

GROWTH-DRIVEN DESIGN

A WEBSITE DESIGN PROCESS

Why Growth-Driven Design?

In order for a website to be successful, it needs to 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.

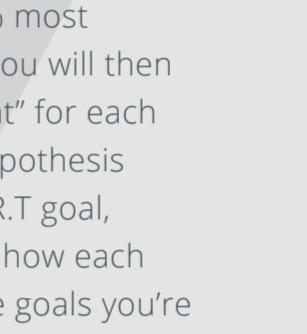
STRATEGIZE

// Goals



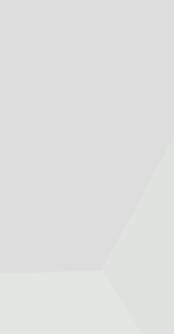
Break your main ideas down into S.M.A.R.T goals - goals that are Specific, Measurable, Attainable, Relevant, and Time-bound. ([link](#))

// Personas



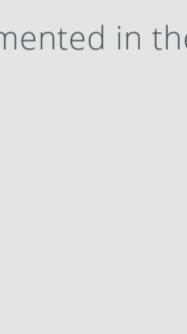
Develop detailed buyer persona profiles for the different types of groups visiting the site. ([link](#))

// Research



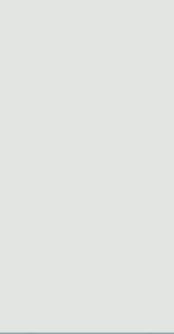
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// Fundamental Assumptions



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.

// 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.

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.

// 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.

// 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

// 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.

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