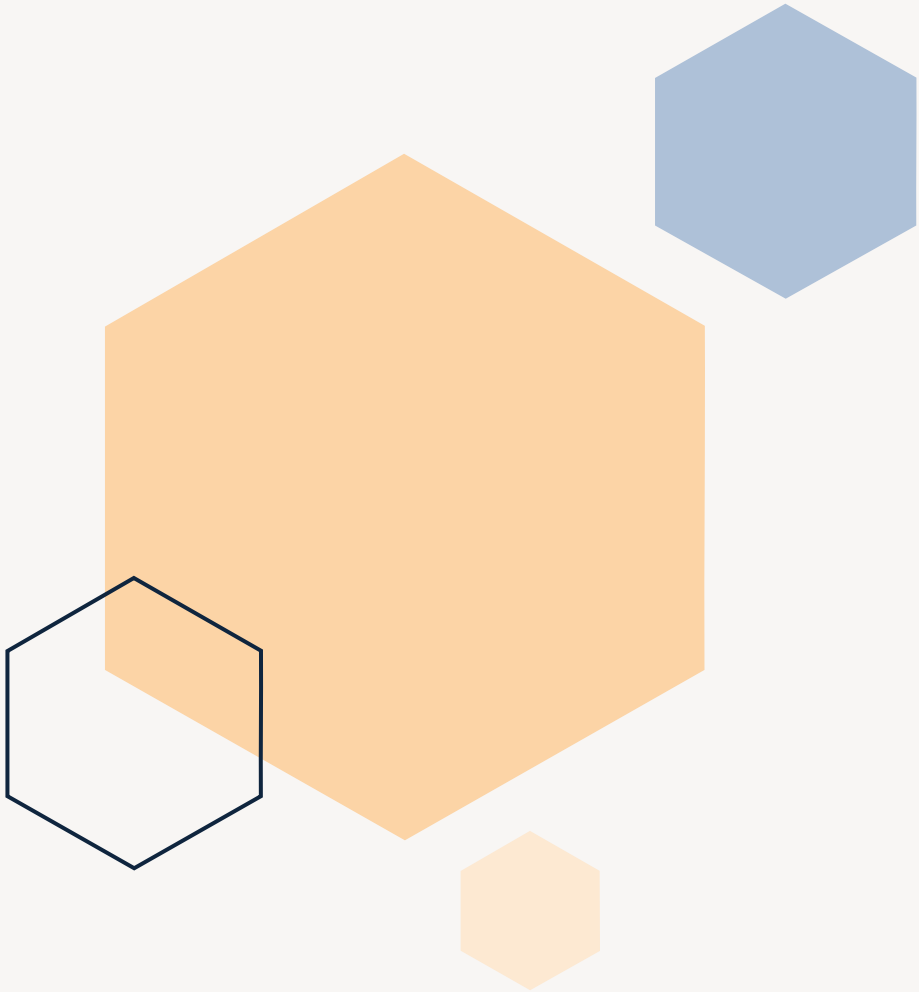


# Optimising the digital journey

Product  
Owner





## Understand our goals

Understand business value and relay vision and strategy to our team to keep product on track

# Goals & objectives

## Improve digital channel share

- % of sales made through digital channels
- Website, mobile app, social media, email marketing etc.
- Offer exclusive promotions on digital channels
- Run advertisement campaigns for digital channels
- Target specific customer segments more likely to buy online

## Increase conversion rate

- More people who visit the website complete a purchase
- People don't leave during the buy journey
- Enhance the user experience
- Making the journey simple, intuitive and fast
- Offer personalized recommendations based on data

## Drive sales

- Improve revenue by the amount of sales we make
- Largely a result of the previous goals and strategies



## Identify issues using data

To ensure the product meets needs o the customer  
and the team makes evidence-based decisions

# What data can we use?

- Identify the leak in the funnel, so that we can rectify it and improve conversion rate
- “How long do users spend on each page”
- “At which page do users leave”
- Identify areas of success through
- “Where is traffic coming from”
- “Do users click where we want them to click”

## Web analytics & customer journey mapping



Step 1:  
Load the homepage



Step 2:  
Search for a product



Step 3:  
Select a product



Step 4:  
Add product to cart



Step 5:  
View cart



Step 6:  
Checkout process



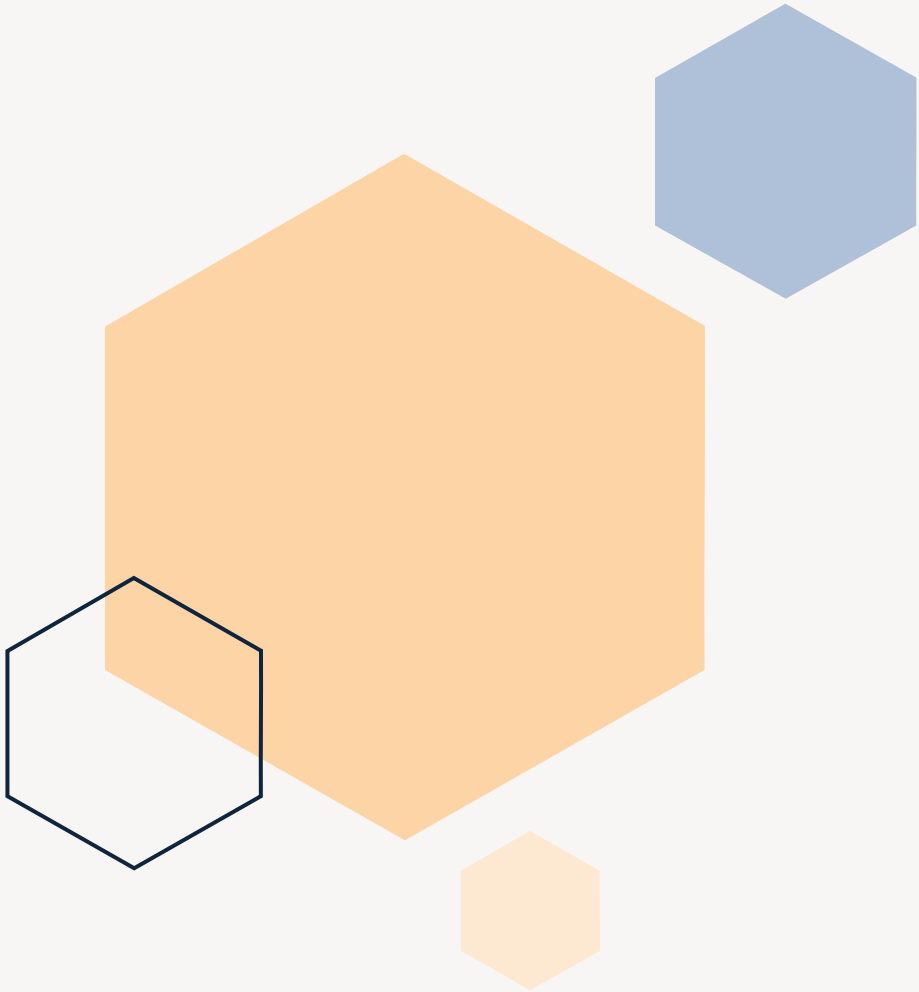
Step 7:  
Submit dummy payment

# What data can we use?

- Customer feedback and interviews
  - Identify pain points with open-ended questions
  - Gather feedback on specific features
  - Understand customer motivations
  - Gather specific requirements
  - Create most value

## User testing

- Techniques like A/B testing to ensure we provide a valuable product
- Identify usability issues or bugs
- Improve user engagement



## User story 1

“As a busy professional, I want to be able to setup broadband without having to fill out too many unnecessary details, so that I can get set up quickly”



## User story 2

“As an older customer who is less comfortable with digital channels, I want to use the digital channels and the benefits of them with guides on how to use them”





## Define opportunities

Use the evidence to identify next steps

# Opportunities



## Short

- Fix bugs
- Remove required steps and information
- Improving load times
- Optimize product descriptions



## Medium

- Adding video guides
- Enhance the personalization based on data
- Improve search functionalities
- Provide a tab for customer reviews



## Long

- Create a loyalty program to improve customer retention on digital channels
- Invest in AI to analyse data to make more informed decisions

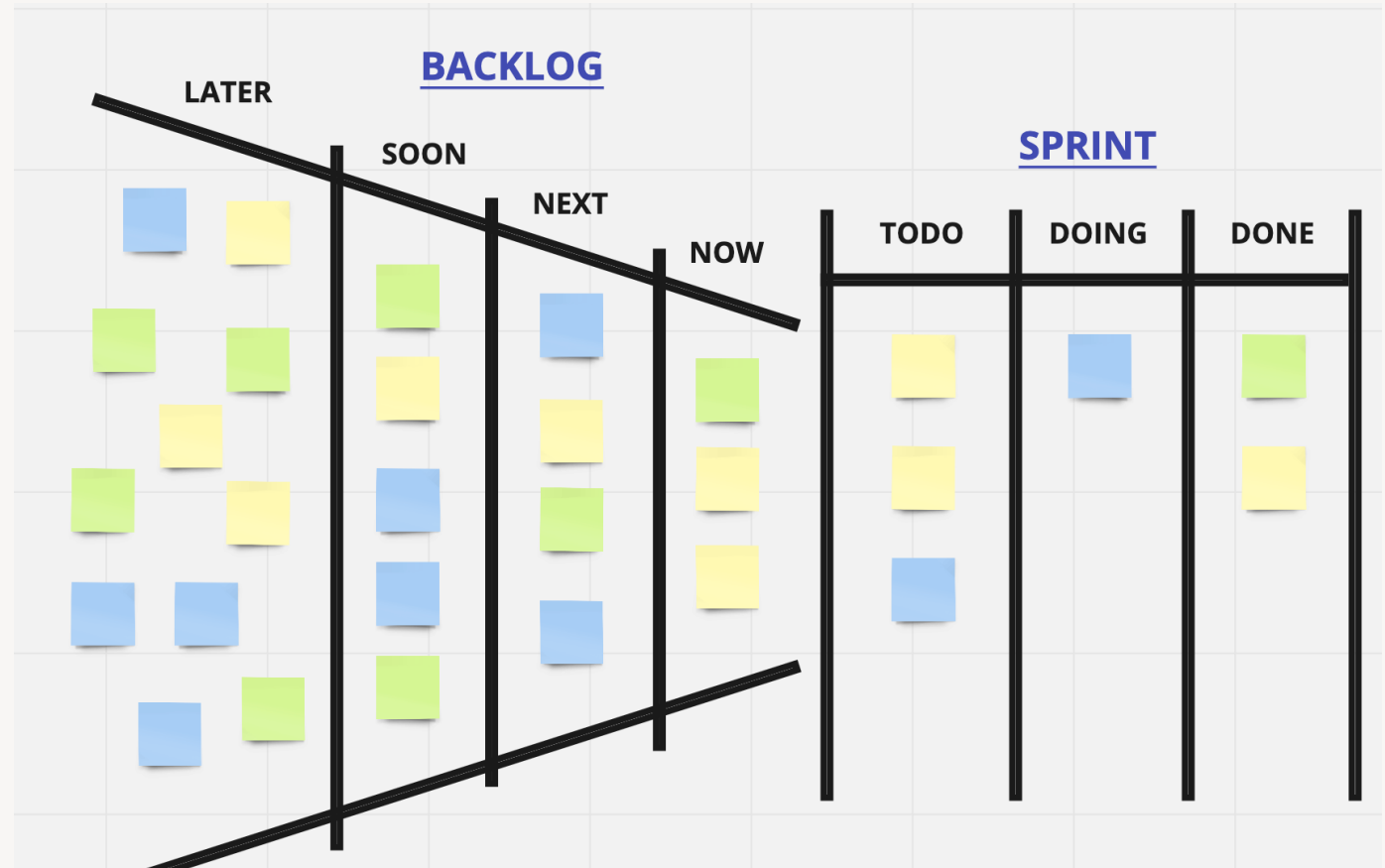


## Sprint planning and development

How I would work with the squad to put our plan into action

# As a product owner, during development, I will:

- Create a product roadmap
- Prioritize features based on business value, user needs and technical feasibility
- Encourage agile methods to ensure the product is iterative, flexible and customer centric. Refining the vision, strategy and goals



# Product roadmap + backlog (JIRA like tools)

Reduce amount of steps  
in journey

Identify unnecessary  
details

Remove form fields

Test new journey with  
users

Create video guides on  
how to use digital  
channels

Identify target audience  
for these videos

Liaise with marketing team  
to develop videos

Deploy and test on site

Implement AI and ML  
tools for data driven  
deals

Consult AI and ML experts  
on how to implement

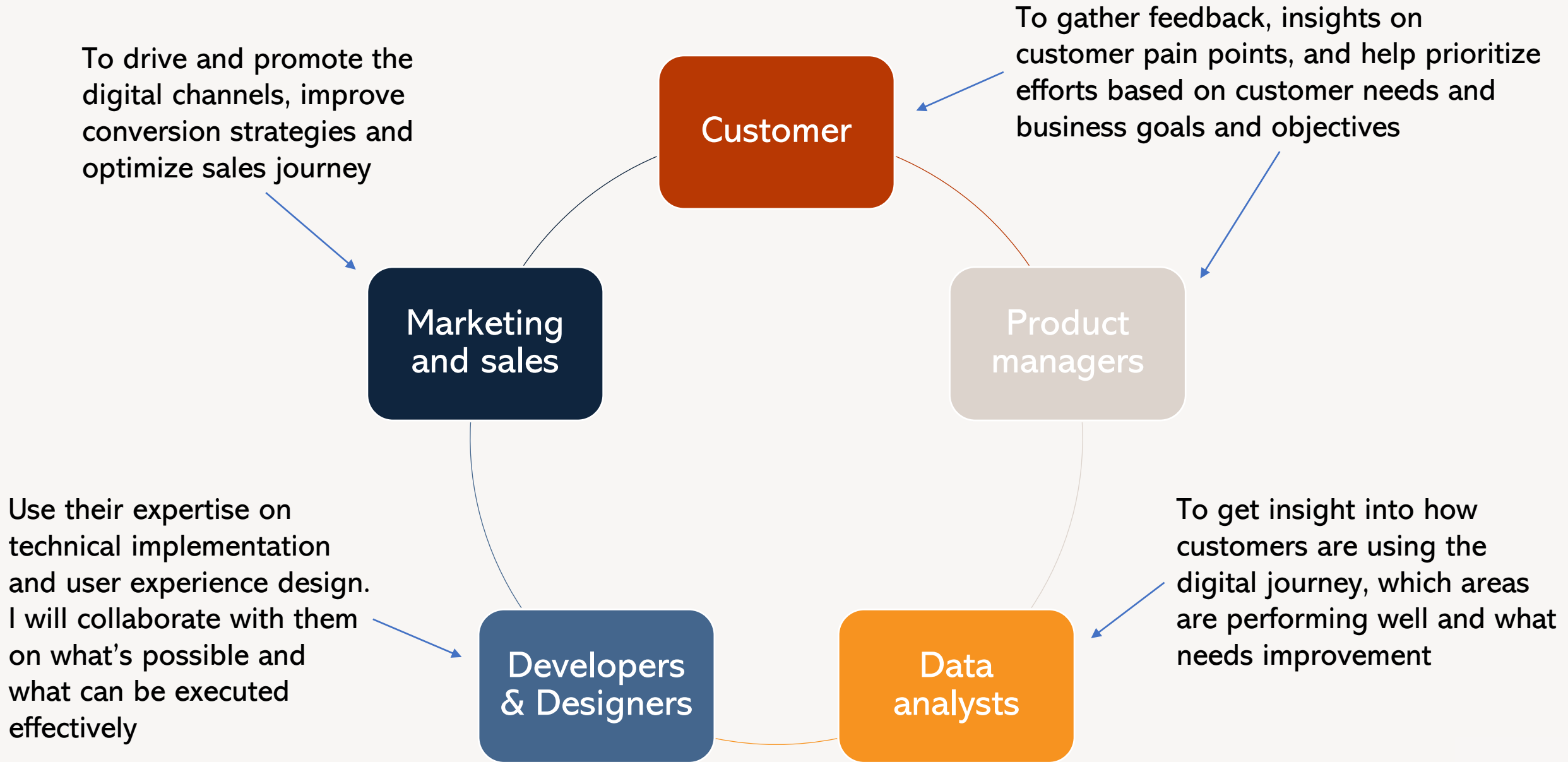
Create a MVP of this  
before investing too much

Deploy and test on site



# Stakeholders

How would I work with the rest of the squad?





# Measuring success

Key metrics



# Success metrics specific to our goals

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"><li>• Improve digital channel share</li></ul>  | <ul style="list-style-type: none"><li>• Increase conversion rate</li></ul>   | Drive sales   |
| <ul style="list-style-type: none"><li>- Track the sources of sales e.g. which channels have the most sales, revenue, customers etc.</li><li>- Track time spent on each channel</li></ul> | <ul style="list-style-type: none"><li>- Track the % of visitors to the site who made a purchase or filled out a form</li><li>- Use customer satisfaction surveys and retention stats</li></ul> | <ul style="list-style-type: none"><li>- Track the overall amount of sales and revenue</li></ul> |

# Thanks! Any questions?

Jack Goggin

[jackhenryg@hotmail.co.uk](mailto:jackhenryg@hotmail.co.uk)

[jackgoggin.com](http://jackgoggin.com)

