WHY IS DEVELOPING A STRATEGY SO CRITICAL?

GROWTH-DRIVEN DESIGN

1 — STRATEGY

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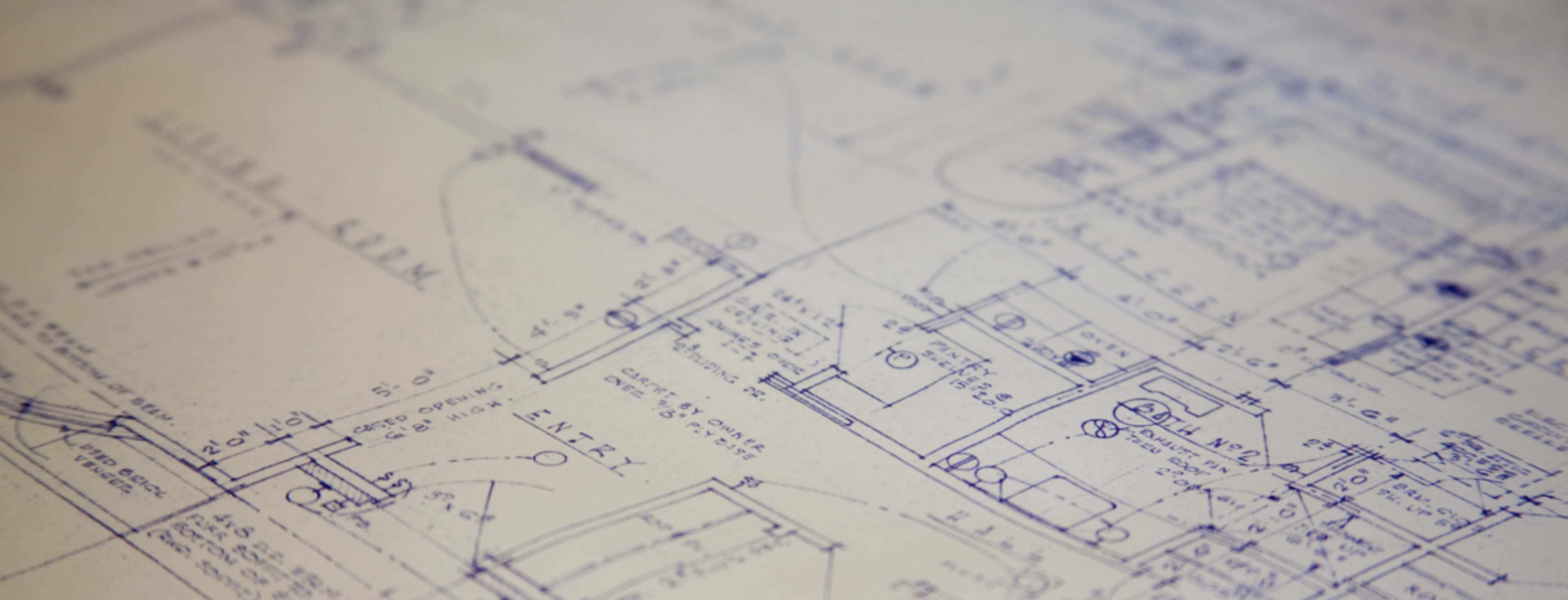
2 — LAUNCH PAD

Quickly build a website that looks and performs better than what you have today, but is not a final product. Rather, your Launch Pad is the foundation on which to build and optimize from.

3 — CONTINUOUS IMPROVEMENT

With a launch pad site live and collecting user data, you can start identifying the high-impact actions you can take to grow your business.

Would you build a house without a **blueprint?**

Would you let a doctor operate on you **without doing a checkup or MRI** first?

If you're going in blind, **you'll miss the mark.**

You will be spending time, energy and money on activities that aren't working or won't build traction.

HOW DO YOU DEVELOP A GDD STRATEGY?

CORE PARTS OF A WEBSITE STRATEGY

1. Goals

2. Jobs to be done

3. Buyer personas

4. Fundamental assumptions

5. Journey mapping

6. Website-specific strategy

7. Brainstorming a wish list

Growth-Driven Design Dashboard v1.0 [template]

File Edit View Insert Format Data Tools Add-ons Help   Last edit was 5 days ago

lukesummerfield@gmail.com

Comments   Share

GROWTH-DRIVEN DESIGN

<- RISKIEST   GROWTH-DRIVEN DESIGN   LESS RISKY ->

JOB TO BE DON

(write in your core J...

As a _____

when I am _____
I want to _____
so I can _____

CLICK "FILE" TO "SAVE COPY"

Dimentions:
- Functional
- Financial
- Personal
- Social

3 Problem

ANXIETIES
1 Anxiety the person or stakeholder has around making the switch. Could be before or after purchase
2 Anxiety
3 Anxiety

WEBSITE
AWARENESS
Key Informational Needs

Triggers to Visit
First Value Experience

CONSIDERATION
Key Informational Needs
Triggers to Visit
First Value Experience

DECISION
Key Informational Needs

Triggers to Visit
First Value Experience

PERSONA

Marketing Mary

[add quick link to your personas]
(can have multiple personas)

SOLUTIONS (JTBD)
1 Solution to overcome problem and make progress towards JTBD
2 Solution
3 Solution

UNIQUE VALUE PROPOSITION
1 What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives?
2 UVP
3 UVP

EXISTING ALTERNATIVES (JTBD)
1 What other methods are out there for making progress on their job to be done.
2 Alternative
3 Alternative

DISRUPTIVE HABITS
1 List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.
2 Habit
3 Habit

DELIGHT
Key Informational Needs

Triggers to Visit
First Value Experience

QUESTIONS TO ANSWER
List questions that you need to answer from the above content in order to properly validate all fundamental assumptions.

Instructions | Goals | Scorecard | Job to be Done | Personas | Fundamental Assumptions | Journey Map | Website-Specifics | Wishlist + Current Sprint | Questions

UNSPLASH USER CALUM M...

Explore

GROWTH-DRIVEN DESIGN

GROWTH-DRIVEN DESIGN

<- RISKIEST   LESS RISKY ->

JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
(write in your core JTBD as reference)	1 Problem in achieving JTBD	Describe the situation and triggers that the person finds themselves in which pushes them to think about new product/service.	1 Anxiety the person or stakeholder has around making the switch. Could be before or after purchase	AWARENESS
As a _____,				Key Informational Needs
when I am _____,			2 Anxiety	Triggers to Visit
I want to _____,	2 Problem			First Value Experience
so I can _____.			3 Anxiety	
				CONSIDERATION
Dimentions:	3 Problem			Key Informational Needs
- Functional				Triggers to Visit
- Financial				First Value Experience
- Personal				
- Social				DECISION
PERSONA	SOLUTIONS (JTBD)	UNIQUE VALUE PROPOSITION	DISRUPTIVE HABITS	Key Informational Needs
	1 Solution to overcome problem and make progress towards JTBD	1 What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives?	1 List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.	Triggers to Visit
Marketing Mary				First Value Experience
	2 Solution	2 UVP	2 Habit	
				DELIGHT
	3 Solution	3 UVP	3 Habit	Key Informational Needs
				Triggers to Visit
[add quick link to your personas]				First Value Experience
(can have multiple personas)				

TABS FOR EACH STEP

QUESTIONS TO ANSWER

List questions that you need to answer the above content in order to properly validate all fundamental assumptions.

Instructions   Goals   Scorecard   Job to be Done   Personas   Fundamental Assumptions   Journey Map   Website-Specifics   Wishlist + Current Sprint   Questions

UNSPLASH USER CALUM M

Explore

START **INDIVIDUAL BRAINSTORMING**

SETTING **GOALS**

SETTING GOALS

Develop a clear understanding of the business objectives you aim to achieve through the website.

GROWTH-DRIVEN DESIGN

MISSION: Add your mission here

STRATEGY:	Add in strategy here				
PLAYS		**KPI**	**TARGET**	**STRETCH**	**ACTUAL Y2D**
Strategy Focus Area 1	Play 1	KPI 1	Goal # 1	Stretch Goal # 1	Actual Current #
	Play 2	KPI 2	Goal # 2	Stretch Goal # 2	Actual Current #
	Play 3	KPI 3	Goal # 3	Stretch Goal # 3	Actual Current #
Strategy Focus Area 2	Play 1	KPI 1	Goal # 1	Stretch Goal # 1	Actual Current #
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Strategy Focus Area 3	Play 1	KPI 1	Goal # 1	Stretch Goal # 1	Actual Current #
	Play 2	KPI 2	Goal # 2	Stretch Goal # 2	Actual Current #

OMISSIONS

Omission 1

Omission 2

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Strategy Focus Area 1	Play 1	KPI 1	Goal # 1	Stretch Goal # 1	Actual Current #
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	Play 2	KPI 2	Goal # 2	Stretch Goal # 2	Actual Current #

OMISSIONS

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Omission 2

SETTING GOALS

Develop a clear understanding of the business objectives you aim to achieve through the website.

HOW:

1. Send out a company-wide website goals questionnaire.
2. Fill out the goals document.
3. Set clear expectations with stakeholders.

SETTING GOALS

Develop a clear understanding of the business objectives you aim to achieve through the website.

HOW:

1. Send out a company-wide website goals questionnaire.
2. Fill out the goals document.
3. Set clear expectations with stakeholders.
4. Reverse engineer your goals to create a forecast.

GROWTH-DRIVEN DESIGN

	Jan	Feb	March	Q1	April	May	June	Q2	July	Aug	Sept	Q3	Oct	Nov	Dec	Q4	2017 Total
Focus Area 1																	
KPI Metric 1 *(link to report in analytics tool)*																	
Goal	100			100				0				0				0	100
Stretch	200			200				0				0				0	200
Actual	150			150				0				0				0	150
Difference on goal	50	0	0	50	0	0	0	0	0	0	0	0	0	0	0	0	50
KPI Metric 2 *(link to report in analytics tool)*																	
Goal	2.00%			0.67%				0.00%				0.00%				0.00%	
Stretch	5.00%			1.67%				0.00%				0.00%				0.00%	
Actual	3.00%			1.00%				0.00%				0.00%				0.00%	
Difference on goal	1.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Focus Area 2																	
KPI Metric 1 *(link to report in analytics tool)*																	
Goal				0				0				0				0	0
Stretch				0				0				0				0	0
Actual				0				0				0				0	0
Difference on goal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KPI Metric 2 *(link to report in analytics tool)*																	
Goal				0				0				0				0	0
Stretch				0				0				0				0	0
Actual				0				0				0				0	0
Difference on goal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Focus Area 3																	
KPI 1 *(link to report in analytics tool)*																	
Goal				0				0				0				0	0
Stretch				0				0				0				0	0
Actual				0				0				0				0	0
Difference on goal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KPI Metric 3 *(link to report in analytics tool)*																	

GROWTH-DRIVEN DESIGN		Jan	Feb	March	Q1	April	May	June	Q2	July	Aug	Sept	Q3	Oct	Nov	Dec	Q4	2017 Total	
Focus Area 1																			
KPI Metric 1	*(link to report in analytics tool)*																		
Goal		100			100				0				0				0	100	
Stretch		200			200				0				0				0	200	
Actual		150			150				0				0				0	150	
Difference on goal		50	0	0	50	0	0	0	0	0	0	0	0	0	0	0	0	50	
KPI Metric 2	*(link to report in analytics tool)*																		
Goal		2.00%			0.67%				0.00%				0.00%				0.00%		
Stretch		5.00%			1.67%				0.00%				0.00%				0.00%		
Actual		3.00%			1.00%				0.00%				0.00%				0.00%		
Difference on goal		1.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Focus Area 2																			
KPI Metric 1	*(link to report in analytics tool)*																		
Goal					0				0				0				0	0	
Stretch					0				0				0				0	0	
Actual					0				0				0				0	0	
Difference on goal		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
KPI Metric 2	*(link to report in analytics tool)*																		
Goal					0				0				0				0	0	
Stretch					0				0				0				0	0	
Actual					0				0				0				0	0	
Difference on goal		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Focus Area 3																			
KPI 1	*(link to report in analytics tool)*																		
Goal					0				0				0				0	0	
Stretch					0				0				0				0	0	
Actual					0				0				0				0	0	
Difference on goal		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
KPI Metric 2	*(link to report in analytics tool)*																		

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Actual		150			150				0				0				0	150
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Difference on goal		1.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
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KPI Metric 2	*(link to report in analytics tool)*																	
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Difference on goal		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Focus Area 3																		
KPI 1	*(link to report in analytics tool)*																	
Goal					0				0				0				0	0
Stretch					0				0				0				0	0
Actual					0				0				0				0	0
Difference on goal		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
KPI Metric 2	*(link to report in analytics tool)*																	

JOBS TO BE DONE

JOBS TO BE DONE

Understand the progress customers are trying to make in which they are "hiring" your product or service to help with.

People don't buy the drill…

…They buy the **hole.**
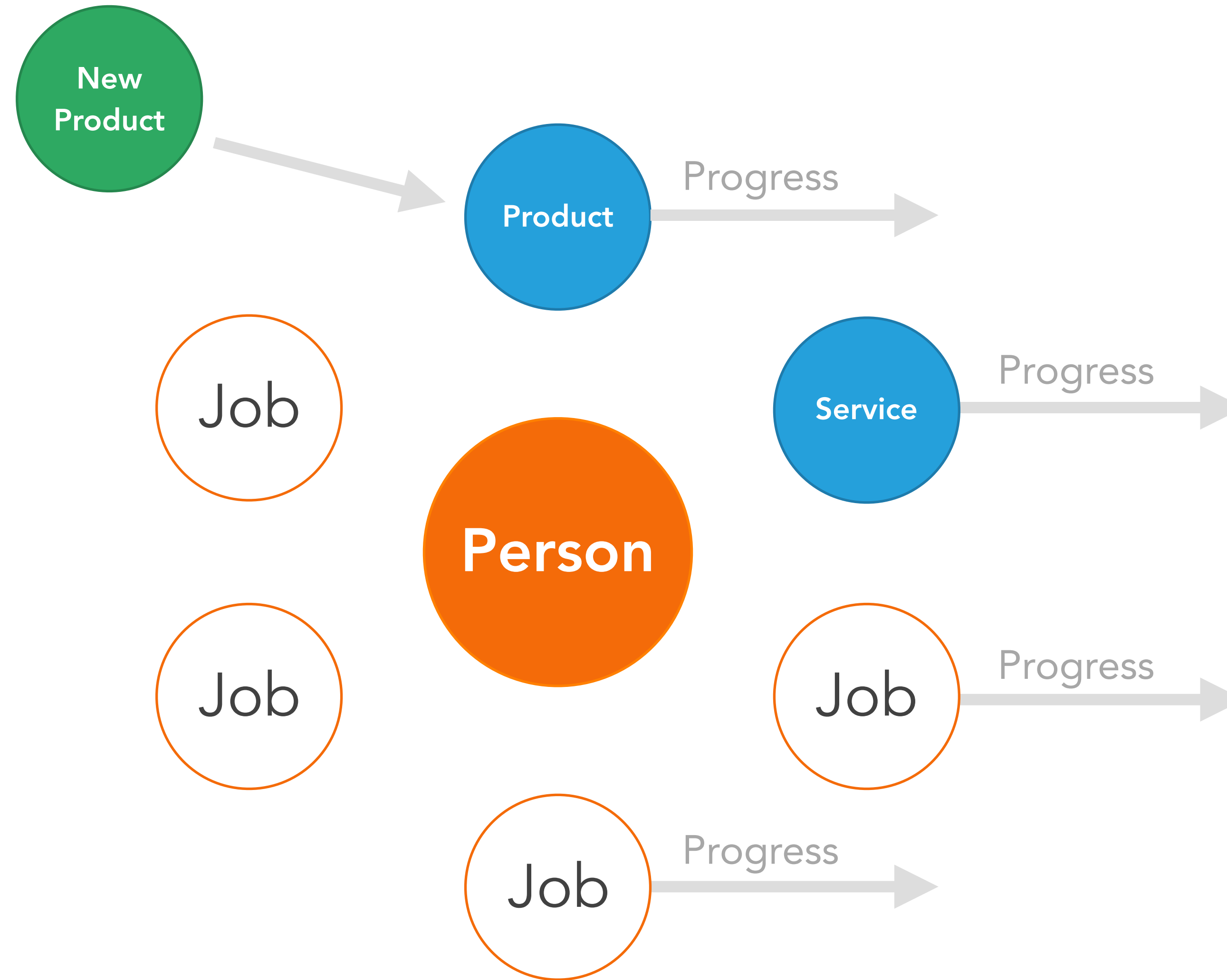
Jobs to be Done:
WHY DO THEY WANT THE HOLE?
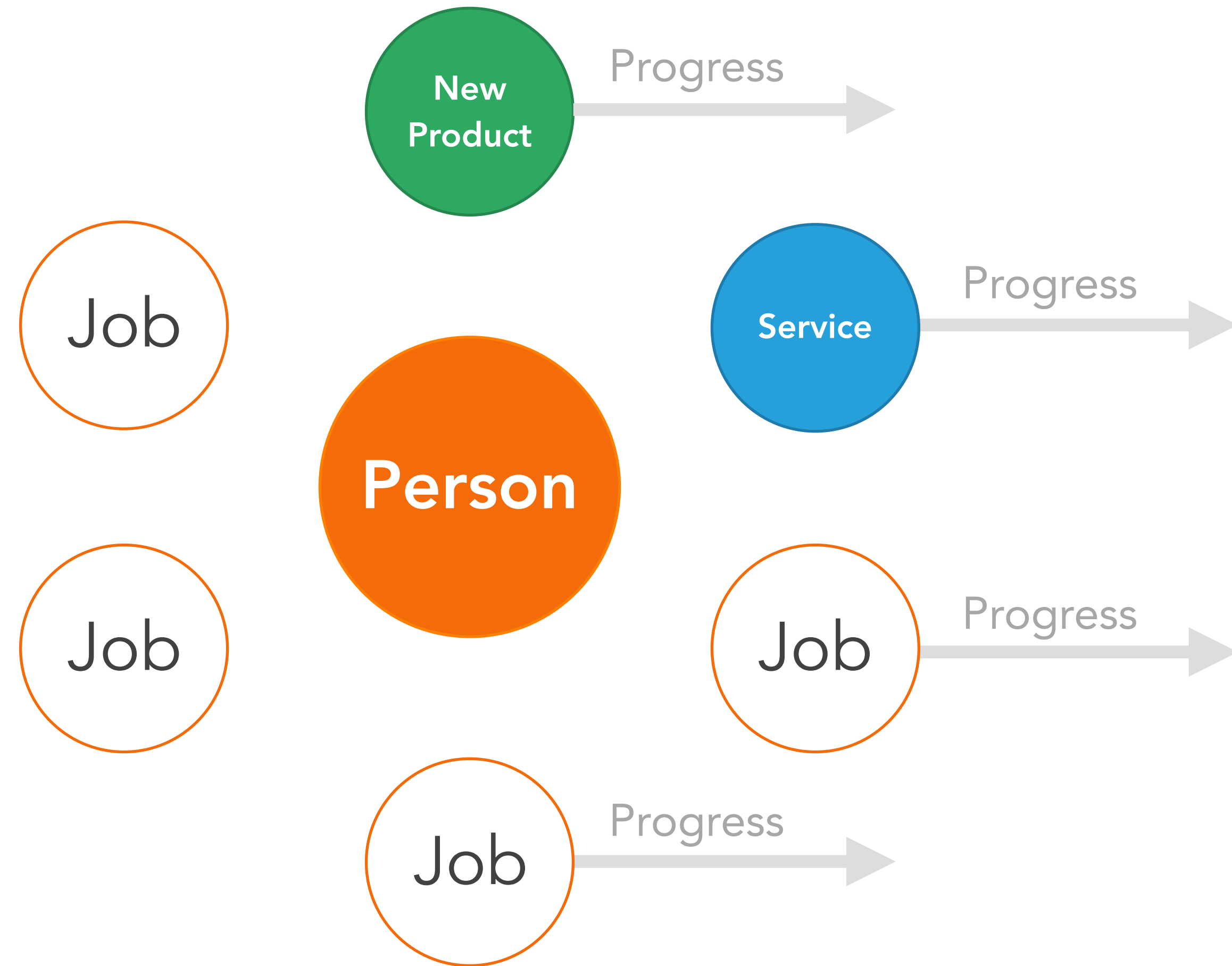
WHAT PROGRESS ARE THEY TRYING TO MAKE IN LIFE?
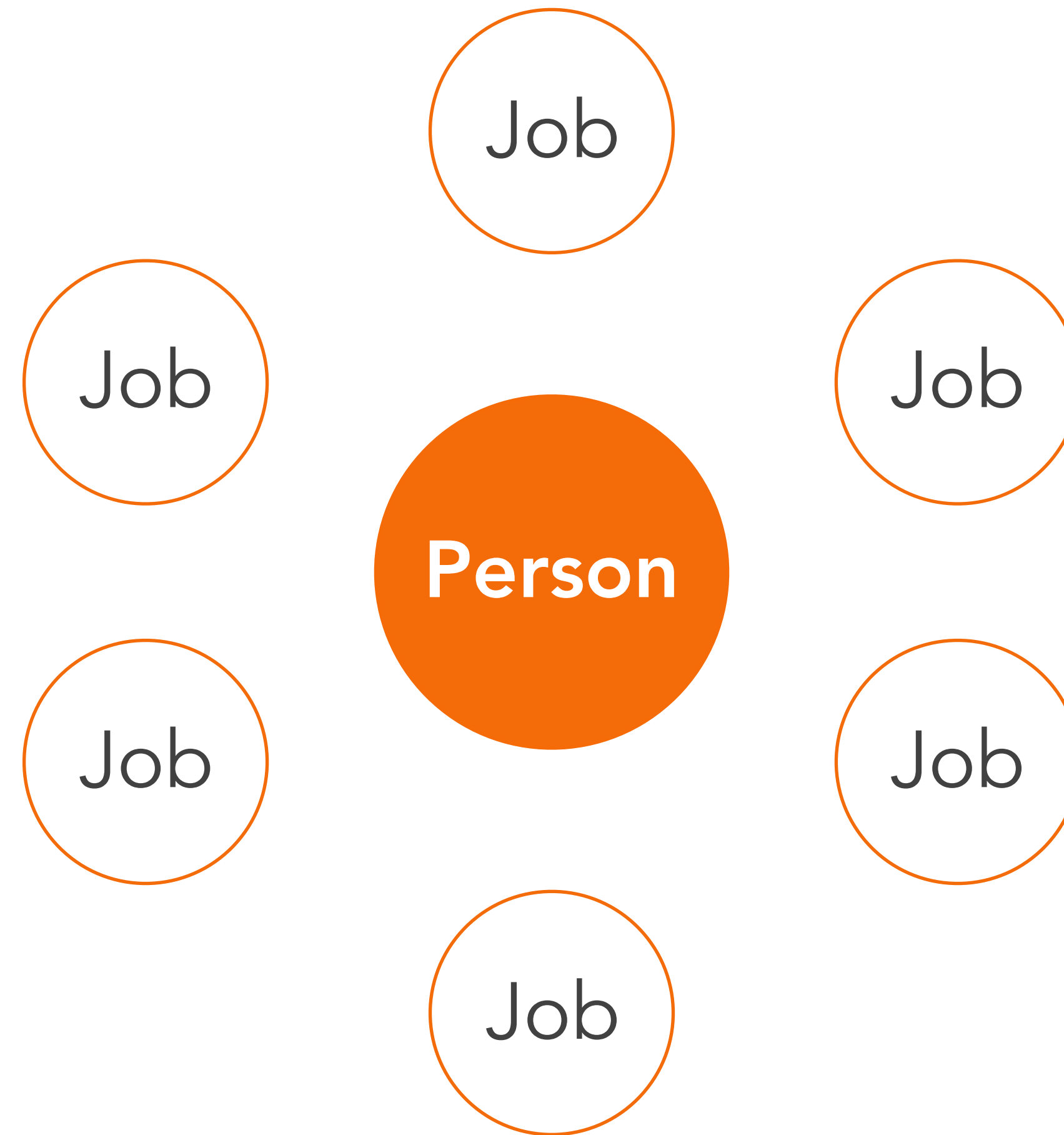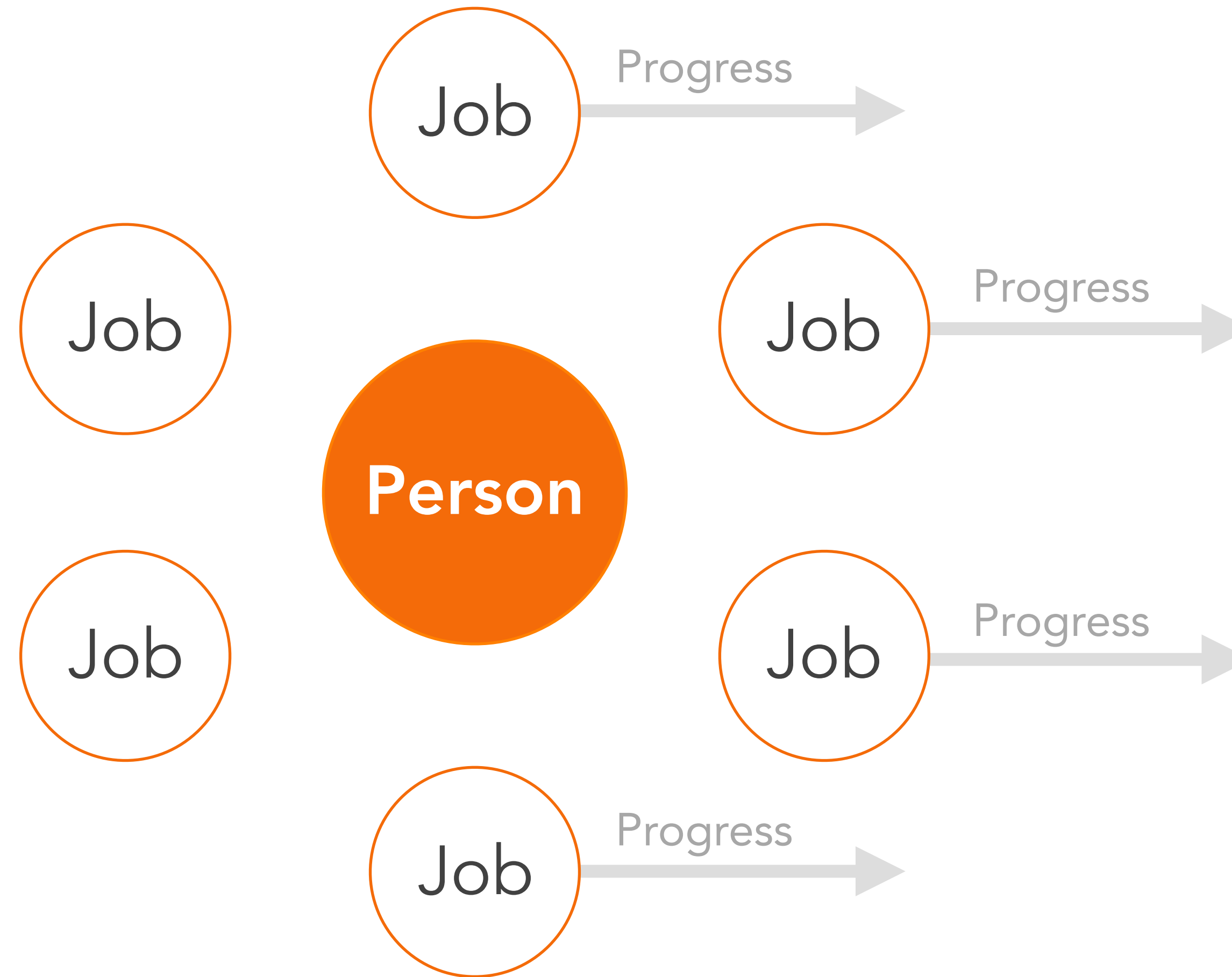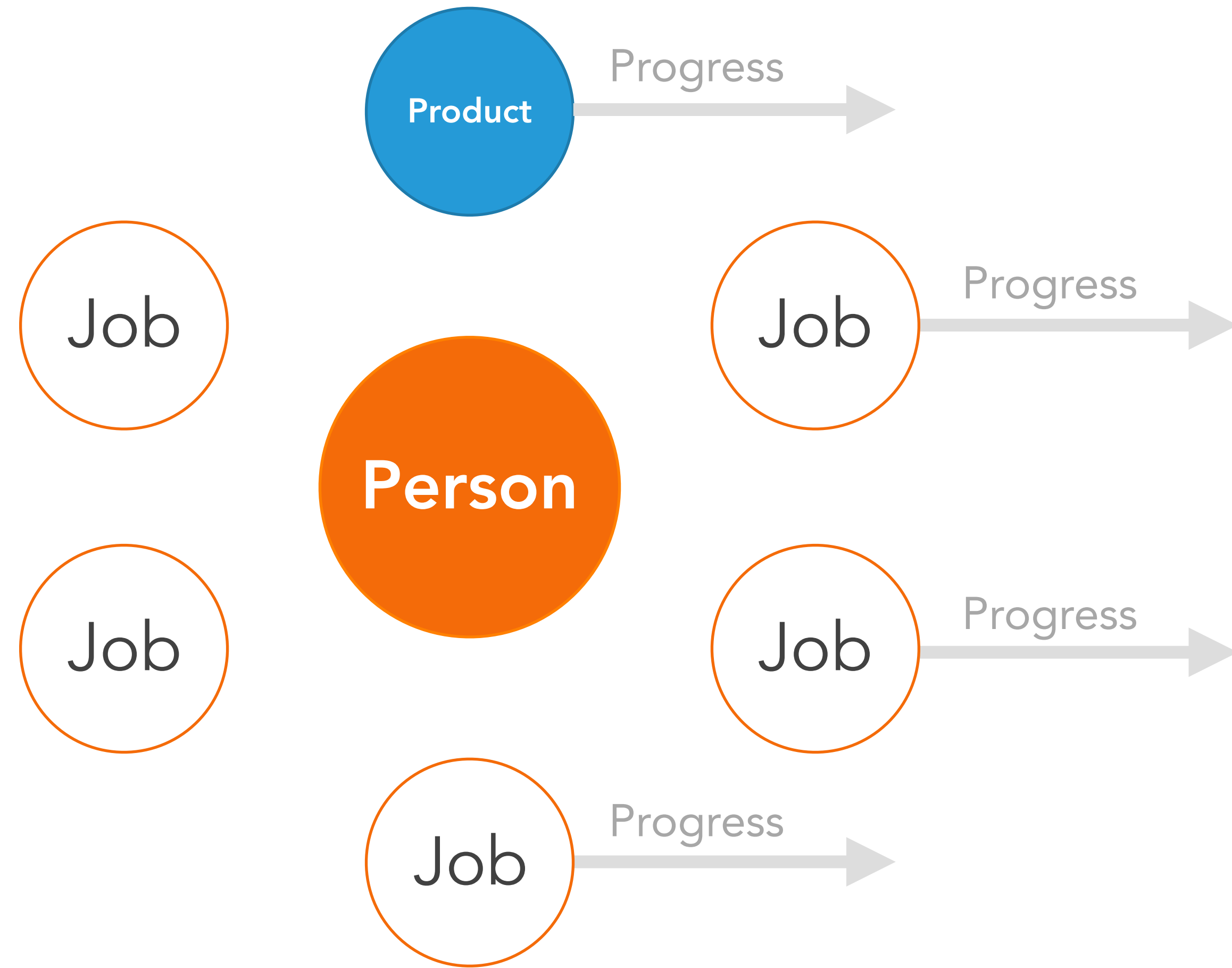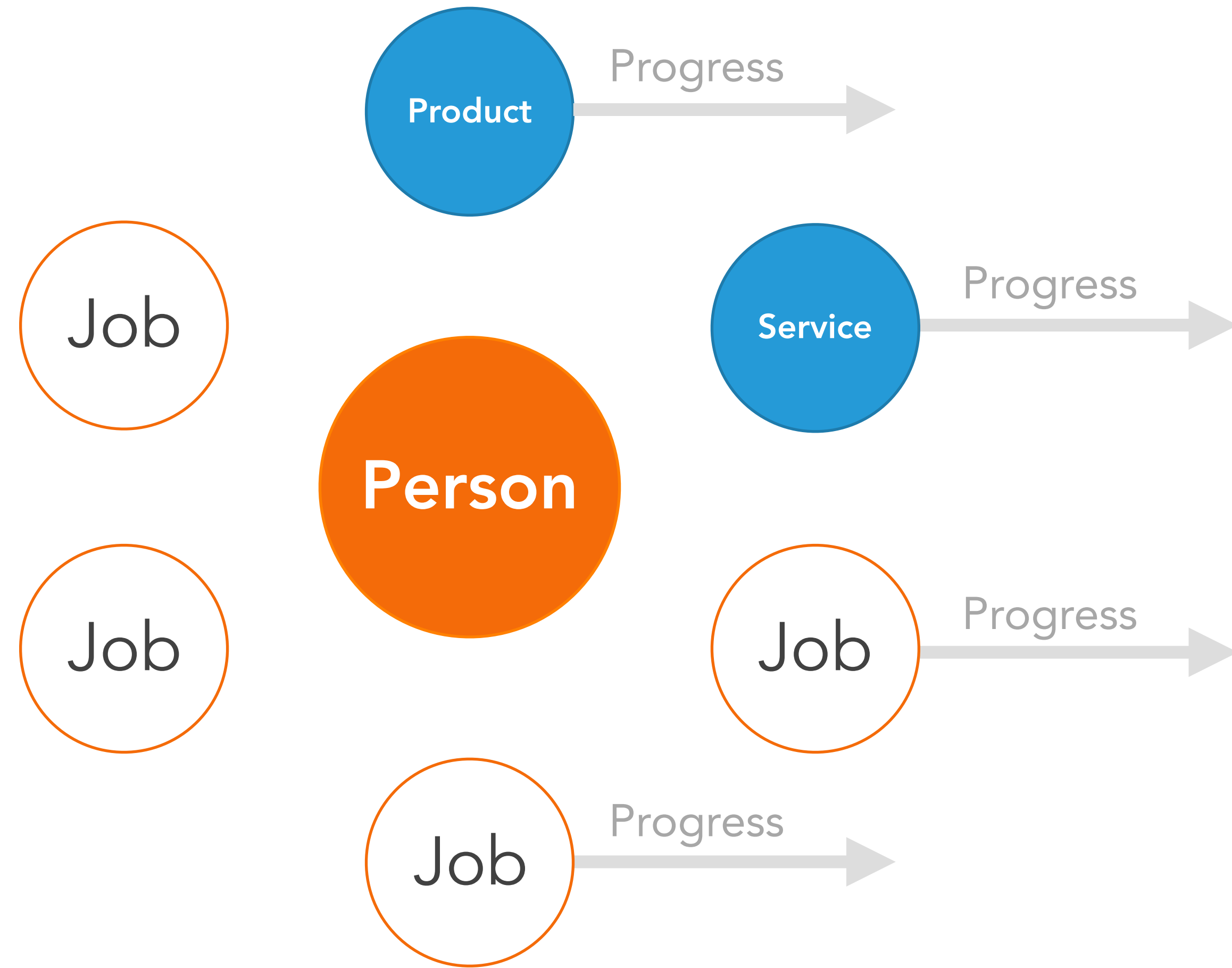
JOB **STORY**

As a ____(who)____,

when I am __(situation)__,

I want to ____(motivation)____,

so I can __(desired outcome)___.

JOB **STORY**

As a ____(who)___,

when I am __(situation)__,

I want to ___(motivation)____,

so I can __(desired outcome)___.

As a father in a family of four,

when I am having a busy weekend with the kids,

I want to safely and quickly get from place to place,

so I can deepen my relationship with my family while keeping them safe.

CHEVY, SUBURBAN?

LOTUS, ELISE?

Job Dimensions

- Functional Requirements

- Financial Requirements

- Personal Identity

- Social Appearance

As a father in a family of four, when I am having a busy weekend with the kids, I want to safely get from place to place, so I can deepen my relationship with my family while keeping them safe.

- Wheels, four door, trunk storage, etc.

- Investment in family ($80K)

- Loves the environment + techie

- Viewed as a great parent + high-class

CHEVY, SUBURBAN?

TESLA, MODEL X?

Growth-Driven Design Dashboard v1.0 [template]

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Last edit was 6 days ago

GROWTH-DRIVEN DESIGN

CORE JOB TO BE DONE

As a *(audience or persona)*

When I am *(situation)*

I want to *(motivation)*

so I can *(outcome)*

DEPENDENCIES

Functional:

Financial:

Personal identity:

Social appearance:

JOB STORIES (SUB-STEPS TO ACCOMPLISH CORE JTBD)

STAGE	DESIRED OUTCOME	IMPORTANCE	SATISFACTION	IMPACT SCORE	COMPETITOR 1 SCORE	COMPETITOR 2 SCORE	NOTES
- select one -	*As a (persona), when (situation), I want to (motivation) so I can (outcome).*			0			
Informational	Example	8	3	13	3	2	Opportunity - User place
Decision	Example	4	6	2	8	5	Not an opportunity - Use
- select one -				0			
- select one -				0			
- select one -				0			
- select one -				0			
- select one -				0			
- select one -				0			

Growth-Driven Design Dashboard v1.0 [template]

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Last edit was 6 days ago

GROWTH-DRIVEN DESIGN

CORE JOB TO BE DONE

As a *(audience or persona)*

When I am *(situation)*

I want to *(motivation)*

so I can *(outcome)*

DEPENDENCIES

Functional:

Financial:

Personal identity:

Social appearance:

JOB STORIES (SUB-STEPS TO ACCOMPLISH CORE JTBD)

STAGE	DESIRED OUTCOME	IMPORTANCE	SATISFACTION	IMPACT SCORE	COMPETITOR 1 SCORE	COMPETITOR 2 SCORE	NOTES
- select one -	*As a (persona), when (situation), I want to (motivation) so I can (outcome).*			0			
Informational	Example	8	3	13	3	2	Opportunity - User place
Decision	Example	4	6	2	8	5	Not an opportunity - Use
- select one -				0			
- select one -				0			
- select one -				0			
- select one -				0			
- select one -				0			
- select one -				0			

CREATE BUYER **PERSONAS**

CREATE PERSONAS

Create fictional representation of the ideal customers. Buyer personas help increase empathy, form a common language and help evaluate ideas.

CREATE **PERSONAS**

HOW:

1. Internal interviews.

CREATE PERSONAS

HOW:

1. Internal interviews.

2. Review quantitative and financial data.

3. External user interviews.

4. Develop version one personas.

OVERVIEW

BACKGROUND:

- Who is this person and who do they work for?
- What is the general problem they are having
- Outside of work, what do they like to do

DEMOGRAPHICS:

- Gender
- Age Range
- Household Income
- General area they live (city, urban)

"Here's a small soundbite / quote of what the persona would say about the content on this slide"

PRE-SALE

INFORMATIONAL WANTS:

- What do they want from your website

- Pages viewed on the site

REAL QUOTES:

- "add a real quote"

IDENTIFIERS:

- Buzzwords

- Mannerisms

EXCLUSIONARY CRITERIA:

- Other Job Titles

- Company Size

"Here's a small soundbite / quote of what the persona would say about the content on this slide"

ECONOMICS

	Q1 '16	Q2 '16	Q3 '16	Q4 '16	All Customers
Close Rate	56.4%	45.6%	51.2%	54.4%	29.6%
CAC	$25	$22	$20	$22	$25
LTV	$100	$100	$100	$110	$75
CAC:LTV	1:4	1:4.7	1:5	1:4.8	1:3
Repurchase?	67.3%	66.5%	62.1%	59.7%	50.2%
Cross-Purchase?	36.3%	33.5%	33.6%	31.6%	24.5%
% of Total Customers	25.4%	27.2%	29.3%	28.8%	100%

"Here's a small soundbite / quote of what the persona would say about the content on this slide"

* In 1,000's

WHERE THEY LIVE

Devices	Mobile	Mobile	Laptop	Mobile	Laptop	Mobile	TV + Mobile	Tablet	Mobile
Time	6AM	8AM	9AM	12PM	1PM	6PM	7PM	9PM	11PM
Activity	Wake-Up	Travel	Work	Lunch	Work	Travel	Dinner	Relax	Bed
Channels	MailApp FB Pocket Twitter	Feedly Pocket NY Times TechCrunch	Gmail Google Spotify Asana Evernote Salesforce HubSpot Calendar Dropbox Slack	FB Clash of Clans WhatsApp Slack	Gmail Google Evernote Asana Blogs SFDC HubSpot Calendar Dropbox Slack	Pocket iMessage SoundCloud Slack	HBO ESPN FB iMessage	Email HufPost BuzzFeed Calendar Google	FB Instagram

CREATE PERSONAS

PRO TIPS:

- Narrow your personas down to 1 to 3 primary personas.
  - You can include "sub-personas" within each primary.
  - Pick the primary personas based on the business impact.
- Don't feel like it has to be perfect before moving forward.
- Once created, include the personas as part of the discussion as if they were real people in the meeting.

FUNDAMENTAL ASSUMPTIONS

FUNDAMENTAL
ASSUMPTIONS

Uncover the core components of the business and website. Once identified, validate any risky or unknown components.

FUNDAMENTAL
ASSUMPTIONS

Uncover the core components of the business and website.

Identify the riskiest concepts and validate through user research and testing.
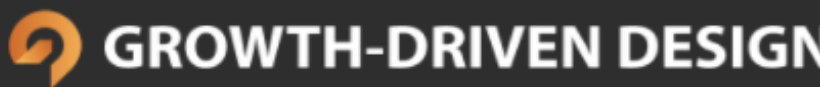
JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
As a _____, when I _____, I want to _____, so I can _____. Dimentions: - Functional - Financial - Personal - Social	1 Problem in achieving JTBD 2 Problem 3 Problem	Describe the situation and triggers that the person finds themselves in which pushes them to think about new product/service.	1 Anxiety the person or stakeholder has around making the switch. Could be before or after purchase 2 Anxiety 3 Anxiety	**AWARENESS** Key Informational Needs Triggers to Visit First Value Experience **CONSIDERATION** Key Informational Needs Triggers to Visit First Value Experience **DECISION** Key Informational Needs Triggers to Visit First Value Experience

PERSONA	SOUTIONS (JTBD)	UNIQUE VALUE PROP	DISRUPTIVE HABITS	
Marketing Mary [link to full persona profile] *(can have multiple personas)*	1 Solution to overcome problem and make progress towards JTBD 2 Solution 3 Solution	1 What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives? 2 UVP 3 UVP	1 List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service. 2 Habit 3 Habit	**DELIGHT** Key Informational Needs Triggers to Visit First Value Experience
		EXISTING ALTERNATIVES (JTBD) 1 What other methods are out there for making progress on their job to be done. 2 Alternative 3 Aleternative		

QUESTIONS TO ANSWER
List questions that you need to answer from the above content in order to properly validate all fundamental assumptions

JOB TO BE DONE (JTBD)

As a _____,

when I _____,

I want to _____,

so I can _____.

Dimentions:
- Functional
- Financial
- Personal
- Social

PROBLEMS

1   Problem in achieving JTBD

2   Problem

3   Problem

PUSH SITUATION

Describe the situation and triggers that the person finds themselves in which pushes them to think about new product/service.

ANXIETIES

1   Anxiety the person or stakeholder has around making the switch. Could be before or after purchase

2   Anxiety

3   Anxiety

WEBSITE

AWARENESS

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PERSONA

Marketing Mary

[link to full persona profile]

(can have multiple personas)

SOUTIONS (JTBD)

1   Solution to overcome problem and make progress towards JTBD

2   Solution

3   Solution

UNIQUE VALUE PROP

1   What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives?

2   UVP

3   UVP

EXISTING ALTERNATIVES (JTBD)

1   What other methods are out there for making progress on their job to be done.

2   Alternative

3   Alternative

DISRUPTIVE HABITS

1   List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.

2   Habit

3   Habit

QUESTIONS TO ANSWER

List questions that you need to answer from the above content in order to properly validate all fundamental assumptions

GROWTH-DRIVEN DESIGN

JOB TO BE DONE (JTBD)

As a _____,
when I _____,

I want to _____,
so I can _____.

Dimentions:
- Functional
- Financial
- Personal
- Social

PROBLEMS

1 Problem in achieving JTBD

2 Problem

3 Problem

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EXISTING ALTERNATIVES (JTBD)

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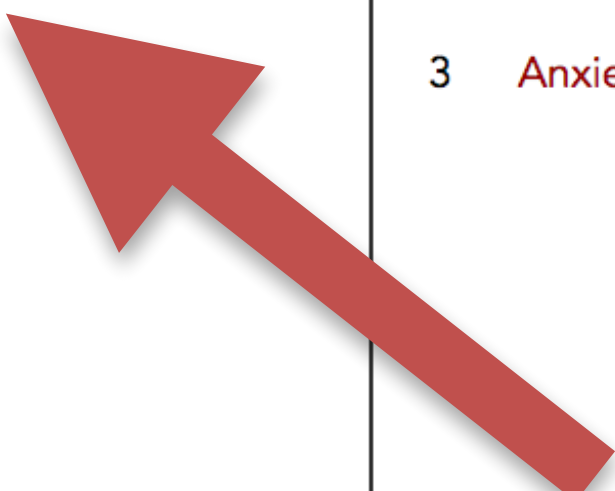
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3 Habit

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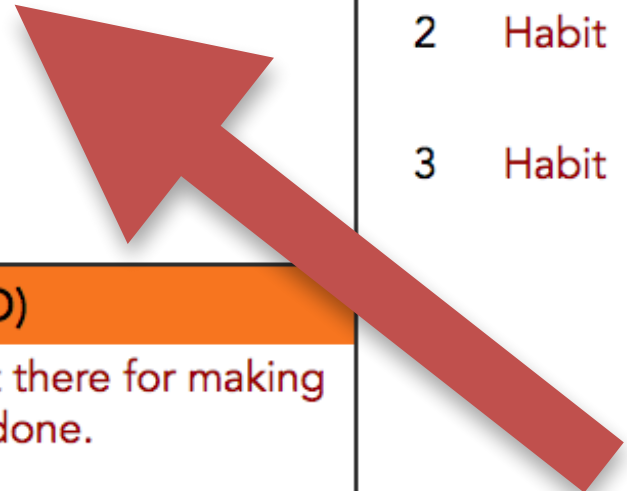
<- RISKIEST   GROWTH-DRIVEN DESIGN   LESS RISKY ->

JOB TO BE DONE (JTBD)

As a _____,
when I _____,

I want to _____,
so I can _____.

Dimentions:
- Functional
- Financial
- Personal
- Social

PROBLEMS

1 Problem in achieving JTBD

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SOUTIONS (JTBD)

1 Solution to overcome problem and make progress towards JTBD

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UNIQUE VALUE PROP

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EXISTING ALTERNATIVES (JTBD)

1 What other methods are out there for making progress on their job to be done.

2 Alternative

3 Aelternative

DISRUPTIVE HABITS

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QUESTIONS TO ANSWER

List questions that you need to answer from the above content in order to properly validate all fundamental assumptions

JOB TO BE DONE (JTBD)

As a _____,
when I _____,

I want to _____,
so I can _____.

Dimentions:
- Functional
- Financial
- Personal
- Social

PERSONA

Marketing Mary

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PROBLEMS

1. Problem in achieving JTBD

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3. Problem

SOUTIONS (JTBD)

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DISRUPTIVE HABITS

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WEBSITE

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QUESTIONS TO ANSWER

List questions that you need to answer from the above content in order to properly validate all fundamental assumptions

<- RISKIEST   GROWTH-DRIVEN DESIGN   LESS RISKY ->

JOB TO BE DONE (JTBD)

As a _____,
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Dimentions:
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SOUTIONS (JTBD)

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2 Alternative

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<- RISKIEST   🌀 **GROWTH-DRIVEN DESIGN**   LESS RISKY ->

JOB TO BE DONE (JTBD)

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PROBLEMS

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SOLUTIONS (JTBD)

1   Solution to overcome problem and make progress towards JTBD

2   Solution

3   Solution

UNIQUE VALUE PROP

1   What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives?

2   UVP

3   UVP

EXISTING ALTERNATIVES (JTBD)

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2   Alternative

3   Alternative

DISRUPTIVE HABITS

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QUESTIONS TO ANSWER

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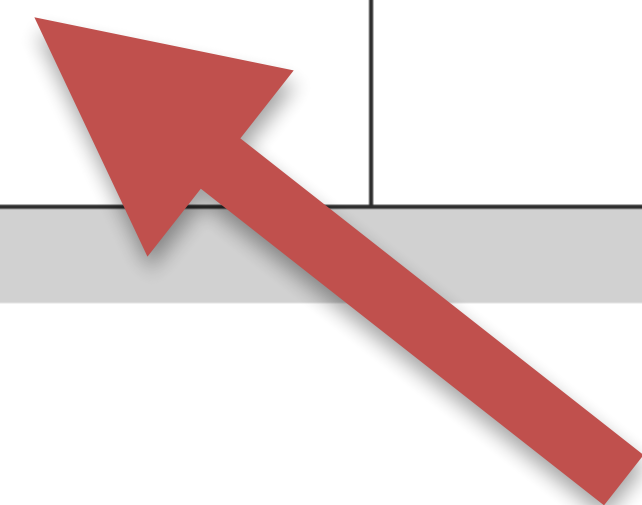
<- RISKIEST · GROWTH-DRIVEN DESIGN · LESS RISKY ->

JOB TO BE DONE (JTBD)

As a _____,
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I want to _____,
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Dimentions:
- Functional
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PROBLEMS

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SOUTIONS (JTBD)

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EXISTING ALTERNATIVES (JTBD)

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2. Habit

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QUESTIONS TO ANSWER

List questions that you need to answer from the above content in order to properly validate all fundamental assumptions

As a busy parent,

when it's the weekend,

I want to find unique and fun

experiences to share with my wife,

so I can deepen our relationship

and rekindle our love.

Your restaurant competes with:
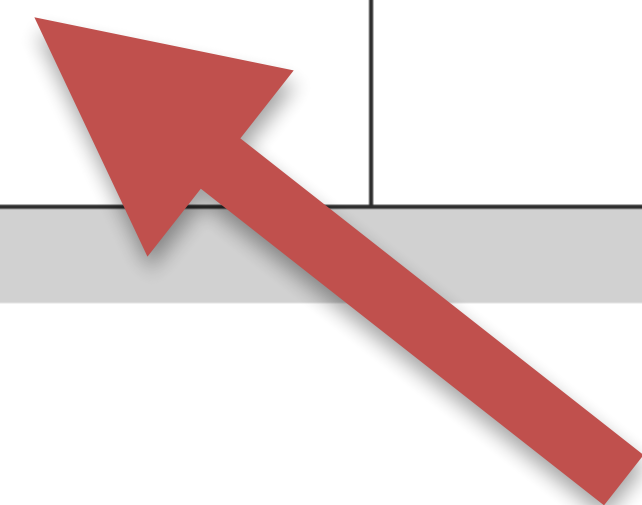
- Other restaurants

As a busy parent,

when it's the weekend,

I want to find unique and fun

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and rekindle our love.

→

Your restaurant competes with:

- Other restaurants
- Movies
- Weekend trip to a resort
- Dance lessons

JOB TO BE DONE (JTBD)

As a _____,

when I _____,

I want to _____,

so I can _____.

Dimentions:
- Functional
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PROBLEMS

1. Problem in achieving JTBD

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PUSH SITUATION

Describe the situation and triggers that the person finds themselves in which pushes them to think about new product/service.

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WEBSITE

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CONSIDERATION

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Triggers to Visit
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DECISION

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DELIGHT

Key Informational Needs
Triggers to Visit
First Value Experience

PERSONA

Marketing Mary

[link to full persona profile]

(can have multiple personas)

SOUTIONS (JTBD)

1. Solution to overcome problem and make progress towards JTBD

2. Solution

3. Solution

UNIQUE VALUE PROP

1. What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives?

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EXISTING ALTERNATIVES (JTBD)

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JOB TO BE DONE (JTBD)

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Dimentions:
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EXISTING ALTERNATIVES (JTBD)

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3 Habit

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JOB TO BE DONE (JTBD)

As a _____,
when I _____,

I want to _____,
so I can _____.

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- Functional
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PERSONA

Marketing Mary

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(can have multiple personas)

PROBLEMS

1. Problem in achieving JTBD

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SOUTIONS (JTBD)

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WEBSITE

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QUESTIONS TO ANSWER

List questions that you need to answer from the above content in order to properly validate all fundamental assumptions

🎯 GROWTH-DRIVEN DESIGN

JOB TO BE DONE (JTBD)

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CONSIDERATION
Key Informational Needs
Triggers to Visit
First Value Experience

DECISION
Key Informational Needs
Triggers to Visit
First Value Experience

DELIGHT
Key Informational Needs
Triggers to Visit
First Value Experience

PERSONA

Marketing Mary

[link to full persona profile]
(can have multiple personas)

SOUTIONS (JTBD)

1 Solution to overcome problem and make progress towards JTBD

2 Solution

3 Solution

UNIQUE VALUE PROP

1 What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives?

2 UVP

3 UVP

EXISTING ALTERNATIVES (JTBD)

1 What other methods are out there for making progress on their job to be done.

2 Alternative

3 Aleternative

DISRUPTIVE HABITS

1 List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.
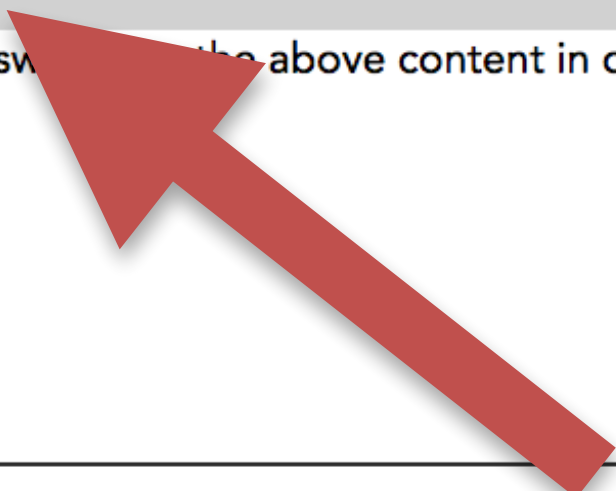
2 Habit

3 Habit

QUESTIONS TO ANSWER

List questions that you need to answer from the above content in order to properly validate all fundamental assumptions

<- RISKIEST   LESS RISKY ->

GROWTH-DRIVEN DESIGN

JOB TO BE DONE (JTBD)

As a _____,

when I _____,

I want to _____,

so I can _____.

Dimentions:
- Functional
- Financial
- Personal
- Social

PROBLEMS

1. Problem in achieving JTBD

2. Problem

3. Problem

PUSH SITUATION

Describe the situation and triggers that the person finds themselves in which pushes them to think about new product/service.

ANXIETIES

1. Anxiety the person or stakeholder has around making the switch. Could be before or after purchase

2. Anxiety

3. Anxiety

WEBSITE

AWARENESS

Key Informational Needs

Triggers to Visit
First Value Experience

CONSIDERATION

Key Informational Needs
Triggers to Visit
First Value Experience

DECISION

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1. List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.

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DELIGHT

Key Informational Needs
Triggers to Visit
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QUESTIONS TO ANSWER

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USER **JOURNEY MAP**

USER JOURNEY MAP

Develop a holistic view of your persona's life as they make progress to their job to be done.

This includes any step, with or without your company, that they take throughout the entire journey.

JOURNEY STAGES

- **Awareness:** Gather information and understand if they have a problem and what that exact problem is.

- **Consideration:** Identified that they have a problem that needs solving. They are researching all available options for solving that particular problem.

- **Decision:** Weighing their options and determining how they will go about solving their problem based on their criteria that they've put together through their research.

- **Delight:** Capture value, deliver on expectations and make progress on their job to be done as quick as possible.

GROWTH-DRIVEN DESIGN

	Persona Name	NPS:		CORE JTBD:						
	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days	-55 Days	-45 Days	-30 Days	-20 Days	-10 Days
	INFORMATIONAL STAGE					CONSIDERATION STAGE				

JOBS-TO-BE-DONE

INFORMATIONAL JTBD: *As a (persona), when (situation), I want to (motivation) so I can (outcome).*   CONSIDERATION JTBD: DECISION JTBD:

	Functional:					Emotional Outcome:				E
	Financial:					Social Outcome:				S
	Personal					Financial Outcome:				Fi
	Social:									
	Unmet Need 1	Unmet Need 2		Unmet Need 5	Unmet Need 8	Unmet Need 1	Unmet Need 2	Unmet Need 5	Unmet Need 6	Unmet Need 1
		Unmet Need 3		Unmet Need 6			Unmet Need 3			U
				Unmet Need 7			Unmet Need 4			

BEHAVIOR

DOING

	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days	-55 Days	-45 Days	-30 Days	-20 Days	-10 Days
	Action Step 1	Action Step 1	Action Step 1	Action Step 1	KEY EVENT 1	Action Step 1	Action Step 1	Action Step 1	KEY EVENT 2	Action Step 1
	Action Step 2	Action Step 2	Action Step 2	Action Step 2		Action Step 2	Action Step 2		Action Step 1	Action Step 2
		Action Step 3					Action Step 3			Action Step 3
		Action Step 4								Action Step 4
										Action Step 5

THINKING

	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days	-55 Days	-45 Days	-30 Days	-20 Days	-10 Days
	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1		Thinking 1
		Thinking 2	Thinking 2	Thinking 2			Thinking 2			
				Thinking 3						

SENTIMENT

	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days	-55 Days	-45 Days	-30 Days	-20 Days	-10 Days
5										
4		Positive Feeling								Positive Feeling
3	Feeling Experienced									
2								Positive Feeling		
1										
0							Neutral Feeling		Neutral Feeling	
-1										
-2			Negative Feeling							
-3						Negative Feeling				
-4				Negative Feeling						
-5					Negative Feeling					

IDEAS

	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days	-55 Days	-45 Days	-30 Days	-20 Days	-10 Days
	Explination of idea		Explination of idea		Explination of idea	Explination of idea	Explination of idea			
			Explination of idea			Explination of idea				Explination of idea

-10 Days	-8 Days	-5 Days	-1 Day	0	1 Day	3 Days	15 Days	Day 30	Day 45	-	-
DECISION STAGE				SALE	ONBOARDING				CUSTOMER		

DECISION JTBD:					ONBOARDING JTBD:				CORE FUNC JTBD:	*#REF!*	
	Emotional Outcome:					Emotional Outcome:				Emotional Outcome:	
	Social Outcome:					Social Outcome:				Social Outcome:	
	Financial Outcome:					Financial Outcome:				Financial Outcome:	
Unmet Need 1	Unmet Need 2		Unmet Need 4		Unmet Need 1	Unmet Need 2	Unmet Need 4		Unmet Need 1	Unmet Need 2	Unmet Need 4
	Unmet Need 3					Unmet Need 3				Unmet Need 3	

Action Step 1		Action Step 1	KEY EVENT 3		Action Step 1	Action Step 1	LIGHT BULB MOMENT	Action Step 1	Action Step 1	Action Step 1	Action Step 1	Action
Action Step 2			Action Step 1		Action Step 2	Action Step 2	Action Step 1			Action Step 2	Action Step 2	
Action Step 3			Action Step 2		Action Step 3						Action Step 3	
Action Step 4												
Action Step 5												

Thinking 1		Thinking 1			Thinking 1	Thinking 1	Thinking 1		Thinking 1	Thinking 1	Thinking 1
		Thinking 2				Thinking 2				Thinking 2	

Positive Feeling

Positive Feeling

Positive Feeling

Positive Feeling

Positive Feeling Positive

Neutral Feeling

Neutral Feeling Neutral Feeling

Negative Feeling

Negative Feeling Negative Feeling

0	1 Day	3 Days	15 Days	Day 30	Day 45	-	-	-	X Days	-	-	-
SALE	ONBOARDING				CUSTOMER				RENEWAL / UPSELL			

ONBOARDING JTBD:

Emotional Outcome:
Social Outcome:
Financial Outcome:

CORE FUNC JTBD: *#REF!*

Emotional Outcome:
Social Outcome:
Financial Outcome:

RENEW JTBD:

Emotional Outcome:
Social Outcome:
Financial Outcome:

0	1 Day	3 Days	15 Days	Day 30	Day 45	-	-	-	X Days	-	-	-
	Unmet Need 1	Unmet Need 2	Unmet Need 4		Unmet Need 1	Unmet Need 2	Unmet Need 4		Unmet Need 1	Unmet Need 2		
		Unmet Need 3				Unmet Need 3				Unmet Need 3		

0	1 Day	3 Days	15 Days	Day 30	Day 45	-	-	-	X Days	-	-	-
	Action Step 1	Action Step 1	LIGHT BULB MOMENT	Action Step 1	Action Step 1	Action Step 1	Action Step 1	Action Step 1	Action Step 1	Action Step 1	Action Step 1	Action Step 1
	Action Step 2	Action Step 2	Action Step 1			Action Step 2	Action Step 2		Action Step 2		Action Step 2	Action Step 2
	Action Step 3						Action Step 3				Action Step 3	Action Step 3
												Action Step 4

0	1 Day	3 Days	15 Days	Day 30	Day 45	-	-	-	X Days	-	-	-
	Thinking 1	Thinking 1	Thinking 1		Thinking 1	Thinking 1	Thinking 1		Thinking 1	Thinking 1	Thinking 1	Thinking 1
		Thinking 2				Thinking 2			Thinking 2		Thinking 2	
									Thinking 3			

0	1 Day	3 Days	15 Days	Day 30	Day 45	-	-	-	X Days	-	-	-
	Positive Feeling						Positive Feeling	Positive Feeling				
		Neutral Feeling			Neutral Feeling	Neutral Feeling			Neutral Feeling			
			Negative Feeling	Negative Feeling						Negative Feeling		Negative Feeling
											Negative Feeling	

GROWTH-DRIVEN DESIGN

Persona Name   NPS:

	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days
INFORMATIONAL STAGE					
JOBS-TO-BE-DONE					
INFORMATIONAL JTBD:	*As a (persona), when (situation), I want to (motivation) so I can (outcome).*				
	Functional:				
	Financial:				
	Personal				
	Social:				
	Unmet Need 1	Unmet Need 2		Unmet Need 5	Unmet Need 8
		Unmet Need 3		Unmet Need 6	
				Unmet Need 7	
BEHAVIOR					
DOING	Action Step 1	Action Step 1	Action Step 1	Action Step 1	KEY EVENT 1
	Action Step 2	Action Step 2	Action Step 2	Action Step 2	
		Action Step 3			
		Action Step 4			
THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1

GROWTH-DRIVEN DESIGN

	Persona Name	NPS:			
	-120 Days	**-100 Days**	**-75 Days**	**-70 Days**	**-60 Days**
	INFORMATIONAL STAGE				
JOBS-TO-BE-DONE					
	INFORMATIONAL JTBD:	*As a (persona), when (situation), I want to (motivation) so I can (outcome).*			
		Functional:			
		Financial:			
		Personal			
		Social:			
	Unmet Need 1	Unmet Need 2		Unmet Need 5	Unmet Need 8
		Unmet Need 3		Unmet Need 6	
				Unmet Need 7	
BEHAVIOR					
DOING	Action Step 1	Action Step 1	Action Step 1	Action Step 1	KEY EVENT 1
	Action Step 2	Action Step 2	Action Step 2	Action Step 2	
		Action Step 3			
		Action Step 4			
THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1

	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days
		INFORMATIONAL STAGE			
JOBS-TO-BE-DONE					
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	Unmet Need 1	Unmet Need 2		Unmet Need 5	Unmet Need 8
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BEHAVIOR					
DOING	Action Step 1	Action Step 1	Action Step 1	Action Step 1	KEY EVENT 1
	Action Step 2	Action Step 2	Action Step 2	Action Step 2	
		Action Step 3			
		Action Step 4			
THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1
		Thinking 2	Thinking 2	Thinking 2	
				Thinking 3	

	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days
		INFORMATIONAL STAGE			
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		Functional:			
		Financial:			
		Personal			
		Social:			
	Unmet Need 1	Unmet Need 2		Unmet Need 5	Unmet Need 8
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				Unmet Need 7	
BEHAVIOR					
DOING	Action Step 1	Action Step 1	Action Step 1	Action Step 1	KEY EVENT 1
	Action Step 2	Action Step 2	Action Step 2	Action Step 2	
		Action Step 3			
		Action Step 4			
THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1
		Thinking 2	Thinking 2	Thinking 2	
				Thinking 3	

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THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1
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		Action Step 4			
THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1
		Thinking 2	Thinking 2	Thinking 2	
				Thinking 3	

THINKING					
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		Thinking 2	Thinking 2	Thinking 2	
				Thinking 3	

SENTIMENT					
5					
4		Positive Feeling			
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2					
1					
0					
-1					
-2			Negative Feeling		
-3					
-4				Negative Feeling	
-5					Negative Feeling

IDEAS					
	Explination of idea		Explination of idea		Explination of idea
			Explination of idea		

THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1
		Thinking 2	Thinking 2	Thinking 2	
				Thinking 3	

SENTIMENT					
5					
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-4				Negative Feeling	
-5					Negative Feeling

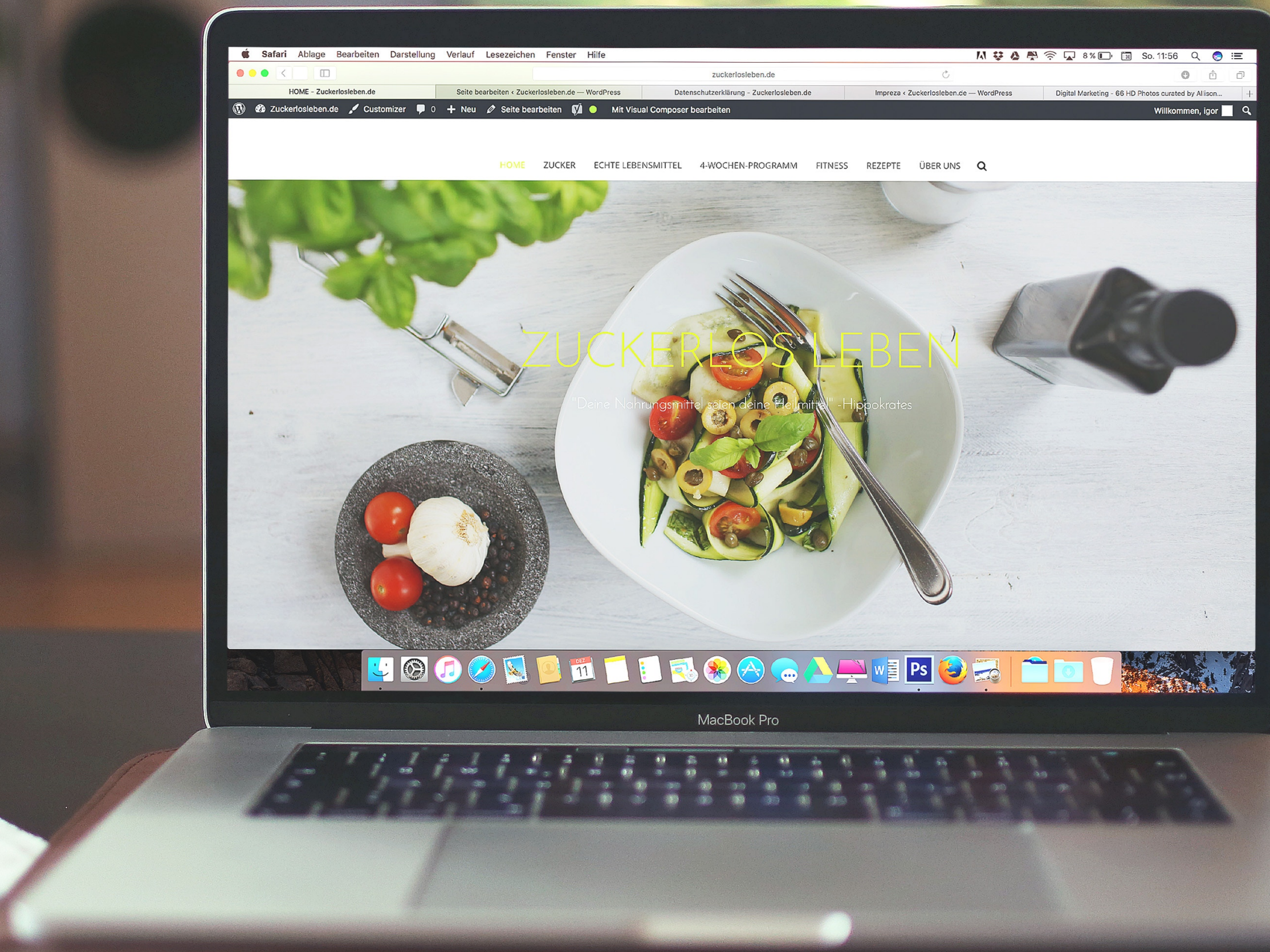| IDEAS					
	Explination of idea		Explination of idea		Explination of idea
			Explination of idea		

WEBSITE-SPECIFIC STRATEGY

WEBSITE-SPECIFIC

Review the existing website and game plan the transition. Brainstorm ways to level up each area and better align with personas.

WEBSITE-SPECIFIC

STEPS INCLUDE:

1. Existing site audit and set benchmarks

2. Competitive analysis and positioning

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3. Other departments leverage the site

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4. User flows and website architecture

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5. SEO strategy: keywords + technical setup

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5. SEO strategy: keywords + technical setup

6. Branding and visual design considerations

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STEPS INCLUDE:

1. Existing site audit and set benchmarks

2. Competitive analysis and positioning

3. Other departments leverage the site

4. User flows and website architecture

5. SEO strategy: keywords + technical setup

6. Branding and visual design considerations

7. Integrations and technical considerations
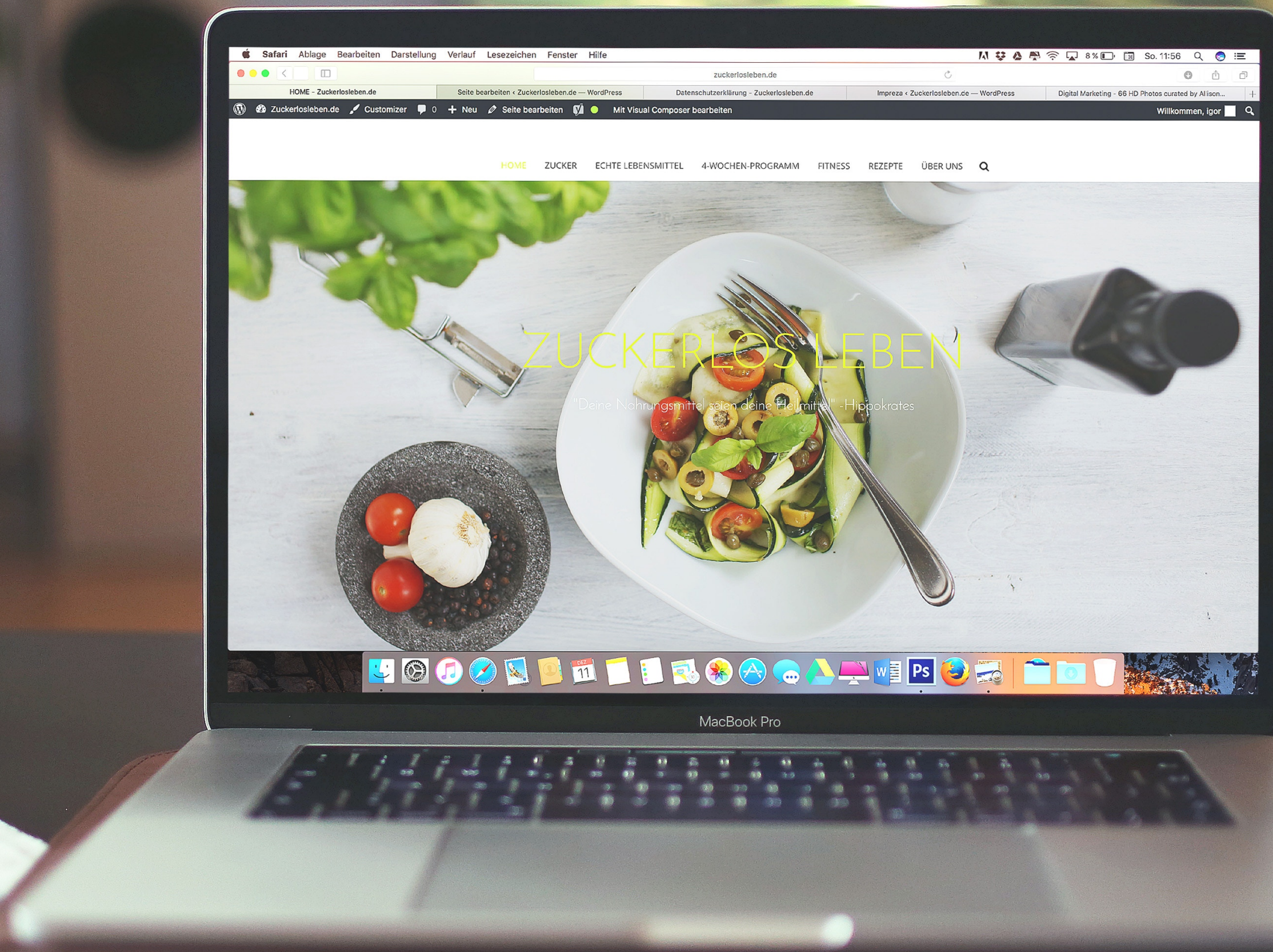
BRAINSTORMING THE WISH LIST

BRAINSTORMING THE WISH LIST

Develop creative, game-changing ideas to solve user challenges, bring them value, and hit business goals.

BRAINSTORMING THE WISH LIST

HOW:

1. Individual brainstorming

BRAINSTORMING THE **WISH LIST**

HOW:

1. Individual brainstorming
2. Collective brainstorming session

BRAINSTORMING THE WISH LIST

HOW:

1. Individual brainstorming
2. Collective brainstorming session
3. Prioritize the wish list for the launch pad

EXAMPLE: WISH LIST

SITE ELEMENTS

Use prebuilt template 6

Self-Hosted platform 7

Custom Mega Menu 4

I.E. 8 Compatible 3

...

Impact #

SECTIONS/PAGES

Advocate program area 5

Support forum 8

About us page 4

Careers page 10

Consultation 9

Blog 8

Competitor Comparisons

...

FEATURES

Mobile click-to-call 3

Quoting Calculator 9

Personalized Home 8

Mobile Text Updates 4

Sales Chat 7

"Follow" other users 2

Re-Order Reminders 8

...

OTHER

CRM integration 9

Password Sync 4

Ability for team
to easily edit 8

THANK YOU.

HubSpot
Academy