



**THE WHO, WHAT & WHY
OF GROWTH-DRIVEN
WEBSITE DESIGN**



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Considering a website redesign? Do it right the first time by employing the latest strategies of the growth-driven design (GDD) approach.

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GDD HELPS BALANCE RISKS & RESULTS

The most glaring difference between traditional website design and growth-driven design is the balance of risks and results. With traditional website design, you reach the finish line with a “set it and forget it” end product, and a user experience based on assumptions. There is no flexibility, no adaptability, no agility baked into the process, and the upfront costs and demand on time and resources are much higher.

In contrast, GDD focuses on speed to market, reducing time to value, and continuous data-backed improvement.

What this means is that with GDD, you can go live sooner, reduce and manage risk, and make informed decisions that allow you to incrementally build toward better performance.

Read on to learn more about how GDD can take your website redesign project to the next level.



WHAT IS GDD?

Growth-Driven Design (GDD) is a website development approach that focuses on speed to market and reducing the time to value, preventing over-investment on assumptions that may not work. You use data to make decisions, and because you're launching quickly and then improving and optimizing a site over time, you're amortizing your development investment over time.





THE HISTORY OF GDD

GDD was developed as a solution to a problem. Anyone who has participated in a website build or redesign project knows the traditional process can be lengthy, expensive, stressful, and frustrating, and you often don't see impactful growth after completing the endeavor.

With Agile methodologies becoming widely adopted in the software development industry, the inbound marketing platform HubSpot coupled the approach with a marketer's mindset seeking a solution to the problems inherent in the traditional website design process.

By the end of the journey, the marketing industry was left with a better, more efficient and effective, data-proven approach to building and redesigning websites: what we know today as Growth-Driven Design.



**BENEFITS
OF GROWTH-DRIVEN
DESIGN:
QUICKER TO
LAUNCH + MORE LEADS**



Based on the “2017 State of GDD” survey responses, those using GDD saw a 45% reduction in time to launch compared to the traditional, waterfall website redesign process. Respondents also rated their “client’s overall happiness while working on a new website” as a 7.7 out of 10 when using GDD compared to 6.3 with traditional. And finally, agencies that used GDD reported seeing 14% more site visitors, 16.9% more leads, and 11.2% more revenue for clients after six months.

The benefits of GDD, some mentioned above, include:



QUICKER TIME TO MARKET & VALUE



LOWER UPFRONT INVESTMENT



FLEXIBILITY
to ideate within & shift the overall scope



SUPPORT
for all departments within your organization as they strive to achieve their specific goals



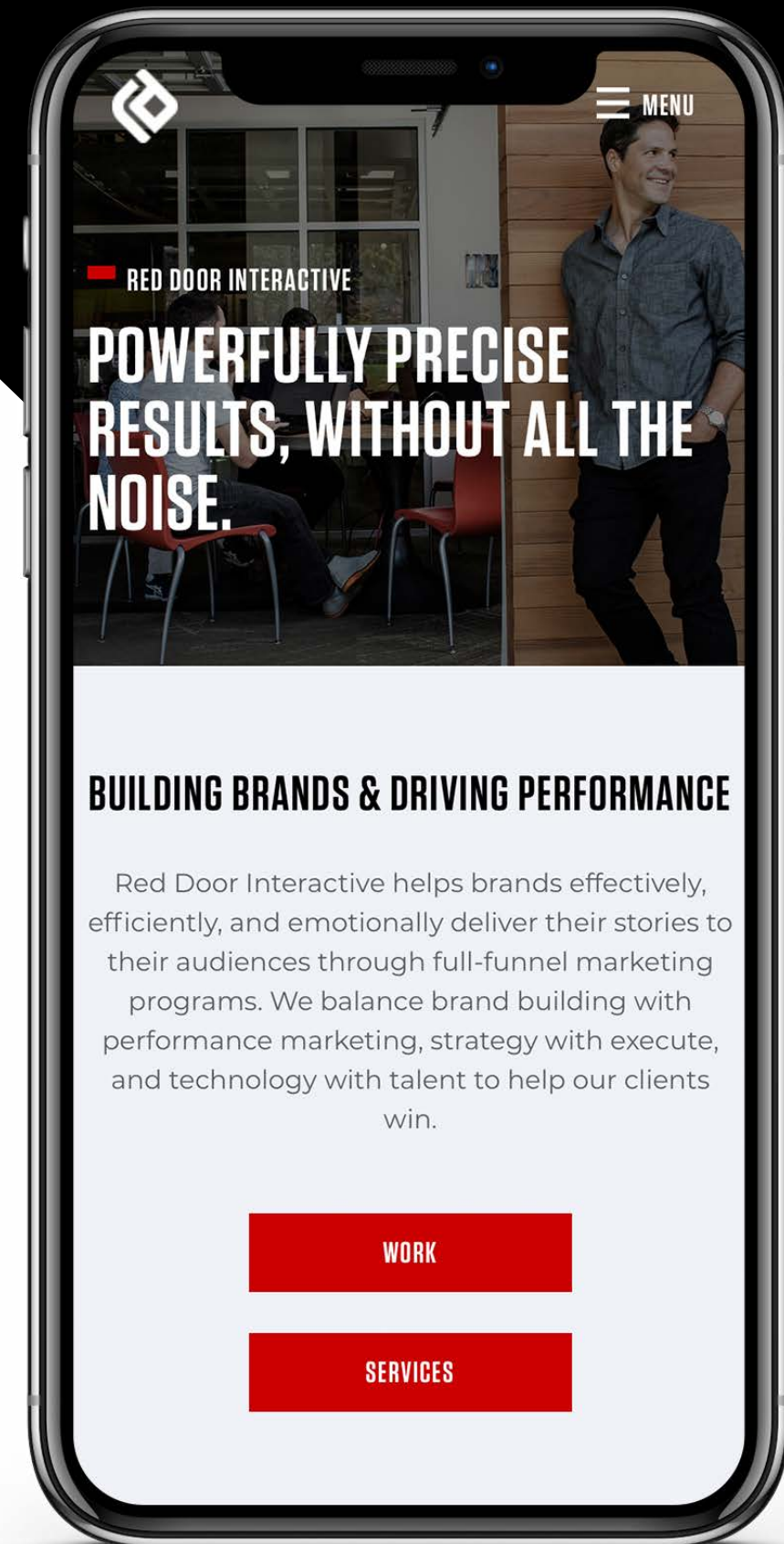
REDUCED RISK
of investments not delivering value by validating assumptions & making data-driven decisions



Your website is often the first experience a customer has with your brand. Or in other cases, it is the follow-up or ongoing experience. Your website is your most important marketing asset, that top-performing salesperson capable of working 24/7/365. Yet, in a 2016 HubSpot survey, 42% of marketers said they only make impactful improvements to their website once or less per year.

GDD puts an ongoing focus on your website, in the same way you would put an ongoing focus on your other marketing channels such as SEO, Paid Media, Social Media, etc. If you're investing budget and resources in those channels that drive people to your website, why wouldn't you support those efforts by also investing consistently in optimizing the quality of the experience users get once they land on your website?

GDD is important to the success of your website because the environment your website exists in is not static. It is evolving constantly and at a rapid pace. Search algorithms are frequently changing how they evaluate your site's performance and relevance. Technologies that your website is integrated with or using are also evolving. User behavior, expectations, and preferences are evolving. Your competitors are evolving. So your website must evolve as well, if only to simply keep pace.



WHY IS GDD IMPORTANT TO THE SUCCESSFUL REDESIGN OF MY WEBSITE?



While a growth-driven design mindset is critical to the long-term success of your website, it's particularly important to the redesign process. The redesigned site you launch will define the new starting point of your immediate impact and long-term success. For example, if you launch with a poorly developed site, you might never be able to achieve your goals or SEO rankings no matter how much effort you put into updating and evolving your site post-launch. It's like a house: if the foundation isn't solid, you'll be hampered by an endless uphill battle to correct nagging issues. Yes, your site can function without GDD, but it will be much more difficult for it to achieve its full potential.

With GDD, you acknowledge assumptions you're making throughout planning and design (i.e. we think this layout will work best), then focus on validating that assumption through pre- and/or post-launch testing. And when you're validating assumptions and using data and user input to guide your design, content, and functionality decisions, you're going to arrive at a more successful, value-providing website.



GDD VS. TRADITIONAL WEBSITE REDESIGN STRATEGY



The traditional website redesign process is a linear, waterfall process where you progress through the 5 Ds in a sequential, one-step-at-a-time approach. You're planning for, designing, and building all the bells and whistles before you go live.

You might be thinking: "Well the bells and whistles are important to me." Those bells and whistles are important in GDD as well. The difference is that in GDD, we prioritize and validate whether they are going to provide the assumed value. We might launch the starting point website quickly, then through user research, testing, and data, decide which bells and whistles to build next. Approaching the redesign process in this way helps you establish your user's need ahead of time before investing budget and resources to build the wrong bell.

The traditional website design process is expensive, lengthy, and resource-intensive because it is based on assumptions, and often only given minimum maintenance after the project is completed.

	TRADITIONAL WEB DESIGN	GROWTH-DRIVEN DESIGN
RISKS	Upfront Costs Resources & Time	Spread Over Time Launch Quick & Improve
RESULTS	Based on Assumptions Set & Forget	Data-Based Decisions Continuous Improvement





So, the question is: do you want to wait nine months to a year to go through the traditional website design process before you give your website visitors and customers an improved experience? Or would you rather see incremental improvements every month starting in month three? That's the difference between the traditional website redesign approach and GDD.

The last benefit of GDD we're going to call out is the flexibility to reprioritize scope. GDD actually encourages ideation and builds in activities such as "Wishlist Brainstorms" that get everyone strategizing on ways to improve KPIs and meet goals. Those items are then added to the backlog of ideas and enhancements that will be prioritized, tested, validated, and/or implemented in the weeks and months to come.

While flexibility is one of the great benefits of GDD, it's also one of the considerations that some have a hard time accepting. GDD requires a business to be comfortable with the uncertainty around their monetary investment. With an Agile GDD approach, you're essentially paying for resources over a fixed amount of time, and what work gets prioritized during that time is dependent upon where the data and user research guides us. While a high-level commitment on the scope can be outlined (i.e. we will develop a product detail page), you're not going to be able to determine which features and functionalities will be able to be completed on the initial page right from the start when contracts and statements of work are developed. But remember, the initial site is only the starting point. So, while you may launch quickly without all wishlist items intact, you will be making improvements and additions to your site on an ongoing basis.

WHY THE RED DOOR TEAM RECOMMENDS GDD



In GDD, each incremental improvement is intended to help departments that have a stake in the website and depend on it to achieve their goals. The Red Door team recommends GDD because it gives us an informed and deliberate goal-driven framework that fuels growth and the potential to transform a website into a digital marketing powerhouse.



RED DOOR'S GDD PROCESS



The GDD process has three phases: Strategy, Launch Pad, and Continuous Improvement. Continue reading for the goals and key activities of each phase.

PHASE 1

STRATEGY

GOAL

Develop an empathetic understanding of your audience's world and how the website can solve problems along their journey.

KEY ACTIVITIES RDI DOES DURING THIS PHASE

Analytics Audit, Behavioral Analysis, & Funnel Analysis
SEO Content Audit & Competitive Gap Analysis
Stakeholder Interviews
Goals Forecasting
Jobs to be Done
Audience Profiles
Fundamental Assumptions
Website Experience Mapping
Wishlist Brainstorm
Creative Brief
Site Map & Launch Pad Content Specifications
Continuous Improvement Roadmap

If you want to discuss the details and value of each activity, please reach out, we'd love to hear from you.





PHASE 2

LAUNCH PAD

GOAL

Quickly build a website that looks and performs better than what you have *today* but is not a final product.

KEY ACTIVITIES RDI DOES DURING THIS PHASE

- Wireframe Workshop
- Creative Concepting & Design
- Requirements
- Development
- Quality Assurance
- Launch

If you want to discuss the details and value of each activity, please reach out, we'd love to hear from you.

PHASE 3

CONTINUOUS IMPROVEMENT

GOAL

Continuously collect real user data and build high-impact items to meet website and business goals.

KEY ACTIVITIES RDI DOES DURING THIS PHASE

- Quarterly Summit
- Conversion Rate Optimization (CRO)
- User Testing
- Analytics Analysis
- Design & Development
- Learning, Alignment, Collaboration (ACL) Meetings

If you want to discuss the details and value of each activity, please reach out, we'd love to hear from you.



FOUR ESSENTIAL ROLES IN RED DOOR'S GDD PROCESS

Experience is essential to a successful GDD website redesign. Red Door's GDD approach utilizes four key roles, which keeps the process lean enough to maintain the team's efficiency, adaptability, and agility. The leads assigned to these roles are leaders who understand their success is wholly dependent on their team. They value the importance of creating the right future-proof solutions in order to foster growth and keep your website competitive and share an entrepreneurial mindset and love of learning. Above all, alignment with stakeholder business goals is their priority and will drive the decisions they make along the way.

1

TECHNICAL PROJECT MANAGER

GDD Technical Project Managers have experience in Agile projects. They coordinate the execution of the project by facilitating collaboration with all the other roles on the team and stakeholders in each project phase.

2

STRATEGIST

The Strategist is the decision-maker on the project team. They have experience in UX, conversion rate optimization, and analytics, and use data and insights of the target audiences to guide decisions.

3

CREATIVE LEAD

The Creative Lead designs the look and feel of the website. They understand the client's brand and the ways design influences usability, brand recognition, and elicits feelings and emotions. They work with the Strategist to design page layouts and the visual experience, and then work with the Tech Lead to ensure the design is able to be executed by the development team with speed performance and responsiveness in mind.

4

TECH LEAD

The Tech Lead oversees the technical aspects of the GDD project in each phase. Whether they are focused on empowering the web marketing team with tools to easily enhance the customer journey, developing a taxonomy system for marketers to easily present related content, optimizing lead capture integrations and processes, or creating impactful digital experiences that boost customer engagement, the Tech Lead will bring together the right capabilities for each technical deliverable and recommend the right technology for the job.

CUSTOM GDD REDESIGN WITH RED DOOR

Red Door's interpretation of the website redesign process is unique to our agency. We have honed this process to ensure its ultimate success, while also improving overall efficiencies, pace, and deliverability thanks to a forward-thinking project management team and a capable DevOps team.



KENTICO XPERIENCE CMS PLATFORM

The Kentico Xperience platform is the CMS platform of choice for several of our clients. It is simple, ready to charge out of the box, yet extensible. Developers can create tools that help the marketing and sales teams attain their goals without incurring technical debt. It supports personalization and marketing automation features that help evolve the customer journey. Experience and success in building Kentico websites has earned the DevOps team a Gold Partnership with Kentico.

[Learn more about Red Door + Kentico >](#)

TOP-NOTCH WEB DEV TEAM

Web development projects give the DevOps team the opportunity to roll out their full stack of talent. From the hosting infrastructure architect who processes serverless operations with a simple click of a button, to FE developers who thrive on building stunning experiences for your customers, to CMS platform developers who build integrations that allow your marketers to augment data with beautiful imagery on the website, they all thrive on delivering an impactful website presence.

[Learn about Web Dev at Red Door >](#)

INSIGHTFUL MARTECH & DATA SCIENCE TEAM

Good, clean, and massive amounts of data is key in uncovering those insights and visualizations that inform and help produce impactful action. The Martech and Data Science team provides the experience, methodology, and process to ensure you are utilizing the platforms that work seamlessly with the rest of your technology ecosystem, and within your budget, while making all that data look good for your best possible prospects.

[Learn more about Martech & Data Science at Red Door >](#)





LEARN MORE ABOUT OUR UNPARALLELED GDD PROCESS



Growth-driven design is essential to website redesign projects: it ensures effectiveness and efficiency throughout the process and gives your website the best chance at delivering on its full potential. But simply employing GDD principles won't deliver the best results. You need the right team that has experience in implementing this approach, and with successful outcomes.

If you want to learn more about partnering with our team of GDD experts, [contact us today](#).

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Avatar: false,
}
renderDetailsCardOnHover = showOnHover(UserDetailsCard);
renderLink = ({
  primaryLink,
  secondaryLink,
  userAvatar,
  ...props
}, {
  className={styles.container}->
  <div className={className} >
    <UserDetailsCardOnHover
      user={user}
      delay={CARD_HOVER_DELAY}
      wrapperClassName={styles.avatarContainer}
    >
      <Avatar user={user} />
    </UserDetailsCardOnHover>
    <div className={classNames(
      styles.linkContainer,
      inline && styles.inlineContainer
    )} >
      <UserDetailsCardOnHover user={user} delay={CARD_HOVER_DELAY}>
        <Link
          to={{ pathname: buildUserUrl(user) }}
          className={classNames(styles.name, {
            [styles.alt]: type === 'alt',
            [styles.secondaryLink]: !secondaryLink,
            [styles.inlineLink]: inline,
          })}
        >
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        </Link>
        {!secondaryLink
          ? null
          : <a
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              className={classNames(styles.name, {
                [styles.alt]: type === 'alt',
                [styles.secondaryLink]: secondaryLink,
              })}
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              {secondaryLink.label}
            </a>
        }
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  </div>
);
Link.propTypes = propTypes;
Link.defaultProps = defaultProps;
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    Instagram
  </a>
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</div>
);
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renderWhatsNewLinks() {
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        <ul className={styles.links} >
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          {this.renderWhatsNewLink('')}
          {this.renderWhatsNewLink('')}
          {this.renderWhatsNewLink('')}
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}
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  return (
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      <a
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        target="_blank"
        rel="noopener noreferrer"
      >
        {title}
      </a>
    </li>
  );
}
renderFooterSub() {
  return (
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      <Link to="/" title="Home - Unsplash" >
        <Icon
          type="logo"
          className={styles.footerSubLogo}
        />
      </Link>
      <span className={styles.footerSlogan} >
        </span>
    </div>
  );
}
render() {
  return (
    <div >
```