

GROWTH-DRIVEN DESIGN

A WEBSITE DESIGN PROCESS

Why Growth-Driven Design?

In order for a website to be successful, it needs contain consistently fresh, relevant, interesting and educational content that speaks directly to its customers and site visitors. With growth-driven design (GDD), website improvement and optimization is managed on an ongoing basis, making it the perfect way to ensure that this always happens.

Here, we break down the process of GDD so that you can have a straightforward understanding of what it is and how it can be used to optimize your online experience.

BEFORE YOU GET STARTED

1 Minimize Risk

We work to avoid the risks of traditional web design by taking a systematic approach that shortens the time to launch, focusing on real impact and continuous learning and improvement.

2 Continuously Improve

We are constantly researching, testing and learning about our visitors to inform ongoing website improvements. Through these continuous improvements we can reach peak performance.

3 Feedback

As you learn, inform marketing and sales (and vice versa). Growth-Driven Design is tightly integrated with marketing & sales. What we learn about visitors helps inform and improve marketing & sales strategies and tactics.

GDD PHASE 1

GENERAL PLANNING

Develop your main ideas, refine your thought process, and take the first steps in creating or redesigning your site.

STRATEGIZE

// Goals

Break your main ideas down into S.M.A.R.T goals - goals that are Specific, Measurable, Attainable, Relevant, and Time-bound. (link)

// Research

Develop detailed buyer persona profiles for the different types of groups visiting the site. (link)

// Global & Page Strategy

Come up with a global strategy for the website as a whole and a specific page-by-page strategy for each major page on the site. Incorporate the knowledge you've gathered in previous steps and determine how to best engage and influence your users.

// Personas

Develop detailed buyer persona profiles for the different types of groups visiting the site. (link)

// Fundamental Assumptions

Use data to make assumptions about things like: value propositions for each product and service, locations and devices people will access your site from, and what people are most interested in.

IMPLEMENT

// Wishlist

Taking what you've learned in your strategy planning, gather your team together and brainstorm every impactful, creative and innovative idea that you'd like to include on the site. This is where you include all of your "a-ha" ideas and everything that will set you apart from your competition.

This includes brainstorming ideas such as:

- Key impactful website sections and pages
- Marketing assets, tools and resources
- Specific features, modules and functionality
- Design elements
- Change in experience by devices, country, etc.

What's the Point?: Think of this wishlist as a tool — look at it as an agile and flexible list that you will continuously be adding to (and subtracting from) as you are re-prioritizing actions items over time.

// Launch Pad Website

This is your starter site — it should be launched quickly and will not be perfect. The point is to get your site launched quickly to begin generating valuable feedback and revenue. It may not be flawless on launch, but no website is — what's important is that it will give a starting point from which you can continuously improve.

REFINE

// 80/20 Analysis

Run an 80/20 Analysis on Your Wishlist. Review your wishlist with your team and identify the 20% of items that will produce 80% of the impact and value for your website's users. These are the core action items that speak directly to your buyer personas. They are the "must-haves" to attract, convert, and close customers.

// Web Process Steps

Once you have identified the most critical action items you must include on your Launch Pad site, get started! Run those items through the standard website implementation process, including:

- Messaging & Content
- User Experience (UX) & Site Architecture
- Inbound Marketing Strategy Alignment
- Wireframes
- Designs
- Development
- Quality Assurance and Testing

// Hypothesize

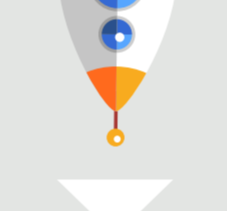
Form Hypothesis statements for each core action item. Once you have narrowed down your list of action items for the Launch Pad website down to the core 20% most impactful "must-have" items, you will then create a "hypothesis statement" for each one of the action item. The hypothesis statement works like a S.M.A.R.T goal, allowing you to gain clarity on how each action item relates back to the goals you're trying to achieve, the buyer persona you're focusing on and the expected result.

// Set Up Data Collection

How's it working? The last step of the Launch Pad website is to set up qualitative and quantitative data collection around:

- Your goals defined in the strategy phase
- Each of your fundamental assumptions -and-
- Each hypothesis statement of your action items implemented in the Launch Pad website.

LAUNCH



Already have a live site? Start here

GDD PHASE 2

THE GROWTH-DRIVEN DESIGN CYCLE

PLAN

Performance vs Goals: Review the current performance of the website and contrast that to the goals you're trying to achieve. Look into your metrics and figure out where there are opportunities for improvement.

Additional Data or Research: Gather any missing pieces that you need to clarify to understand your performance.

Brainstorm and Prioritize Wishlist: Based on data and research, figure out your most pressing action items. Not sure what to change? Generally Speaking, your action items will fit within these four buckets:

BOOST CONVERSION	IMPROVE USER EXPERIENCE	BUILD MARKETING ASSETS
<ul style="list-style-type: none"> • Conversion points • User path • Testing value props • Split testing 	<ul style="list-style-type: none"> • Navigation • Site Blog Layout • UI Improvements • Mobile experience 	<ul style="list-style-type: none"> • Logo • Marketing resources • Directories/listings • SEO-focused asset

Prioritize Your Wishlist: Once you have all the new items added to the wishlist, you will then prioritize all the action items based on the (High/Medium/Low) impact they will have on the goals of the website and value to the user. Find your "must-have" high-impact items and run your 80/20 analysis.

Plan sprint cycle: With an updated and prioritized wishlist, you can then pick the most impactful action items that you want to implement in this cycle.

DEVELOP

You now have the most impactful action items to work on. It's time to start implementing them on the site. Each action item that you implement should be considered an experiment to see the impact it has on the performance of the website. To measure your experiments you must set up **validation tracking** around the metrics outlined on the action item.

After your experiment is pushed live, you may want develop a marketing campaign (social, PPC, blogging, etc.) specifically to drive traffic to that section of the site so that you can start collecting data. Make sure that you work with your marketing team to develop and schedule this campaign — everyone on your team needs to be on the same page if you want to have an effective, cohesive strategy.

LEARN

Draw Conclusions: Review the information that you have collected about your website visitors. Look, for example, at your site's bounce rate, conversion rate, and average order value. Are your site visitors getting past the home page? Are they performing in your eCommerce store as a desirable destination? In general, what can you learn about your visitors that you didn't already know?

Publish: Once you've determined whether your hypothesis statements were accurate and laid out what you've learned about your users, you'll want to publish this information in a central location for everyone within your organization to take advantage of.

TRANSFER

The last step in the cycle is to transfer any impactful information you've learned in your cycle to other parts of your business.

Take time to review what you've learned from each completed action item and brainstorm how this may be useful for others. Review previous completed action items to see if you can find any patterns about your users—if something in particular seems to work, here is where you make these decisions and start to implement these positive changes on all parts of your website

REPEAT

Once you've completed the cycle with a set of action items, go back to the beginning and start planning your next cycle.

And so the cycle repeats itself over and over again each time with a better end result and more learning about your visitors. The more cycles you can complete, the more impact your website is going to have.

Despite the numerous factors to be considered and steps within the Growth Driven Design process, the premise is a simple one. First, create the best possible strategy based on what you know, go live with a launch pad website and learn from your audience. Then, go through continual cycles of ongoing improvement and feature enhancements rooted in feedback (data and analytics) from your target personas as they make their way through their buyer journeys.