

Developing a Website Strategy Professor: Luke Summerfield





# WHY IS DEVELOPING A STRATEGY SO CRITICAL?



### **STRATEGY**

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

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.



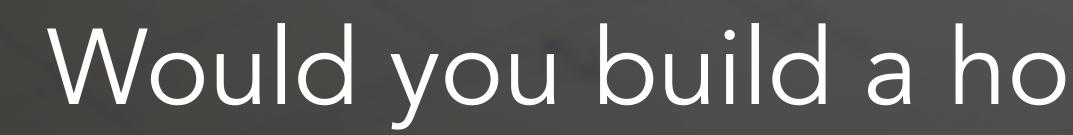
# LAUNCH PAD

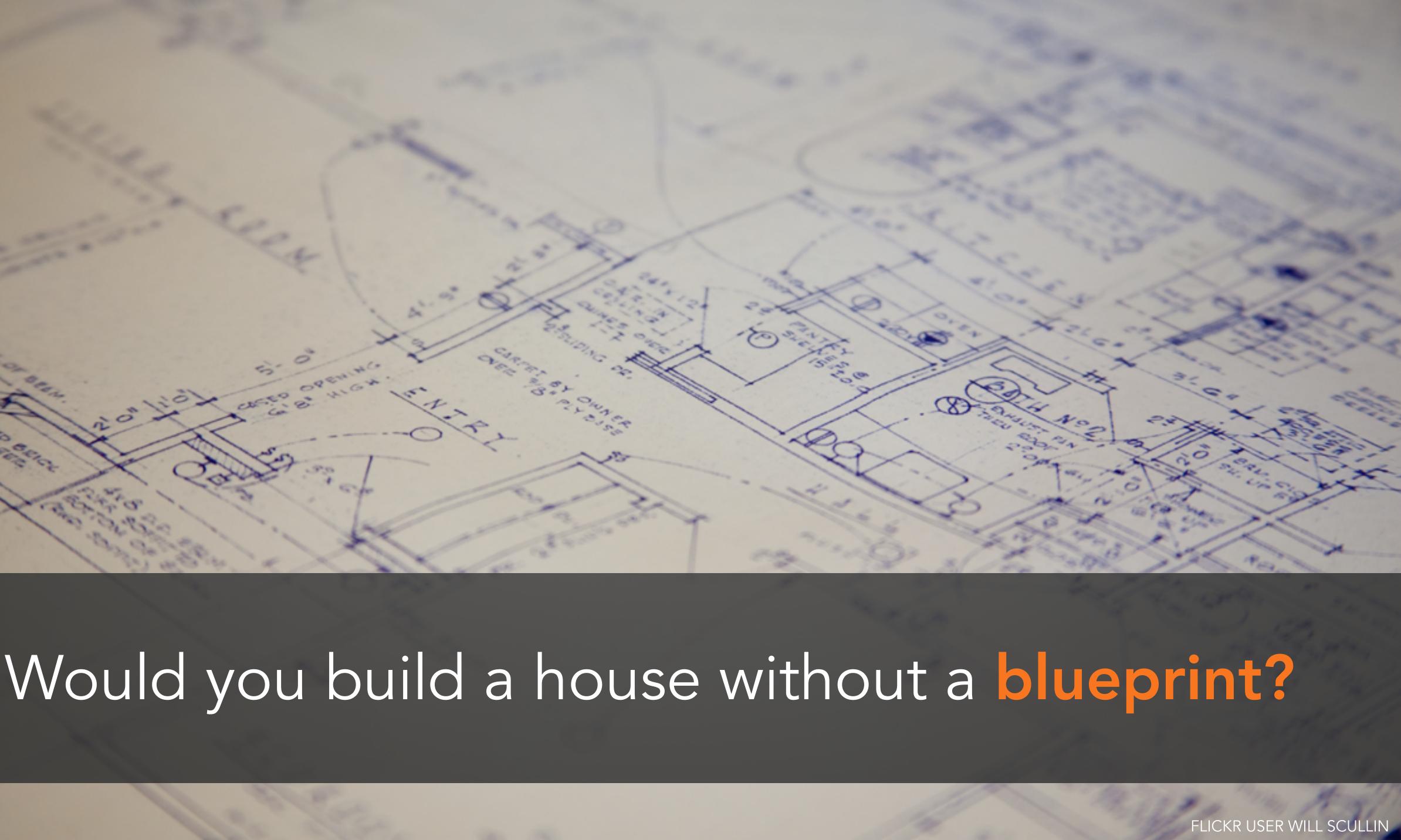


# CONTINUOUS IMPROVEMENT

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

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# 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?

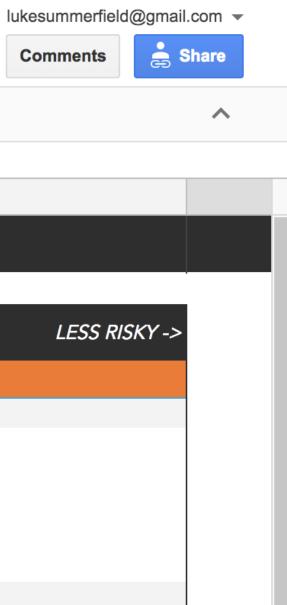


# CORE PARTS OF A WEBSITE STRATEGY

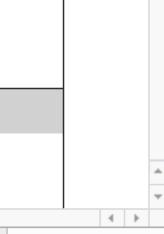
- 1. Goals
- 2. Jobs to be done
- 3. Buyer personas
- 4. Fundamental assumptions
- 5. Journey mapping
- 6. Website-specific strategy
- 7. Brainstorming a wish list

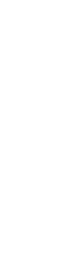


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so I can			3 Anxiety	
				CONSIDERATION
Dimentions:	3 Problem			Key Informational Needs
- Functional				Triggers to Visit
- Financial				First Value Experience
- Personal				DECISION
- Social				DECISION Key Informational Needs
PERSONA	SOLUTIONS (JTBD)	UNIQUE VALUE PROPOSITION	DISRUPTIVE HABITS	-
Marketing Mary	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	<ol> <li>List the pre-existing habits that may pull them back into old behavior, away from finding</li> </ol>	n Triggers to Visit First Value Experience
		make better/faster progress than other	success with your product or service.	
	2 Solution	alternatives? 2 UVP	2 Habit	
	2 30101011			DELIGHT
	3 Solution	3 UVP	3 Habit	Key Informational Needs
				Triggers to Visit
		EXISTING ALTERNATIVES (JTBD)		First Value Experience
[add quick link to your personas]		1 What other methods are out there for making		
(can have multiple personas)		progress on their job to be done.		
		2 Aleternative		
		3 Aleternative		
QUESTIONS TO ANSWER				
List questions that you need to answer from t	the above content in order to properly validate all			
	the above content in order to properly validate all			
List questions that you need to answer from t	the above content in order to properly validate all			

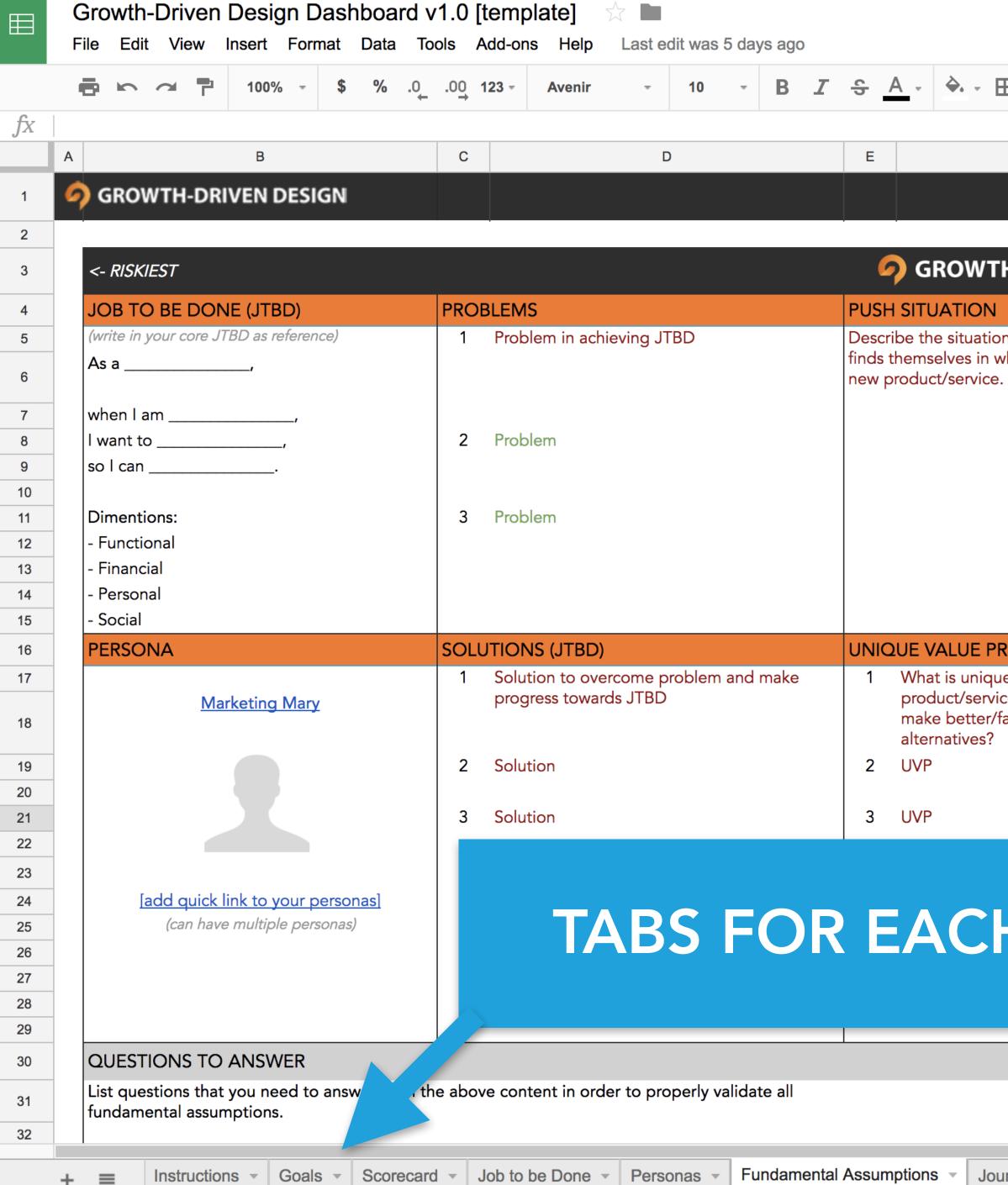








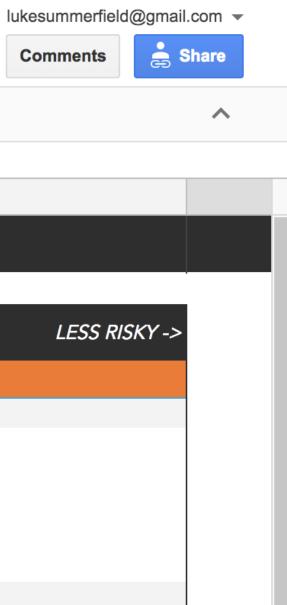




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Job to be Done 🔻 Personas 👻

Fundamental Assumptions

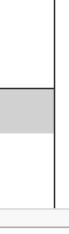


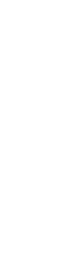


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# START INDIVIDUAL BRAINSTORMING



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# SETTING GOALS

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



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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	Play 3	KPI 3	Goal # 3	Stretch Goal # 3	Actual Current #	
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MISSION: Add your mission her	e				
STRATEGY:	. do trategy here				
PLAYS		KPI	TARGET	STRETCH	ACTUAL Y2D
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	Play 2	KPI 2	Goal # 2	Stretch 🔍 🗏 # 2	Actual Current #	
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Play 3	KPI 2 KPI 3	Goal # 3	Stretch Goal # 3	Actual Current #
Play 1	KPI 1	Goal # 1	Stretch Goal # 1	Actual Current #
Play 2	KPI 2	Goal # 2	Stretch Goal # 2	Actual Current #
Play 1	KPI 1	Goal # 1	Stretch Goal # 1	Actual Current #
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	Play 1 Play 2 Play 1	Play 1KPI 1Play 2KPI 2Play 3KPI 3Play 1KPI 1Play 2KPI 2	Play 1KPI 1Goal # 1Play 2KPI 2Goal # 2Play 3KPI 3Goal # 3Play 1KPI 1Goal # 1Play 2KPI 2Goal # 2Play 1KPI 2Goal # 1Play 2KPI 1Goal # 2	Play 1KPI 1Goal # 1Stretch Goal # 1Play 2KPI 2Goal # 2Stretch Goal # 2Play 3KPI 3Goal # 3Stretch Goal # 3Play 1KPI 1Goal # 1Stretch Goal # 1Play 2KPI 2Goal # 2Stretch Goal # 1Play 1KPI 2Goal # 2Stretch Goal # 1Play 1KPI 2Goal # 2Stretch Goal # 1Play 1KPI 1Goal # 1Stretch Goal # 2





# SETTING GOALS

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

## HOW:

- 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.

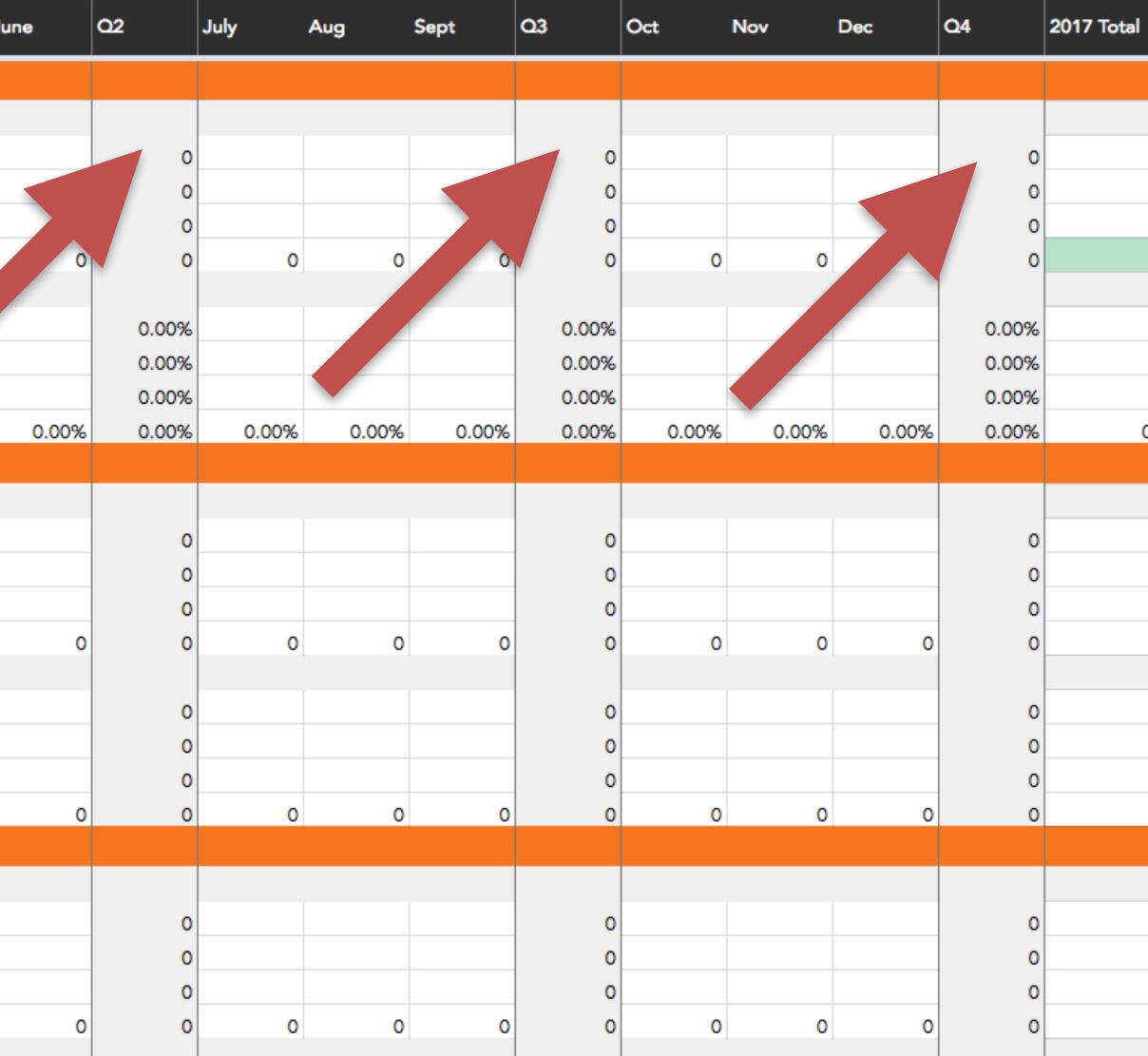
# HOW:

- 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-DRIV	EN DESIGN	Jan	Feb	March	Q1	April N	∕lay .	June	02	July	Aug	Sept	<b>Q</b> 3	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	
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KPI Metric 2	(A report in analytics tool)																		
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Focus Area 1																			
KPI Metric 1	(link to report in analytics tool)																		
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KPI Metric 1	(link to report in analytics tool)							
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Difference on goal		1.00%	0.00%	0.00%	1.00%	0.00%	0.00%	
Focus Area 2								
KPI Metric 1	(link to report in analytics tool)							
Goal					0			
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KPI Metric 2	(link to report in analytics tool)							
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Focus Area 3								
KPI 1	(link to report in analytics tool)							
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# 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 dril...

...They buy the hole.



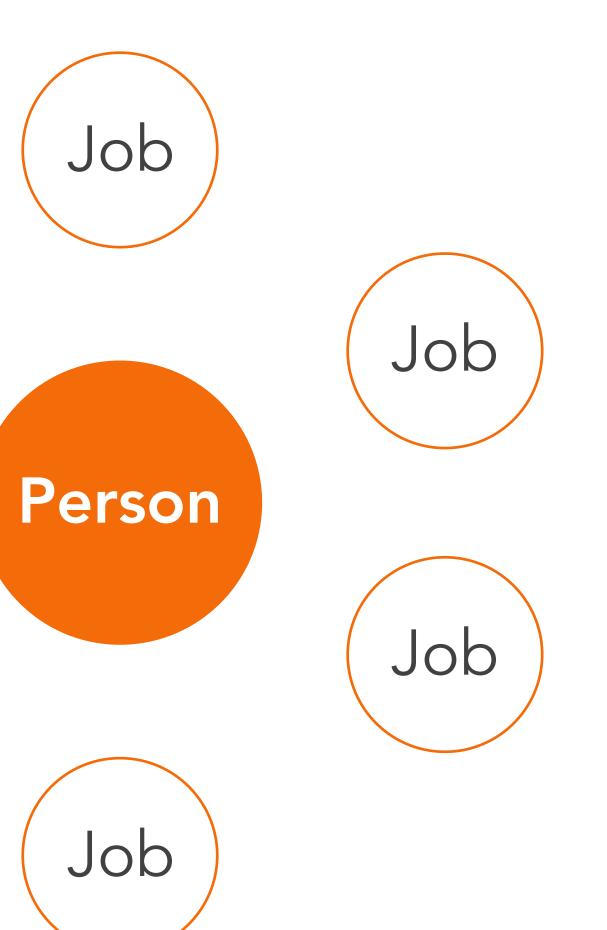
# Jobs to be Done: WHY DO THEY WANT

# WHAT PROGRESS ARE THEY TRYING TO MAKE IN LIFE?





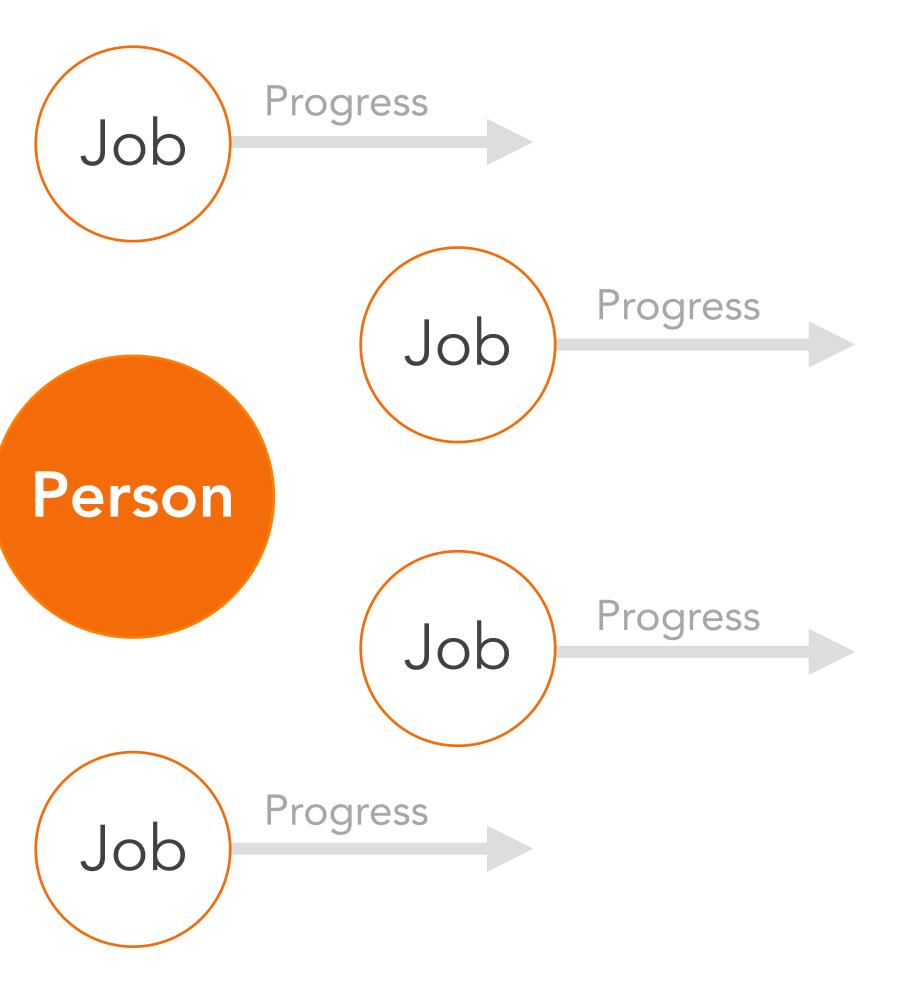








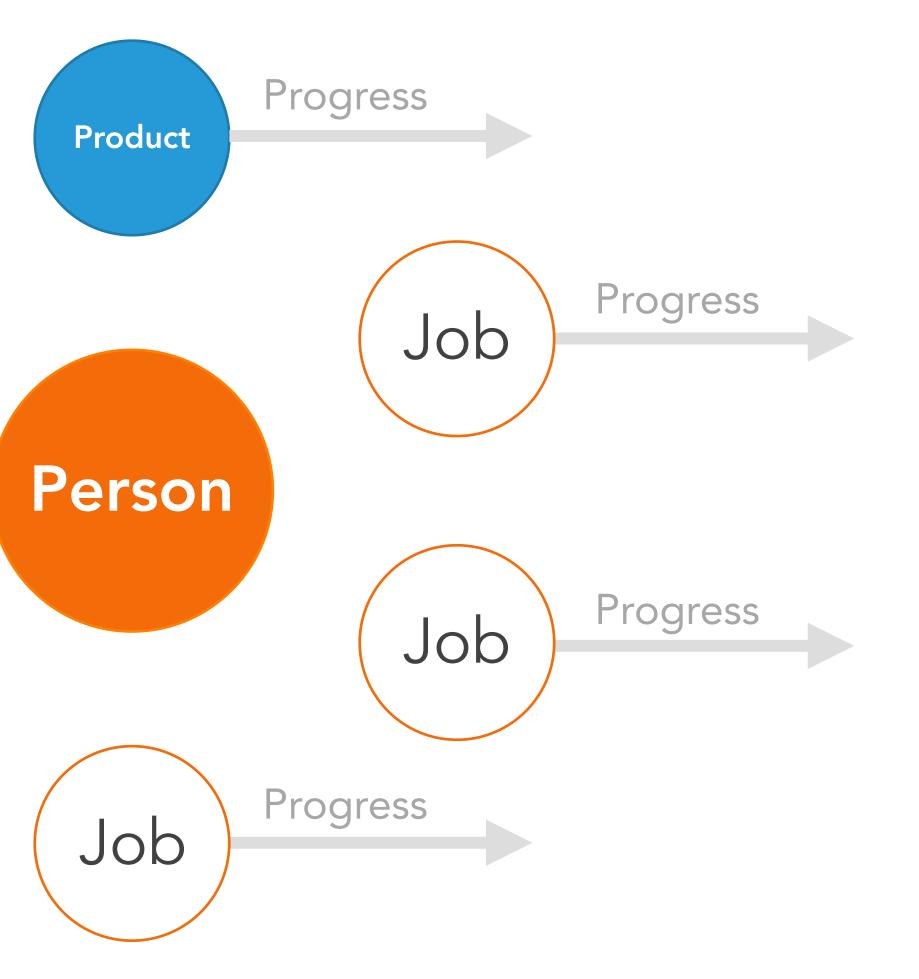








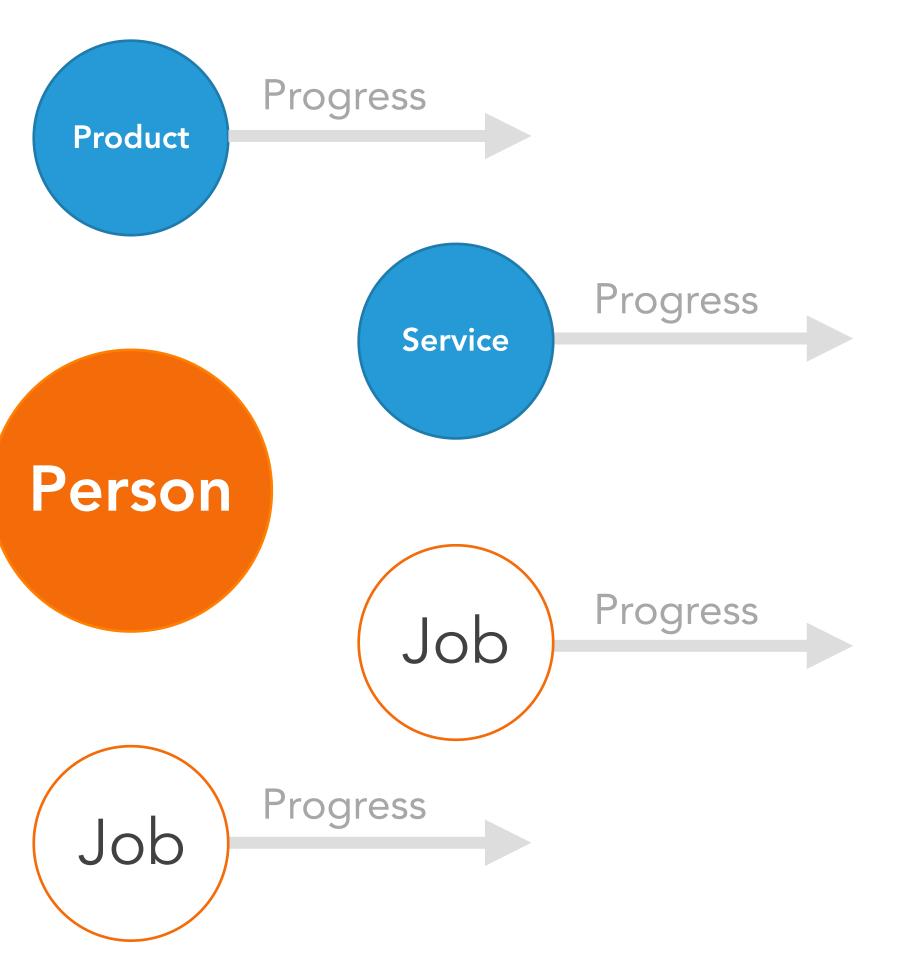




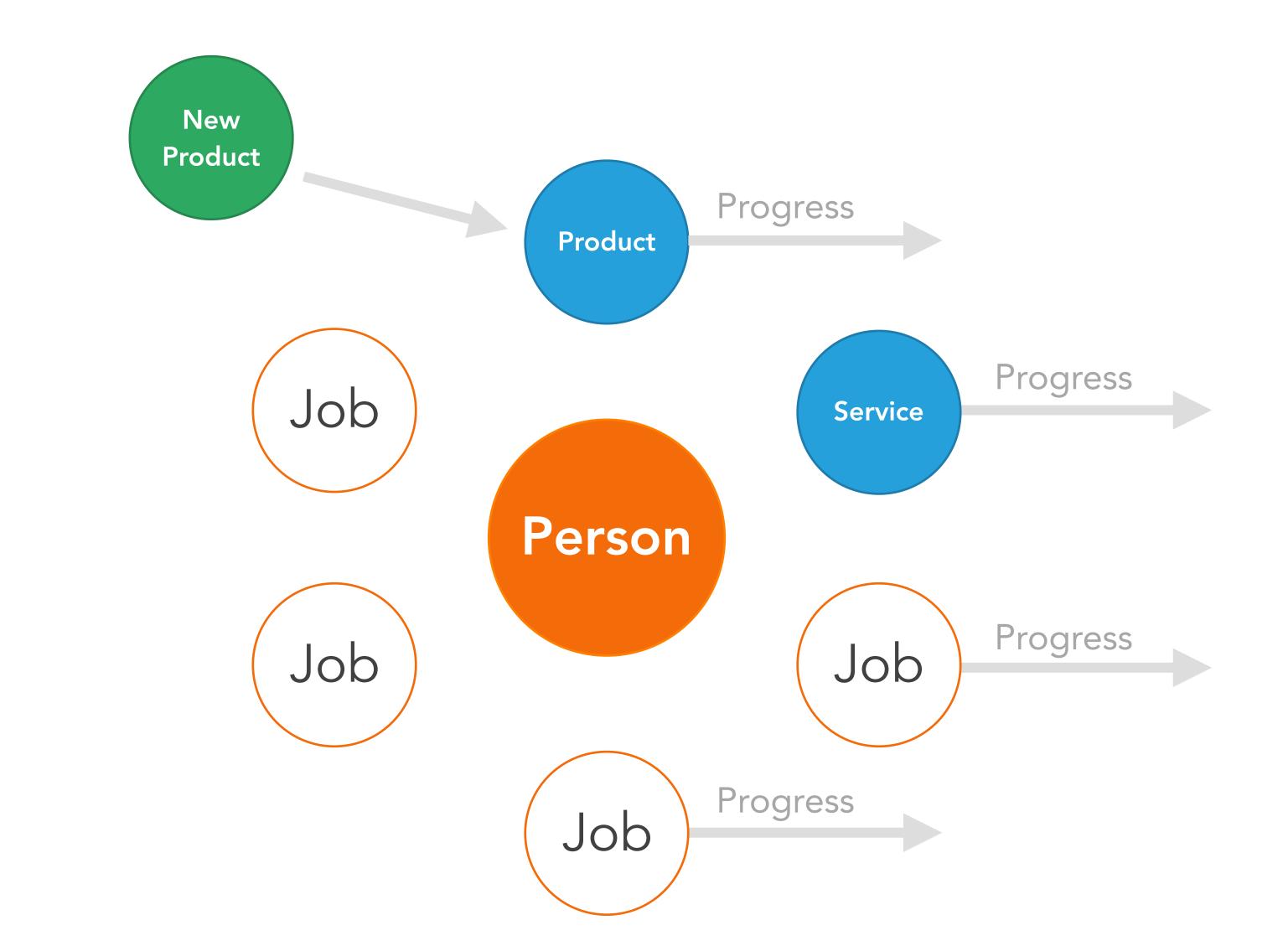








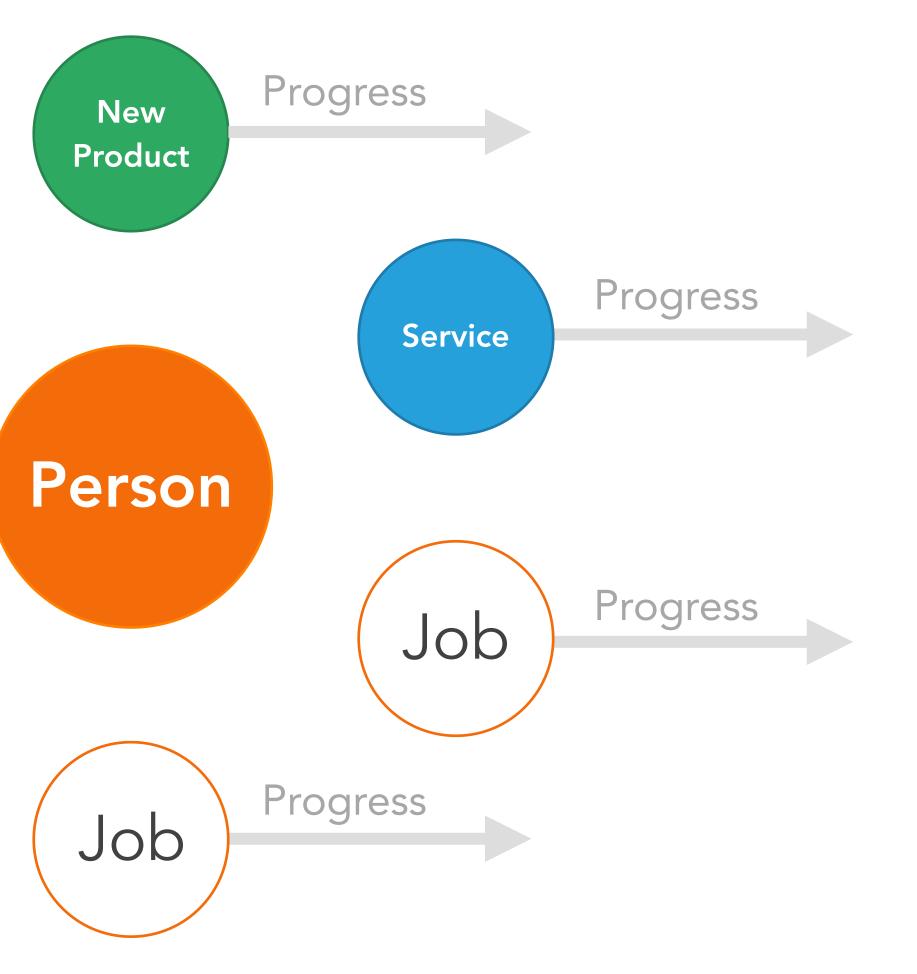








Job





# As a \_\_\_\_(who)\_\_\_\_,

- when I am \_\_(situation)\_\_\_,
- I want to \_\_\_\_(motivation)\_\_\_\_,
- so I can (desired outcome).





# As a \_\_\_\_(who)\_\_\_\_,

- when I am \_\_\_(situation)\_\_\_,
- I want to \_\_\_\_(motivation)\_\_\_\_,
- so I can \_\_\_(desired outcome)\_\_\_\_.

# JOB STORY

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?







- 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









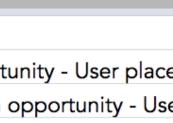


## TESLA, MODEL X?



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1	GROWTH-DRIVEN DE	SIGN						
2								
3		CORE JOB TO BE DONE						
4	Asa	a (audience or persona)						
5	When I an	n (situation)						
6	l want to	(motivation)						
7	so I cai	o (outcome)						
8								
9	DEPENDENCIES	S						
10	Functional							
11	Financial	:						
12	Personal identity	•						
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15	JOB STORIES	S (SUB-STEPS TO ACCOMPLISH CORE JTBD)						
16	STAGE	DESIRED OUTCOME	IMPORTANCE	SATISFACTION	IMPACT SCORE	COMPETITOR 1 SCORE	COMPETITOR 2 SCORE	NOTES
17	- select one -	As a (persona), when (situation), I want to (motivation) so I can (outcome)	). 👻	-	0	-	-	*
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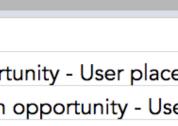






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3		CORE JOB TO BE	DONE							
4	As a	(audience or persona)								
5		(situation)								
6		(motivation)								
7		(outcome)								
8										
9	DEPENDENCIES									
10	Functional	•								
11	Financial:									
12	Personal identity:									
13	Social appearance:	•								
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25	- select one -				-	▼ ▼	0	-	-	-





# CREATE BUYER PERSONAS

LUCA ARRIVA





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





### HOW:

1. Internal interviews.

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### HOW:

- 1. Internal interviews.
- 2. Review quantitative and financial data.
- 3. External user interviews.
- 4. Develop version one personas.



## OVERVIEW

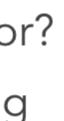
### BACKGROUND:

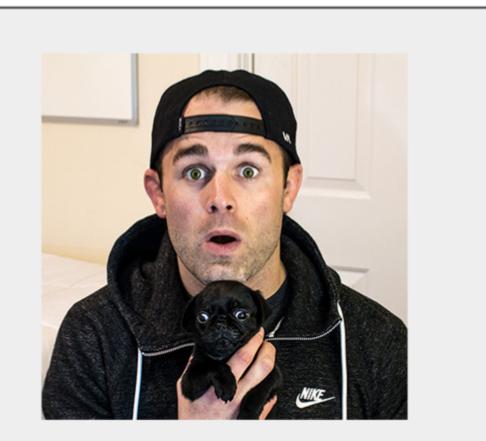
- Who is this person and who do they work for?
- What is the general problem they are having
- Outside of work, what do they like to do

#### DEMOGRAPHICS:

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

### PERSONA NAME





"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"

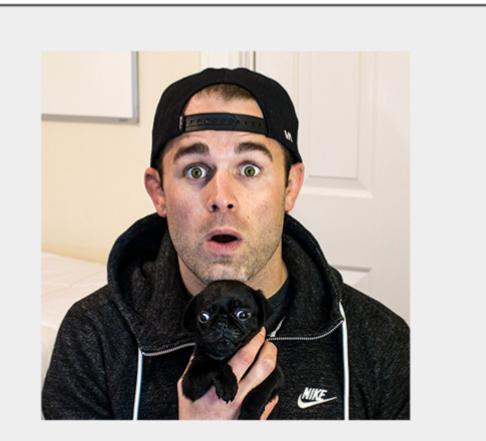
### IDENTIFIERS:

- Buzzwords
- Mannerisms

EXCLUSIONARY CRITERIA:

- Other Job Titles
- Company Size

### PERSONA NAME



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

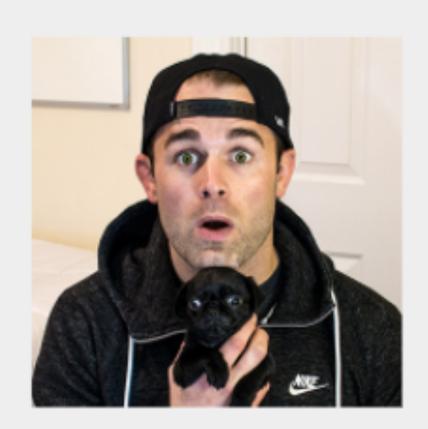




## ECONOMICS

	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%

#### PERSONA NAME



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





WHERE THEY LIVE						PERSC	PERSONA NAME		
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

## **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.





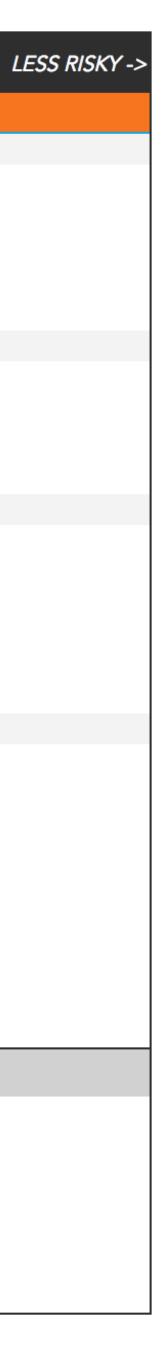
# FUNDAMENTAL ASSUMPTIONS

Uncover the core components of the business and website.

Identify the riskiest concepts and validate through user research and testing.



<- RISKIEST		L		
JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
As a,	1 Problem in achieving JTBD	Describe the situation and triggers that the person		AWARENESS
when I,		finds themselves in which pushes them to think about new product/service.	making the switch. Could be before or after purchase	Key Informational Needs
I want to,			2 Anxiety	Triggers to Visit
so I can	2 Problem			First Value Experience
			3 Anxiety	
Dimentions:				CONSIDERATION
- Functional	3 Problem			Key Informational Needs
- Financial				Triggers to Visit
- Personal				First Value Experience
- Social				DECISION
				DECISION
PERSONA	SOUTIONS (JTBD)	UNIQUE VALUE PROP	DISRUPTIVE HABITS	Key Informational Needs
Marketing Mary	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?	<ol> <li>List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.</li> </ol>	Triggers to Visit First Value Experience
	2 Solution	2 UVP	2 Habit	
				DELIGHT
	3 Solution	3 UVP	3 Habit	Key Informational Needs
				Triggers to Visit
		EXISTING ALTERNATIVES (JTBD)		First Value Experience
[link to full persona profile] (can have multiple personas)		1 What other methods are out there for making progress on their job to be done.		
		2 Aleternative		
		3 Aleternative		
QUESTIONS TO ANSWER				



<- RISKIEST JOB TO BE DONE (JTBD) PROBLEMS PUSH SITUATION Problem in achieving JTBD Describe the situation As a \_\_\_\_\_, 1 finds themselves in wh when I \_\_\_\_\_, new product/service.

2 Problem so I can \_\_\_\_\_. Dimentions: 3 Problem - Functional - Financial - Personal - Social PERSONA **SOUTIONS (JTBD)** UNIQUE VALUE PRO Solution to overcome problem and make What is unique 1 progress towards JTBD product/service Marketing Mary make better/fas alternatives? UVP 2 Solution 2

3 Solution

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

#### QUESTIONS TO ANSWER

l want to \_\_\_\_\_,

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

#### 🥏 GROWTH



3 UVP

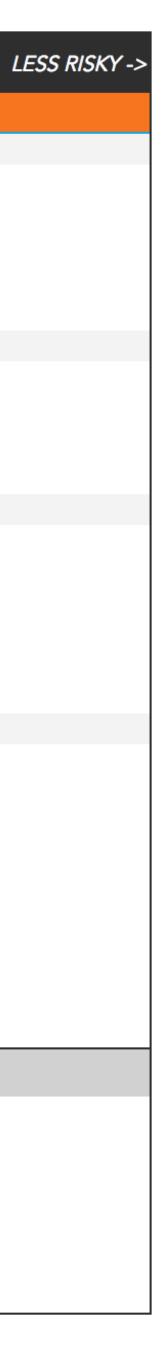
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EXISTING ALTERNA

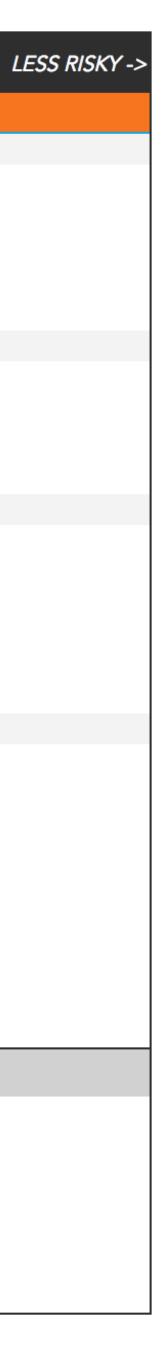
3 Aleternative

GROWTH-DRIVEN DESIGN		
SH SITUATION	ANXIETIES	WEBSITE
cribe the situation and triggers that the person s themselves in which pushes them to think about product/service.	<ol> <li>Anxiety the person or stakeholder has around making the switch. Could be before or after purchase</li> <li>Anxiety</li> <li>Anxiety</li> </ol>	AWARENESS Key Informational Needs Triggers to Visit First Value Experience CONSIDERATION Key Informational Needs Triggers to Visit
QUE VALUE PROP	DISRUPTIVE HABITS	First Value Experience DECISION Key Informational Needs
What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives? UVP	<ol> <li>List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.</li> <li>Habit</li> </ol>	Triggers to Visit First Value Experience
UVP STING ALTERNATIVES (JTBD) What other methods are out there for making progress on their job to be done. Aleternative Aleternative	3 Habit	DELIGHT Key Informational Needs Triggers to Visit First Value Experience



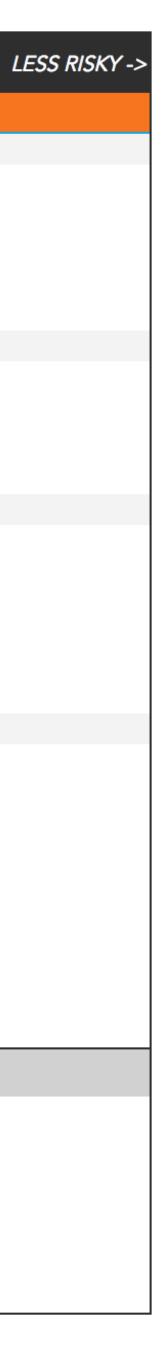


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- Financial				Triggers to Visit
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				DECISION
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				DELIGHT
	3 Solution	3 UVP	3 Habit	Key Informational Needs
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QUESTIONS TO ANSWER				

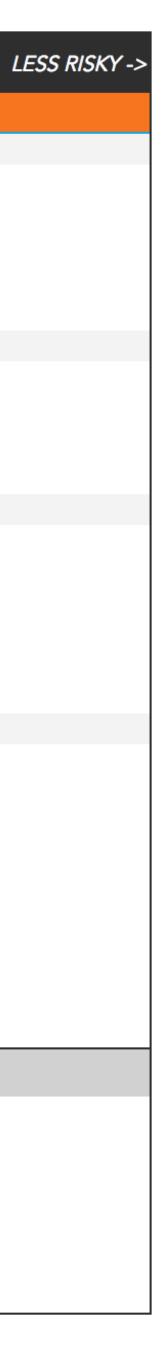


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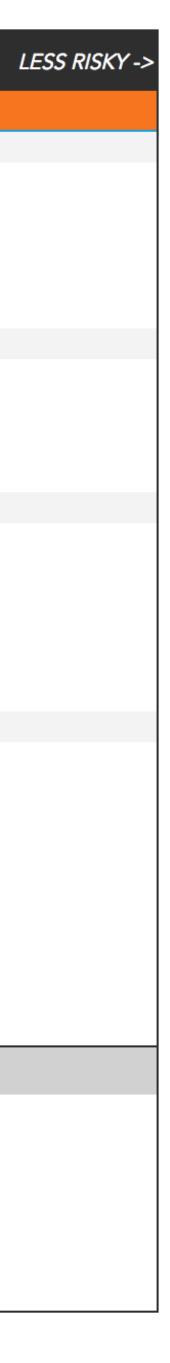


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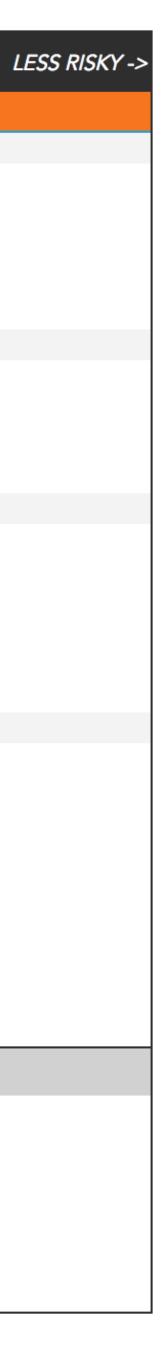


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				Triggers to Visit	
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QUESTIONS TO ANSWER					



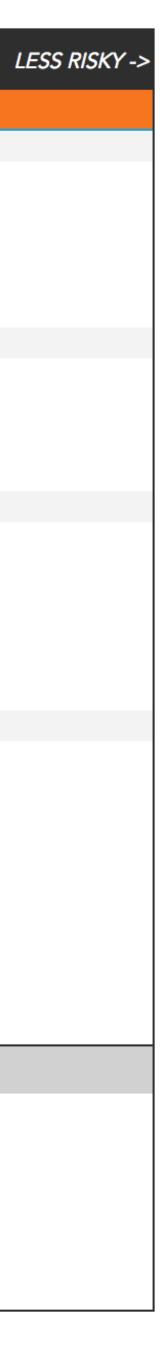


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JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
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Dimentions: - Functional - Financial - Personal - Social	3 Problem			CONSIDERATION Key Informational Needs Triggers to Visit First Value Experience
				DECISION
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Marketing Mary	<ol> <li>Solution to overcome problem and make progress towards JTBD</li> <li>Solution</li> </ol>	<ol> <li>What is unique and remarkable about your product/service/company that will help them make better/faster progress than other alternatives?</li> </ol>	<ol> <li>List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.</li> <li>Habit</li> </ol>	Triggers to Visit First Value Experience
	2 Solution	2 UVP	2 Habit	DELIGHT
[link to full persona profile] (can have multiple personas)	3 Solution	<ul> <li>3 UVP</li> <li>EXISTING ALTERNATIVES (JTBD)</li> <li>1 What other methods are out there for making progress on their job to be done.</li> <li>2 Aleternative</li> <li>3 Aleternative</li> </ul>	3 Habit	Key Informational Needs Triggers to Visit First Value Experience
QUESTIONS TO ANSWER				





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JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
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		EXISTING ALTERNATIVES (JTBD)		First Value Experience
[link to full persona profile] (can have multiple personas)		<ol> <li>What other methods are out there for making progress on their job to be done.</li> </ol>		
		2 Aleternative		
		3 Aleternative		
QUESTIONS TO ANSWER				
List questions that you need to answer from th fundamental assumptions	he above content in order to properly validate all			





- 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 



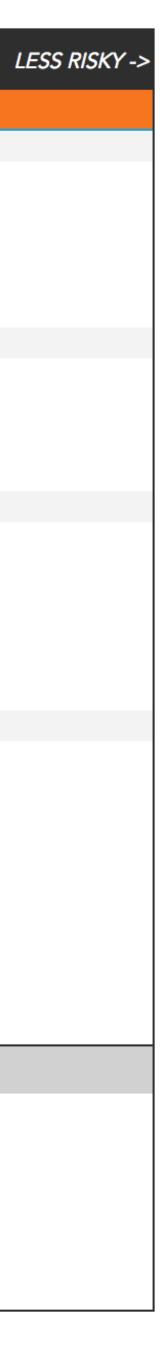
- As a busy parent,
- when it's the weekend,
- I want to find unique and fun
- experiences to share with my wife,
- so I can deepen our relationship and rekindle our love.

Your restaurant competes with:

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

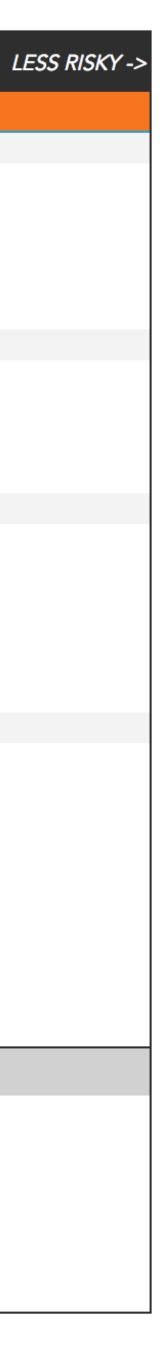


<- RISKIEST		GROWTH-DRIVEN DESIGN		L
JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
As a,		Describe the situation and triggers that the person		AWARENESS
when I,		finds themselves in which pushes them to think about new product/service.	making the switch. Could be before or after purchase	Key Informational Needs
I want to,			2 Anxiety	Triggers to Visit
so I can	2 Problem			First Value Experience
			3 Anxiety	
Dimentions:				CONSIDERATION
- Functional	3 Problem			Key Informational Needs
- Financial				Triggers to Visit
- Personal				First Value Experience
- Social				DECISION
				DECISION Kay Informational Needa
PERSONA		UNIQUE VALUE PROP	DISRUPTIVE HABITS	Key Informational Needs
Marketing Mary	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 First Value Experience
	2 Solution	2 UVP	2 Habit	
				DELIGHT
	3 Solution	3 UVP	3 Habit	Key Informational Needs Triggers to Visit
		EXISTING ALTERNATIVES (JTBD)		First Value Experience
[link to full persona profile] (can have multiple personas)		<ol> <li>What other methods are out there for making progress on their job to be done.</li> </ol>		
		2 Aleternative		
		3 Aleternative		
QUESTIONS TO ANSWER				
List questions that you need to answer from th fundamental assumptions	he above content in order to properly validate all			



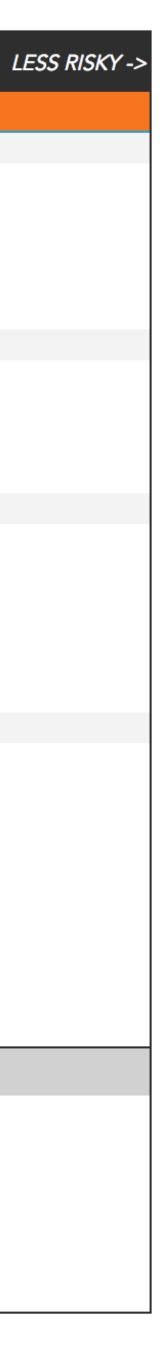


<- RISKIEST		GROWTH-DRIVEN DESIGN		L
JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
As a,	1 Problem in achieving JTBD	Describe the situation and triggers that the person		AWARENESS
when I,		finds themselves in which pushes them to think about new product/service.	making the switch. Could be before or after purchase	Key Informational Needs
I want to,			2 Anxiety	Triggers to Visit
so I can	2 Problem			First Value Experience
			3 Anxiety	
Dimentions:				CONSIDERATION
- Functional	3 Problem			Key Informational Needs
- Financial				Triggers to Visit
- Personal				First Value Experience
- Social				ECISION
PERSONA	SOUTIONS (JTBD)	UNIQUE VALUE PROP	DISRUPTIVE HABITS	Key Informational Needs
	1 Solution to overcome problem and make	1 What is unique and remarkable about your	1 List the pre-existing habits that may pull them	Triggers to Visit
Marketing Mary	progress towards JTBD	product/service/company that will help them make better/faster progress than other alternatives?	back into old behavior, away from finding success with your product or service.	First Value Experience
	2 Solution	2 UVP	2 Habit	
				DELIGHT
	3 Solution	3 UVP	3 Habit	Key Informational Needs
				Triggers to Visit
		EXISTING ALTERNATIVES (JTBD)		First Value Experience
[link to full persona profile] (can have multiple personas)		1 What other methods are out there for making progress on their job to be done.		
		2 Aleternative		
		3 Aleternative		
QUESTIONS TO ANSWER				





<- RISKIEST		GROWTH-DRIVEN DESIGN		<i>L</i>
JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
As a,	1 Problem in achieving JTBD	Describe the situation and triggers that the person		AWARENESS
when I,		finds themselves in which pushes them to think about new product/service.	making the switch. Could be before or after purchase	Key Informational Needs
I want to,			2 Anxiety	Triggers to Visit
so I can	2 Problem			First Value Experience
			3 Anxiety	
Dimentions:				CONSIDERATION
- Functional	3 Problem			Key Informational Needs
- Financial				Triggers to Visit
- Personal				First Value Experience
- Social				
				DECISION
PERSONA	SOUTIONS (JTBD)	UNIQUE VALUE PROP	DISRUPTIVE HABITS	Key Informational Needs
Marketing Mary	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?	<ol> <li>List the pre-existing habits that may pull them back into old behavior, away from finding success with your product or service.</li> </ol>	Triggers to Visit First Value Experience
	2 Solution	2 UVP	2 Habit	
				DELIGHT
	3 Solution	3 UVP	3 Habit	Key Informational Needs
				Triggers to Visit
		EXISTING ALTERNATIVES (JTBD)		First Value Experience
[link to full persona profile] (can have multiple personas)		1 What other methods are out there for making progress on their job to be done.		
		2 Aleternative		
		3 Aleternative		
OUESTIONS TO ANSWED				

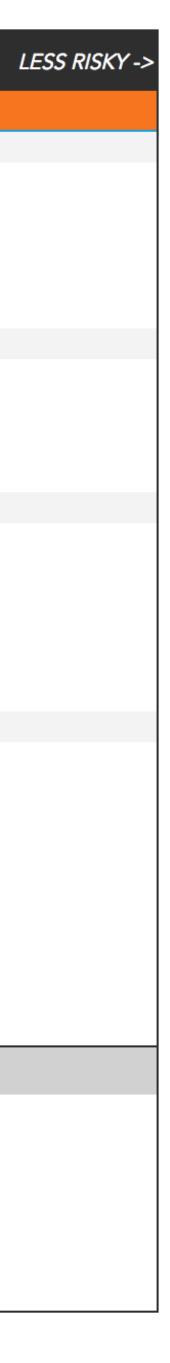




<- RISKIEST	GROWTH-DRIVEN DESIGN						
JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE			
As a,	1 Problem in achieving JTBD	Describe the situation and triggers that the person	1 Anxiety the person or stakeholder has around	AWARENESS			
when I,		finds themselves in which pushes them to think about new product/service.	making the switch. Could be before or after purchase	Key Informational Needs			
I want to,			2 Anxiety	Triggers to Visit			
so I can	2 Problem			First Value Experience			
			3 Anxiety				
Dimentions:				CONSIDERATION			
- Functional	3 Problem			Key Informational Needs			
- Financial				Triggers to Visit			
- Personal				First Value Experience			
- Social							
				DECISION			
PERSONA	SOUTIONS (JTBD)	UNIQUE VALUE PROP	DISRUPTIVE HABITS	Key Informational Needs			
Marketing Mary	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 the may pull them back into old behavior, a strom finding success with your productor service.	Triggers to Visit First Value Experience			
	2 Solution	2 UVP	2 Habit				
				DELIGHT			
	3 Solution	3 UVP	3 Habit	Key Informational Needs			
				Triggers to Visit			
		EXISTING ALTERNATIVES (JTBD)		First Value Experience			
[link to full persona profile] (can have multiple personas)		1 What other methods are out there for making progress on their job to be done.					
		2 Aleternative					
		3 Aleternative					
QUESTIONS TO ANSWER							

#### QUESTIONS TO ANSWER

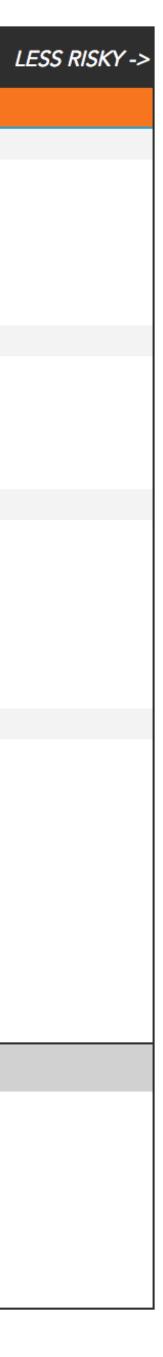
List questions that you need to answer from the above content in order to properly validate all fundamental assumptions



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JOB TO BE DO. ()	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE					
As a, when I,	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.	making the switch. Could be before or after purchase	AWARENESS Key Information eeds					
l want to, so l can	2 Problem		2 Anxiety	Triggers to sit First State Experience					
			3 Anxiety						
Dimentions: - Functional	3 Problem			CONSIDERATION Key Informational Needs					
- Financial				Triggers to Visit					
- Personal - Social				First Value Experience					
- Social				DECISION					
PERSONA	SOUTIONS (JTBD)	UNIQUE VALUE PROP	DISRUPTIVE HABITS	Key Informational Needs					
Marketing Mary	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 First Value Experience					
	2 Solution	2 UVP	2 Habit						
[link to full persona profile] (can have multiple personas)	3 Solution	<ul> <li>3 UVP</li> <li>EXISTING ALTERNATIVES (JTBD)</li> <li>1 What other methods are out there for making progress on their job to be done.</li> <li>2 Aleternative</li> <li>3 Aleternative</li> </ul>	3 Habit	DELIGHT Key Informational Needs Triggers to Visit First Value Experience					

#### QUESTIONS TO ANSWER

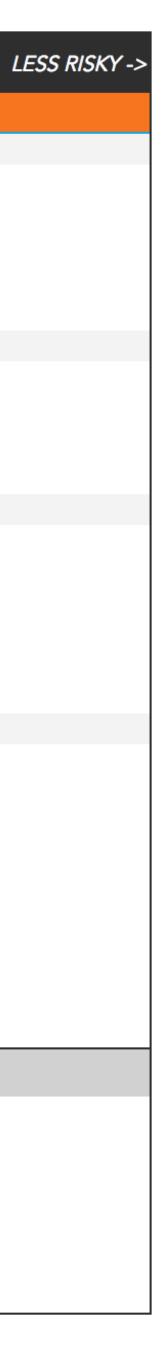
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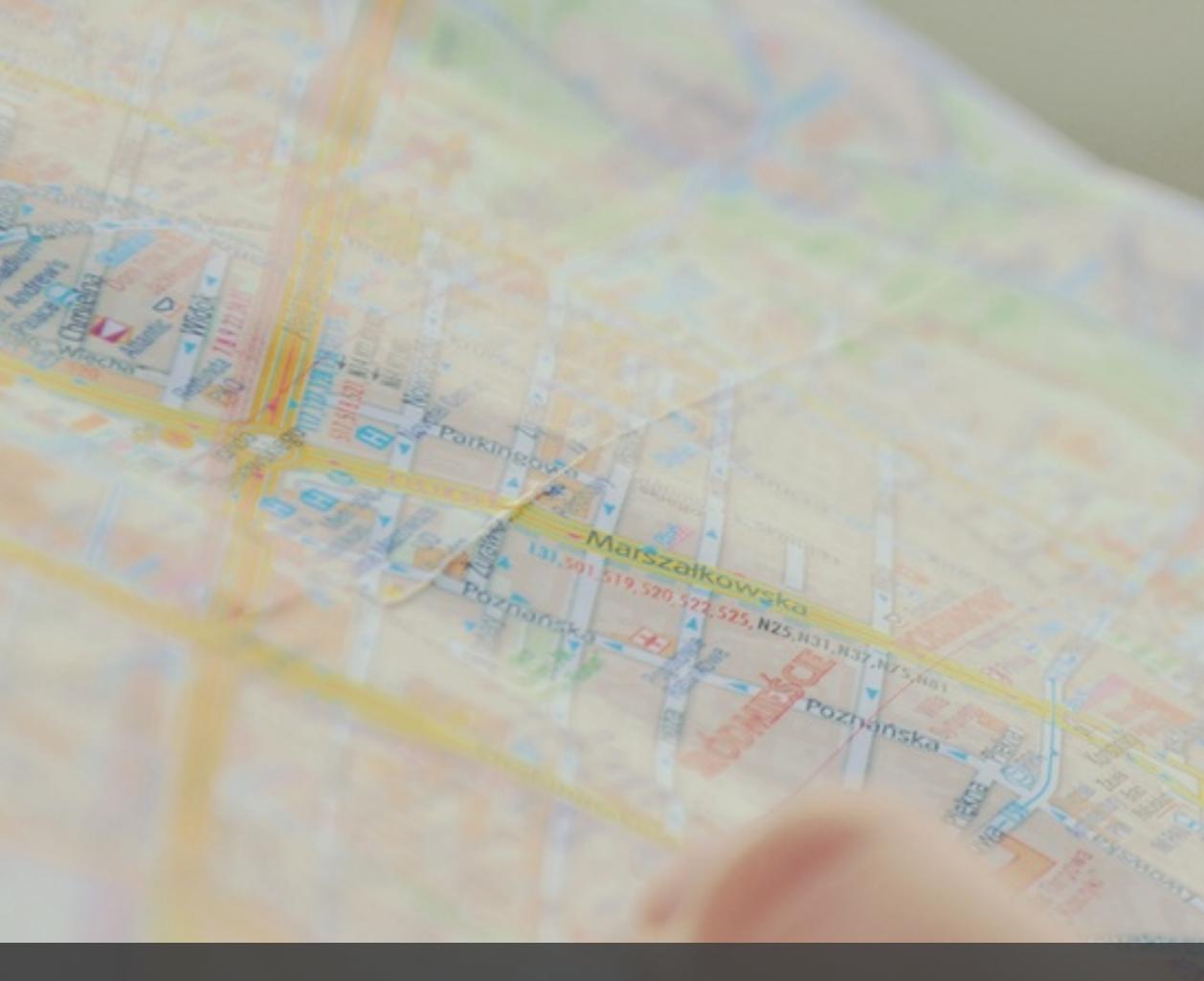


<- RISKIEST		GROWTH-DRIVEN DESIGN		L
JOB TO BE DONE (JTBD)	PROBLEMS	PUSH SITUATION	ANXIETIES	WEBSITE
As a,	1 Problem in achieving JTBD	Describe the situation and triggers that the person		AWARENESS
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I want to,			2 Anxiety	Triggers to Visit
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Dimentions:				CONSIDERATION
- Functional	3 Problem			Key Informational Needs
- Financial				Triggers to Visit
- Personal				First Value Experience
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				DECISION
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Marketing Mary	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 First Value Experience
	2 Solution	2 UVP	2 Habit	
				DELIGHT
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				Triggers to Visit
		EXISTING ALTERNATIVES (JTBD)		First Value Experience
[link to full persona profile] (can have multiple personas)		1 What other methods are out there for making progress on their job to be done.		
		2 Aleternative		
		3 Aleternative		
QUESTIONS TO ANSWER				

#### QUESTIONS TO ANSWER

List questions that you need to answ fundamental assumptions above content in order to properly validate all





## USER JOURNEY MAP

UNSPLASH USER SYLWIA BARTYZEL





## **USER JOURNEY MAP**

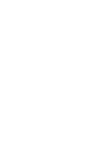
Develop a holistic view of your persona's life as they make progress to their job to be done.

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









# JOURNEY STAGES

- 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.



## • Awareness: Gather information and understand if they have a problem and what that





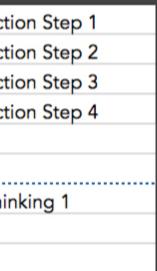


SROWTH-DRIVE	N DESIGN									
	<u>Persona Name</u>	NPS: COR	E JTBD:							
	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days	-55 Days	-45 Days	-30 Days	-20 Days	-10 Days
		INFOR	MATIONAL STAGE				CONSIDERA	TION STAGE		
JOBS-TO-BE-DONE										
	INFORMATIONAL JTBD		situation), I want to (mot	ivation) so I can (outcon	ne).	CONSIDERATION JTBD:				DECISION JTBD:
		Functional:					Emotional Outcome:			E
		Financial: Personal					Social Outcome: Financial Outcome:			50
		Social:					Financial Outcome.			
	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 U
		Unmet Need 3		Unmet Need 6			Unmet Need 3			U
				Unmet Need 7			Unmet Need 4			
BEHAVIOR										
DOING	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 1	Action Step 2
		Action Step 3					Action Step 3			Action Step 3
		Action Step 4								Action Step 4
										Action Step 5
THINKING	Thinking 1						Thinking 1	Thinking 1		Thinking 1
				Thinking 2			Thinking 2	Thinking T		
		j		Thinking 3						
SENTIMENT										
5										
4		Positive Feeling								Positive Feeling
3	Feeling Experienced							Positive Feeling		
1								Positive Feeling		
0							Neutral Feeling		Neutral Feeling	
-1										
-2			Negative Feeling							
-3				Negative Feeling		Negative Feeling				
-4				Negative Feeling	Negative Feeling					
IDEAS										
	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 STAC	GE		SALE		ONBC	DARDING			CUST	OMER	
DECISION JTBD:	Emotional Outcome:				ONBOARDING JTBE	D: Emotional Outcome			CORE FUNC JT	BD: #REF! Emotional Outcom		
	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 2	Action
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	
3		Thinking 2			3	Thinking 2	j			Thinking 2	J	
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	
SALE		ONBC	ARDING			
	ONBOARDING JTBD:				CORE FUNC JTBD:	#
		Emotional Outcome	:			E
		Social Outcome:				S
 		Financial Outcome:				F
	Unmet Need 1	Unmet Need 2	Unmet Need 4		Unmet Need 1	U
		Unmet Need 3				U
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	Action Step 1	Action Step 1	LIGHT BULB MOMENT	Action Step 1	Action Step 1	A
	Action Step 2	Action Step 2	Action Step 1			A
	Action Step 3					_
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 	Thinking 1	Thinking 1	Thinking 1		Thinking 1	Т
		Thinking 2				Т
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15	-	-	•	X Days	-	-	-
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NC JTBD:				RENEW JTBD:			
	Emotional Outcome	:			Emotional Outcome	:	
	Social Outcome:				Social Outcome:		
	Financial Outcome:				Financial Outcome:		
4	Users Need 2	Lines A Nines J.A		Line of Nice d 4	Here A Nevel 2		
		Unmet Need 4			Unmet Need 2		
	Unmet Need 3				Unmet Need 3		
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 1	Action Step 2	Action Step 1	Action Step 2	Action Step 2
		Action Step 3				Action Step 3	Action Step 3
							Action Step 4
	Thinking 1	Thinking 1		Thinking 1	Thinking 1	Thinking 1	Thinking 1
	Thinking 2			Thinking 2		Thinking 2	
				Thinking 3			
		Positive Feeling	Positive Feeling				
	Neutral Feeling			Neutral Feeling			
					Negative Feeling		Negative Feeling
						Negative Feeling	





GROWTH-DRIVE	N DESIGN				
	<u>Persona Name</u>	NPS:			
	-120 Days	-100 L dys	-75 Days	-70 Days	-60 Days
		INFO	<b>14TIONAL STAGE</b>		
JOBS-TO-BE-DONE					
	INFORMATIONAL JTBD:	As a (persona), when (s	situation), I want to (mot	ivation) so I can (outcom	ne).
		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-DRIVE	N DESIGN				
	<u>Persona Name</u>	NPS:			
	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days
		INFOR	MATIONAL STAGE		
JOBS-TO-BE-DONE					
	INFORMATIONAL JTBD:	As a , ersona), when (s	ituation), I want to (mot	ivation) so I can (outcom	ne).
		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
		INFOR	MATIONAL STAGE		
JOBS-TO-BE-DONE					
	INFORMATIONAL JTBD:	As a (persona), when (s	ituation), I want to (mot	ivation) so I can (outcom	<i>ie)</i> .
		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	<b>KEY EVENT 1</b>
	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
		INFOR	MATIONAL STAGE		
JOBS-TO-BE-DONE					
	INFORMATIONAL JTBD:	As a (persona), when (s	situation), I want to (mot	ivation) so I can (outcom	ne).
		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	<b>KEY EVENT 1</b>
	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					
JOBS-TO-BE-DONE						
	INFORMATIONAL JTBD:	As a (persona), when (s	situation), I want to (mot	ivation) so I can (outcom	ne).	
		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	<b>KEY EVENT 1</b>	
	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		



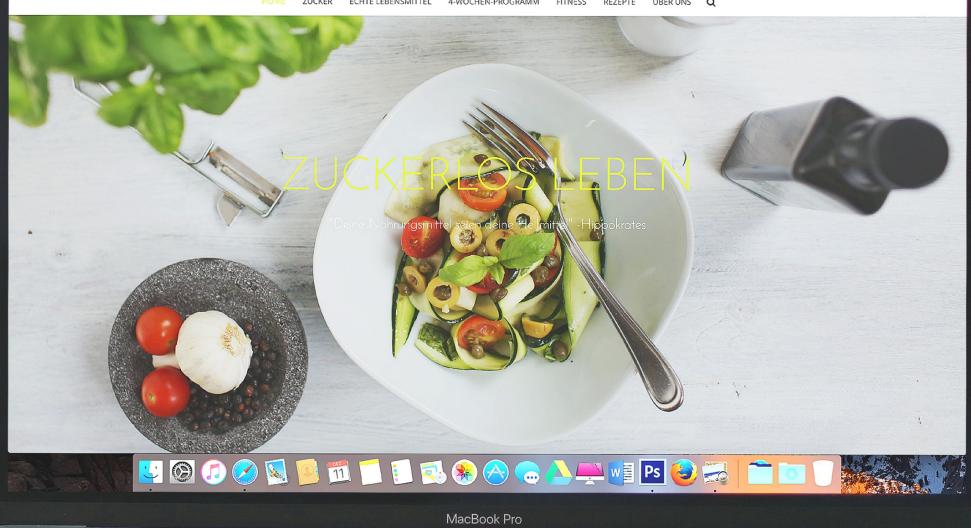
	-120 Days	-100 Days	-75 Days	-70 Days	-60 Days	
	INFORMATIONAL STAGE					
JOBS-TO-BE-DONE						
	INFORMATIONAL JTBD:	As a (persona), when (s	situation), I want to (mot	ivation) so I can (outcom	<i>e)</i> .	
		Functional:				
		Financial:				
		Personal				
		Social:				
	Unmet Need 1	Unmet Need 2		Unmet 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	<b>KEY EVENT 1</b>	
	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		



THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1
THINKING	Thinking 1	Thinking 1	Thinking 1		Thinking 1
		Thinking 2	Thinking 2	Thinking 2	
				Thinking 3	
SENTIMENT					
5					
4		Positive Feeling			
3	Feeling Experienced				
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 Explination of idea		

THINKING	Thinking 1	Thinking 1	Thinking 1	Thinking 1	Thinking 1
	Thinking T	Thinking 2	Thinking 2	Thinking 2	Thinking I
		Thinking 2	Thinking 2	Thinking 3	
				minking 5	
SENTIMENT					
5					
4		Positive Feeling			
3	Feeling Experienced				
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-1					
-2			Negative Feeling		
-3					
-4				Negative Feeling	
-5					Negative Feeling
IDEAS					
	Explination of idea		Explination of idea		Explination of idea
			Explination of idea Explination of idea		

## WEBSITE-SPECIFIC STRATEGY

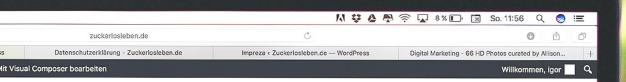


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Review the existing website and game plan the transition. Brainstorm ways to level up each area and better align with personas.



- 1. Existing site audit and set benchmarks
- 2. Competitive analysis and positioning



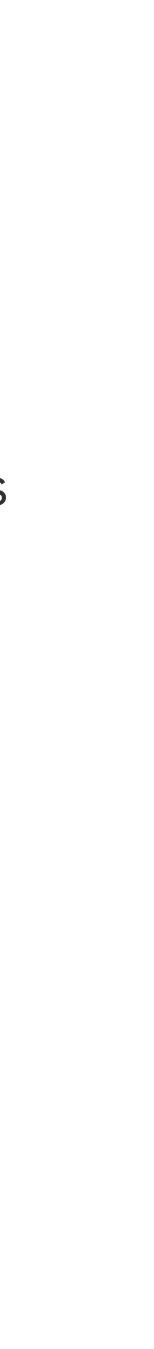


- 1. Existing site audit and set benchmarks
- 2. Competitive analysis and positioning
- 3. Other departments leverage the site





- 1. Existing site audit and set benchmarks
- 2. Competitive analysis and positioning
- 3. Other departments leverage the site
- 4. User flows and website architecture





- 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





## **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

## tup ions



- 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











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



#### HOW:

1. Individual brainstorming





#### HOW:

- 1. Individual brainstorming
- 2. Collective brainstorming session





## 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

#### **SECTIONS/PAGES FEATURES**

- Advocate program area 5
- Support forum 8
- About us page 4
- Careers page 10
- Consultation 9
- Blog 8

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#### Impact #

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Mobile click-to-call 3

Quoting Calculator 9

Personalized Home 8 Mobile Text Updates 4

Sales Chat 7

"Follow" other users 2

Competitor Comparisons Re-Order Reminders 8

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## **OTHER**

CRM integration 9

Password Sync 4

Ability for team to easily edit 8



