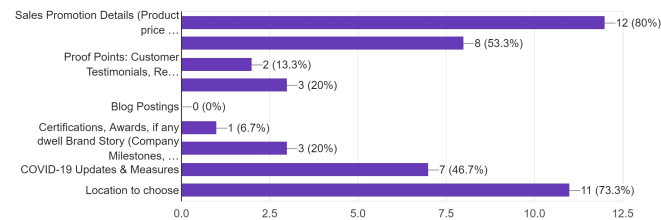


1. Security
2. Resi-Life
3. Additional Concierge Service
4. Hardware Maintenance
5. Others

# From a consumer perspective, What do you think is important information to see on the Homepage before scrolling down and move (first page to see)?

## dwel UK response:

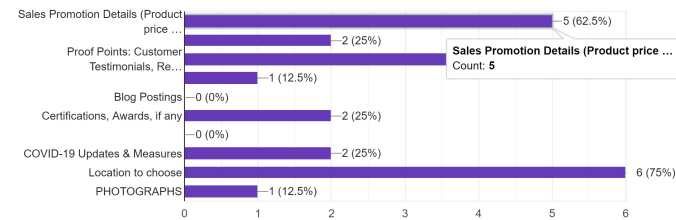
From a consumer perspective, What do you think is important information to see on the Homepage before scrolling down and move (first page to see) to stay longer to explore the website.  
15 responses



1. Sales Promotion Details
2. Location to choose
3. Clear CTA
4. COVID-19 Updates
5. Resi-life / dwel Brand Story
6. Proof Points
7. Certifications, Awards

## Customer response:

When you visit a website to explore a new home, what is the most important information for you to see on the homepage at first sight? Please kindly c... excite you to stay longer to explore the website.  
8 responses



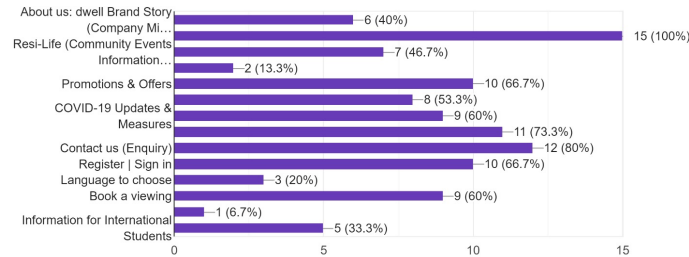
1. Location to choose
2. Sales Promotion Details / Proof Points
3. Clear CTA / Certifications, Awards / COVID-19 Updates
4. Resi-Life / Photographs



# What do you think is important information to have on the top menu bar?

## dwel UK response:

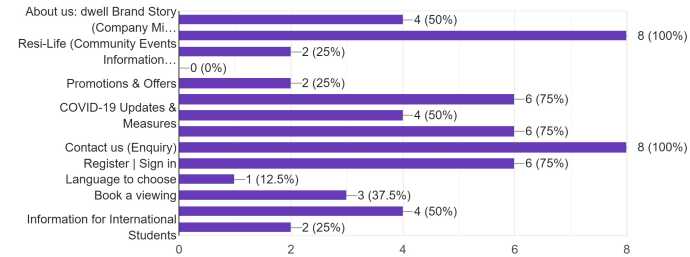
What do you think is important information to have on the top menu bar? Please kindly choose 7 items that can excite them to stay longer to explore the website.  
15 responses



1. Locations to choose
2. Contact Us
3. Booking
4. Promotions & Register / Sign in
5. COVID-19 Updates & Book a viewing
6. Search function
7. Resi-Life
8. About Us
9. Info for International Students
10. Language to choose
11. Blog
12. Additional Service

## Customer response:

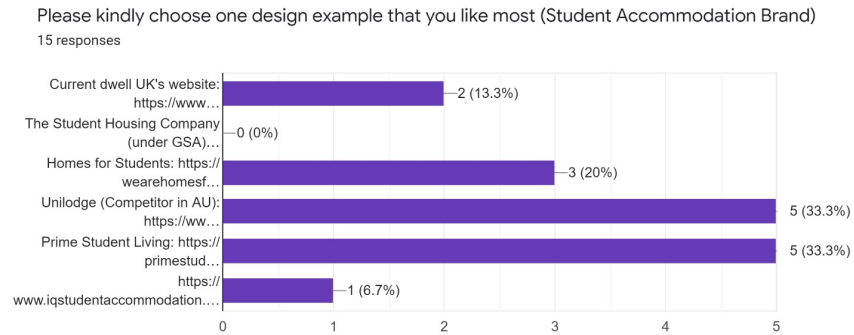
What kind of information is important for you to see on the top menu bar? Please kindly choose 7 items that are essential for you to have to explore the website more easily.  
8 responses



1. Locations to choose
2. Contact Us
3. Search function / Booking / Register, sign in
4. About Us / COVID updates / Additional Service
5. Book a viewing
7. Resi-Life / Promotions / Info for international Students
8. Language to choose

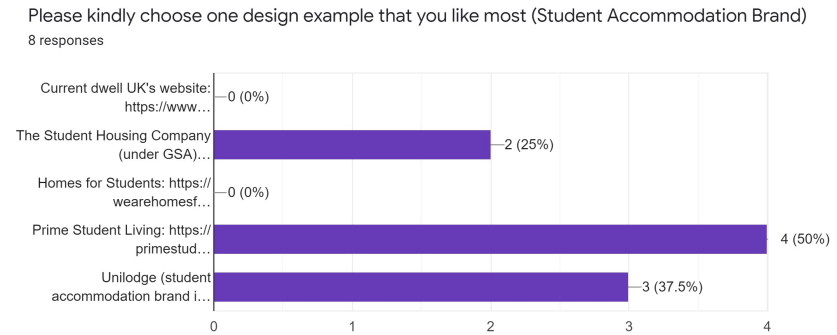
# Please kindly choose one design example that you like most (Student Accommodation Brand)

## dwell UK response:



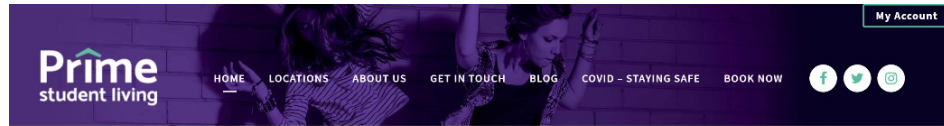
1. Unilodge / Prime Student Living
2. Homes for Students
3. Current dwell UK's website
4. IQ Student Accomodation

## Customer response:

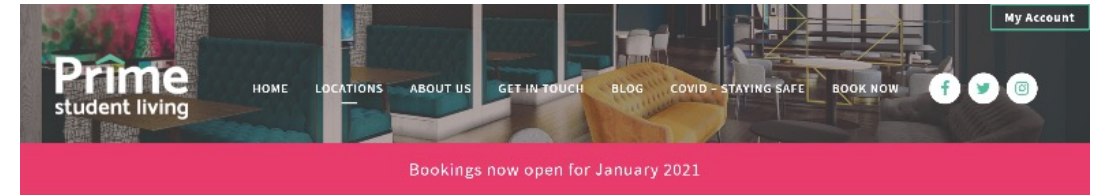
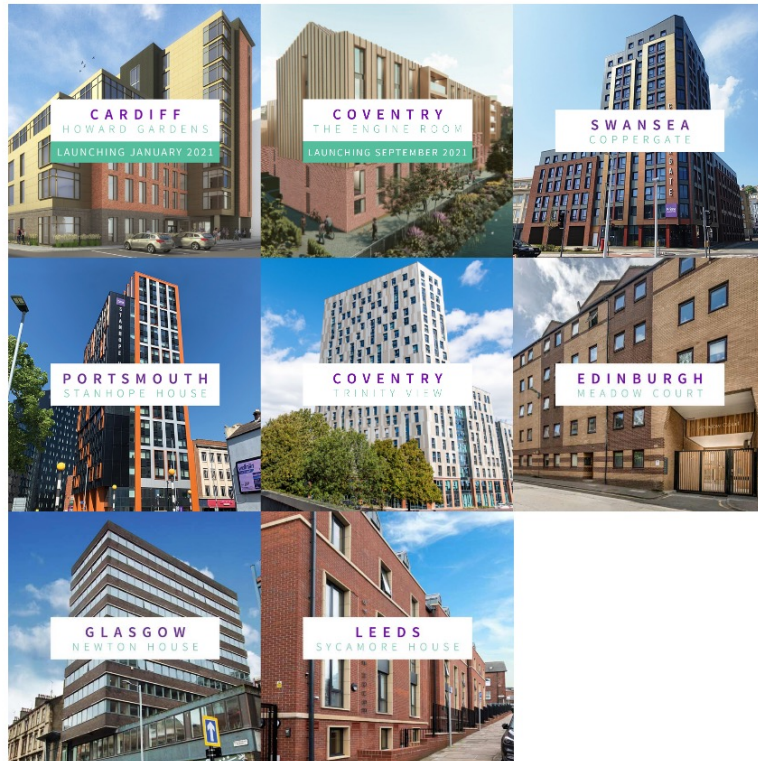


1. Prime Student Living
2. Unilodge
3. The Student Housing Company

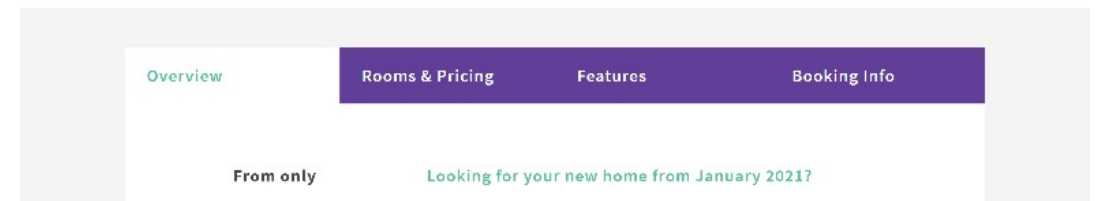
# Prime Student Living - <https://primestudentliving.com/>




Where would you like to live?



Welcome to Howard Gardens, Cardiff. Come on in!





**APPLY NOW**

*Where I want to be*

With so many student accommodation options in all the best places, we know where you want to be. At UniLodge, you can design the perfect student lifestyle by immersing yourself in the city's culture, or be close to campus. We have somewhere just for you to study, play and re-charge.

City  Education Institution

**SEARCH**

Navigation icons: Home, Shopping, People, Mail, Home, Shopping, People, Mail

## STUDENT HOUSING HAS NEVER BEEN MORE EXCITING.


UniLodge welcomes thousands of international university students to our 80+ [student accommodation locations](#) across [Sydney](#), [Melbourne](#), [Brisbane](#), [Adelaide](#), [Canberra](#), [Perth](#), [Darwin](#) every year as well as in more regional cities like [Cairns](#) and [Townsville](#). In [New Zealand](#) we now have some excellent new properties in the cities of [Auckland](#), [Wellington](#) and [Christchurch](#). We build awesome communities with regular events and activities so you can balance your studies with an active social program.

At [UniLodge](#), we help you make the most of your university years. Offering a combination of modern facilities and social opportunities, our [university housing](#) options are designed especially for students to make the most of their Uni years.

### FEATURED STUDENT ACCOMMODATION

## UNILODGE MELBOURNE CITY

Welcome to UniLodge Melbourne City - a 50+ storey purpose built student accommodation property conveniently located in the heart of Melbourne at 480 Elizabeth Street. Located close



# WHERE TO FIND OUR PROPERTIES

UNILODGE > STUDENT ACCOMMODATION LOCATIONS

NOTE: EITHER CITY, EDUCATIONAL INSTITUTION OR PROPERTY HAS TO BE SELECTED TO BEGIN SEARCHES.

Select City  Select Educational Instit...  Select Property  Select apartment type

**SEARCH**



## STUDENT ACCOMMODATION LOCATIONS

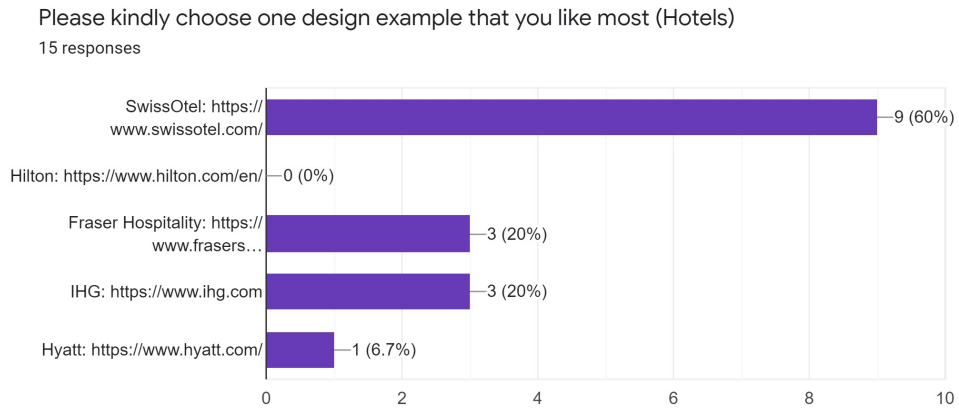
UniLodge has student accommodation spread across Australia and New Zealand with over 80 locations in cities including:

[Melbourne](#); [Sydney](#); [Brisbane](#); [Adelaide](#); [Canberra](#); [Perth](#); [Darwin](#); [Townsville](#); [Cairns](#); [Auckland](#); [Wellington](#); [Christchurch](#)

Some of our centres are just minutes from popular university campuses, while others are right in the heart of their respective cities. So whether you're planning to prioritise studying, sightseeing or a perfect balance of both, you can find student accommodation that suits you with UniLodge. That's why we welcome thousands of international students into our communities every year.

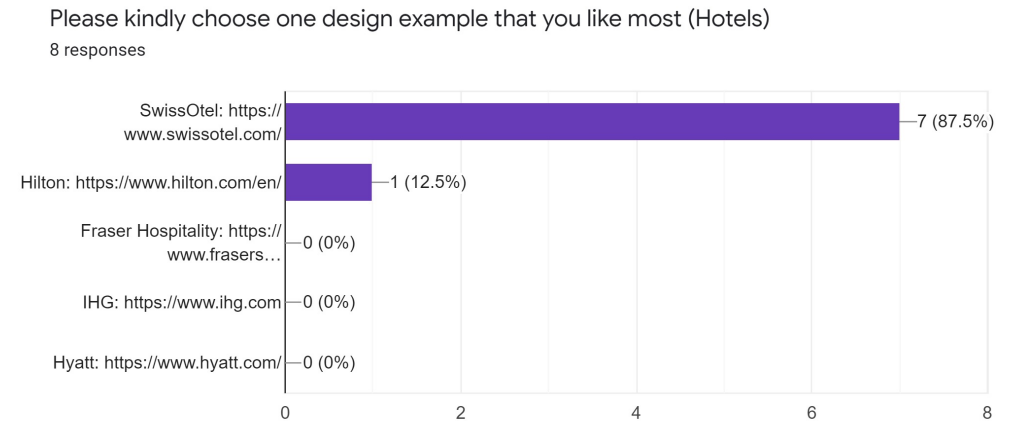
# Please kindly choose one design example that you like most (Hotels)

## dwell UK response:



1. SwissOtel
2. Fraser Hospitality / IHG
3. Hyatt

## Customer response:



1. SwissOtel
2. Hilton

SwissOtel - <https://www.swissotel.com/>

Travel Information: COVID-19. [See more details](#)

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Hotels & Resorts

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ENGLISH | MY PROFILE

# LIFE IS A JOURNEY. LIVE IT WELL.

\* Mandatory field

DESTINATION\*

ARRIVAL DATE\*

DEPARTURE DATE\*

VITALITY | SUSTAINABILITY | CRAFTSMANSHIP

THE BEST OF SWISSOTEL

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SINCE 1950  
VITALITY

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