



GROWTH-DRIVEN DESIGN (GDD)

a better approach to website development

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What is
GROWTH-DRIVEN
DESIGN

What is GROWTH- DRIVEN DESIGN?

/grōTH driv·en də'zīn/

noun

The process of ongoing iterative improvement; to create, launch and continually improve a website so that it's always optimally aligned with users' needs and behaviors. The process begins with a quick, relatively low-cost "launch pad" site that's an improvement over what you have today but not considered "final."



Phases of the

GROWTH-DRIVEN DESIGN
WEBSITE DEVELOPMENT
PROCESS





phase 1

STRATEGY

- » Learn everything you can about your target audience: create buyer personas, conduct user experience research, and rely on intelligent assumptions
- » Set SMART site goals (specific, measurable, achievable, relevant, time-bound)
- » Now create a wish list of elements that need to be in your launchpad site
- » Determine what you want your site to accomplish



download our

GDD WORKSHEET!

To learn more about SMART goals, Buyer Personas, User Experience Research, assumptions, page strategy and wish lists!



phase 2

LAUNCHPAD SITE

- » Build the launchpad based on your wishlist, which should follow the 80/20 rule: focus on the 20% of items that will produce 80% of the impact and value for visitors. Make sure the action items are doable during the set timeframe, and prioritize all items on the list
- » Before the next improvement cycle, prioritize needs based on data showing how the website is doing relative to your targets' needs. For the first few cycles there may not be enough data to identify what improvements should be made, so the priority will be the top wishlist items that didn't make it into the launchpad site. During the next few improvement cycles, prioritize needs based on data that shows how the website is doing relative to your target's needs.

phase 3

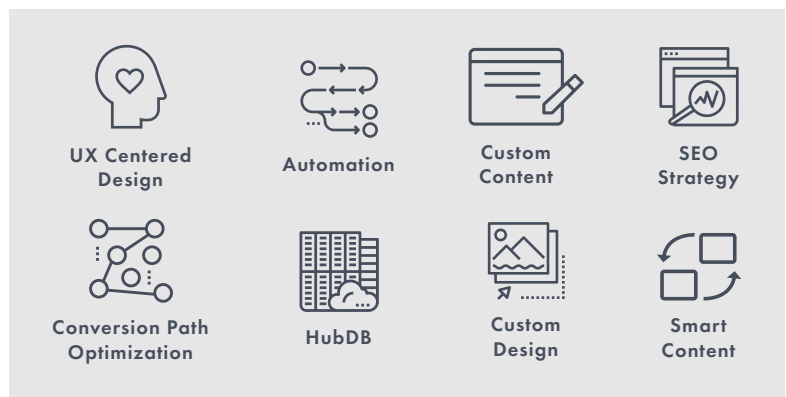
CONTINUOUS IMPROVEMENT

» PLANNING

- Reviewing Analytics and wish list items
- Develop KPI hypothesis for any “new” wishlist items. If previous KPI goals were achieved then what is the new KPI recommendation?

» BUILD

- This could include:



» LEARN & TRANSFER

- Review the KPIs that were determined in your strategy phase, in addition to any other metrics that would provide insight into the performance of the site
- Share this knowledge with your team
- Determine what will be worked on during the next build phase and get agreement from stakeholders

< BLOG FEED

Q Search the blog

Top 10 Most Effective Marketing
Strategies*continuous*

February 7, 2017

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Posted by Vicki Waschnick

IMPROVEMENT EXAMPLE

» LEARN & TRANSFER

After reviewing the Hotjar scroll heatmap on the blog page and cross-referencing that with time-on-page statistics for mobile using Google Analytics, we determine that users aren't scrolling on the mobile view of the blog listing.

» PLANNING

During our Continuous Improvement Cycle meeting, the team suggests removing the large image banner on the top of the blog page; based on the above learnings our hypothesis is that visitors will scroll further down the page, increasing changes for content and form conversions. We get agreement on the items to be worked on in the next CI Cycle which includes this change.

» **BUILD**

We make the change to the mobile blog page.

» **LEARN & TRANSFER**

Over the next several cycles we'll monitor the progress of this changed with form conversion percentage, time on page and the heat map of the page (% of people getting to the bottom of the page). Once we have enough data to draw conclusions it will be shared during the monthly CI Cycle meeting.

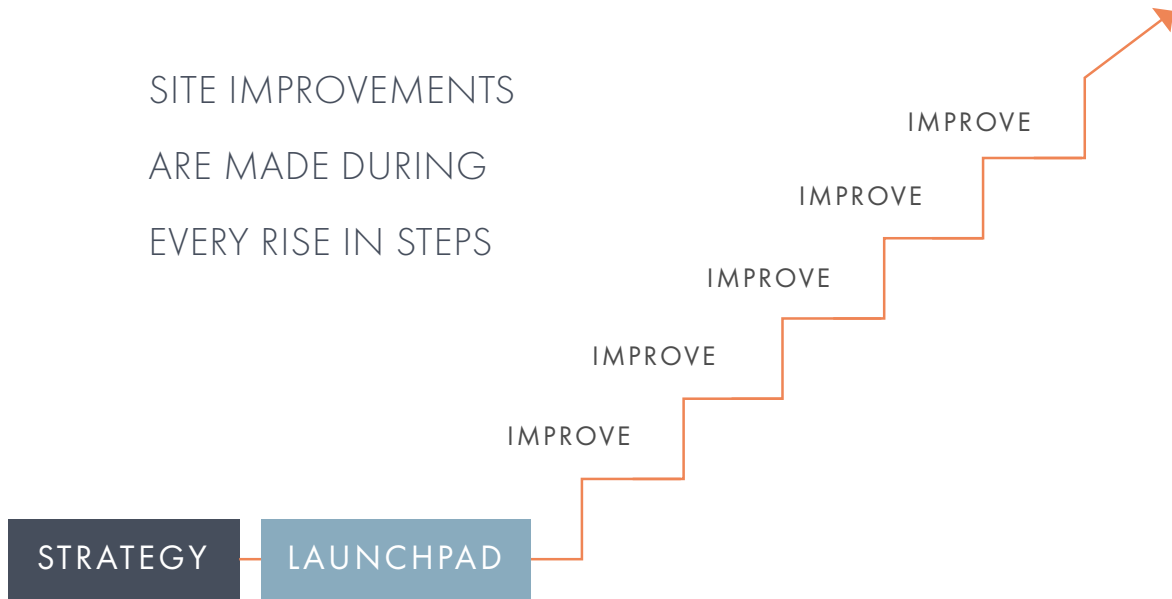




HOW DOES GDD
compare to
TRADITIONAL
WEBSITE DESIGN

GDD PROCESS

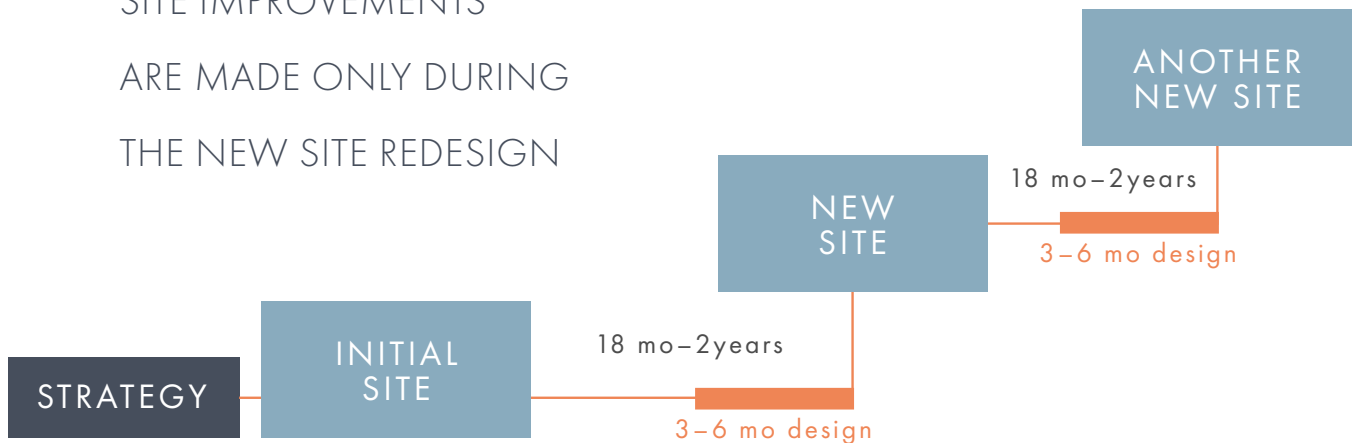
SITE IMPROVEMENTS
ARE MADE DURING
EVERY RISE IN STEPS



VS

TRADITIONAL PROCESS

SITE IMPROVEMENTS
ARE MADE ONLY DURING
THE NEW SITE REDESIGN



Traditional website design has a distinct beginning and end, and the budget – which is significant – is fixed. It's a lot like constructing a building: it starts with scoping out everything you want the site to be and do, the budget is set based on exhaustive scoping, and the budget is set based on a comprehensive design/build plan. It almost always takes longer and costs more than planned because more needs and wants surface during construction. Once finished, the team is relieved to declare it "Done," and won't touch it for 3-4 years, until it is declared obsolete again. And the sad reality is that the site begins to deteriorate within months, because customers, competitors, and the world aren't standing still.

GDD REDUCES **THE PAIN** AND **INCREASES** THE EFFECTIVENESS OF WEBSITE DESIGN

A **GDD approach**, on the other hand, is all about iterative, ongoing improvement. It's a systematic "evaluate/modify" process that begins with what's called a launchpad site – a "minimal viable product" site that's a beginning point from which to continue to build/improve. Once the launchpad site is live, rather than waiting for the usefulness of the site to expire, regular modifications are made based on insights gained from user data. This approach means your site is always in a state of optimization. It's not allowed to even approach obsolescence.

A **traditional website** approach gives a company one chance to get the site right and does not revisit regularly to modify and enhance. Going back to the building analogy, if you found after construction that your R&D area didn't accommodate your needs as you'd anticipated, it's unlikely you'd immediately work to revise it because of the cost you've already incurred. You're forced, then, to "deal with" an inefficient area.

GDD DELIVERS GREAT VALUE, INITIALLY AND ONGOING



A **GDD approach**, in comparison, allows you to stay in a state of constant optimization where your goals are defined by KPIs your company sets, and if these KPIs are adjusted so are your GDD program goals. By having continuous improvement cycles, your website will grow with your company, instead of becoming outdated 2–3 years later.

When you flip the switch on a new site created using the **traditional method**, what happens when you find out some of your assumptions were wrong – that visitors aren't really interested in your History page, or that your messaging is not in line with what your best prospects need to hear in order to select you as a vendor?



WITH **GDD**, THERE'S REDUCED RISK

With a **GDD launchpad site**, you make only the most basic assumptions to get the first iteration of your site up and running; then, based on data like most visited pages and content that's being viewed/downloaded, you begin to understand exactly how visitors are engaging with your site, and you focus efforts on how to improve your KPIs you have set for your website.

In a **traditional site approach**, those charged with the site's maintenance are probably reviewing metrics like "number of visitors," but are they watching closely to see what pages are most visited, how long people are staying on different pages, and what the click paths are? Most traditional site owners put up a site much like they hand out a printed brochure: "Here it is, sure hope you like it!"

GDD FACILITATES CONTINUOUS LEARNING AND IMPROVEMENT

A **GDD approach**, on the other hand, is all about iterative, ongoing continuous improvement. It's a systematic test/modify process that begins with a launchpad site that's a beginning point from which to build/ improve. GDD site owners are constantly learning (in real time) where people are landing, where they're spending their time, what pages they ignore, what content is popular and dozens of other metrics that show the level and nature of how they use your site and what keeps them there. Only by knowing what's working can you reach your KPI goals, and that's exactly what GDD allows you to do.

A **traditional site owner** has little ability to inform Marketing and/or Sales, because he or she is less likely to actively capture data that leads to insights about prospect behavior, topic appropriateness, etc., since the site is “set & forgotten”

AS YOU **LEARN** YOU ALSO **INFORM** MARKETING AND SALES — AND VICE VERSA



Using a **GDD approach**, site owners use all the knowledge available to them to help Marketing and Sales better understand users’ needs and interests. For example, they might see that 8 of the last 10 leads came to the site to download XYZ Whitepaper, after which they each viewed pages from the site’s “Markets Served” section. This would indicate the value of the XYZ Whitepaper to prospects, and indicate that all were looking for evidence that your company has experience with their market. Knowing what their interests are, selling to and engaging with those users becomes infinitely easier and can significantly increase lead visibility – while reducing the sales cycle.

IS GDD RIGHT FOR YOUR BUSINESS?



Download our Growth-Driven
Design Checklist: Is it Right for Me?

Contact Weidert Group to learn about our manufacturer-specific GDD website development services

WANT TO TALK?

Reach out to:

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