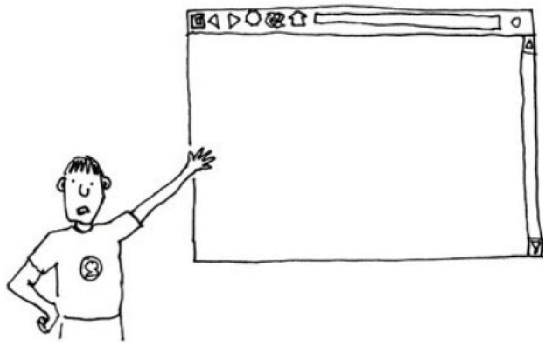


1 Growth-Driven Website Methodology

This is what happens with your website design/revamp when you follow the traditional approach 🙄🙄🙄



We still need to finish out the concept, interface, content, feature set, information architecture, use cases and business model, but there's your wireframe. that'll be 38,000\$.

Source: Noise to Signal Rob Cottingham

... it's simply broken, 😞 costly \$\$\$, complex, 😫 exhausting 😞 and a product of someone's intuition, 🧠 not data 📊.

Growth-driven design is a new playbook 📖 to web design that aims to launch fast, 🚀 with a smaller budget, 💰 collect visitor insights and optimize the performance based on real data 📊.

By taking the growth-driven approach, you can eliminate doubts because every action you take will be based on data and established goals.

2 Three stages of the Growth-Driven Design cycle

1 Strategy
Like in every strategy phase, the purpose is to set a goal, outline resources, and develop a plan.

2 Launch Pad
The first stage involves launching a basic version of your website with the most important features and monitoring how the visitors interact with it.

3

Continuous Improvement

After your website launch, we plan, develop, learn, and transfer based on your audience's behavior. We repeat this cycle, constantly improving your website with features aligned to your visitors' interests.

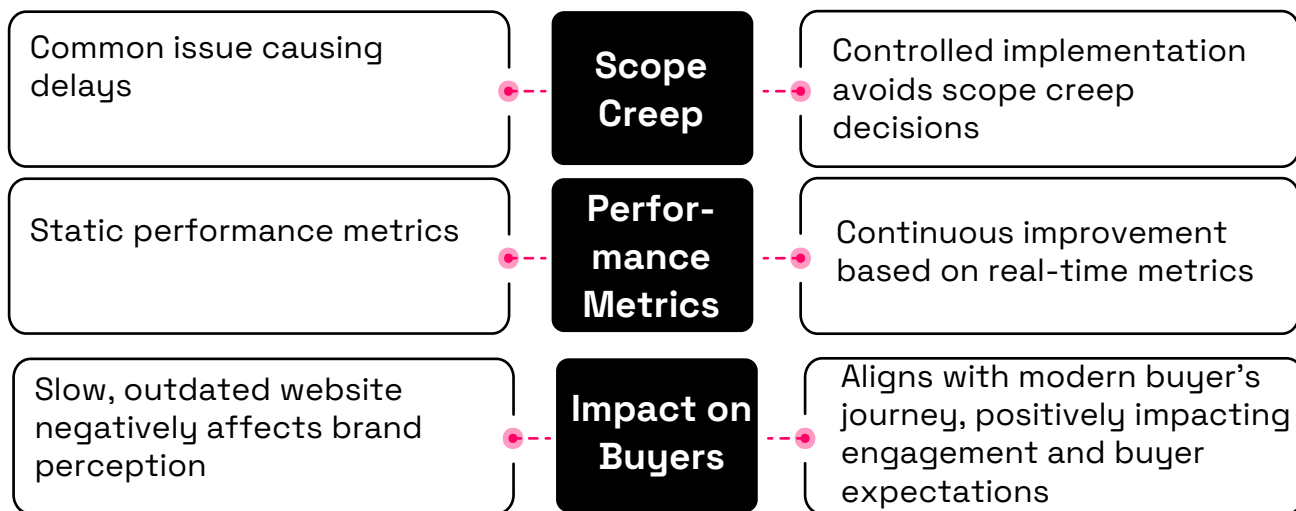
3

Traditional vs. Growth-Driven Design

Traditional Design

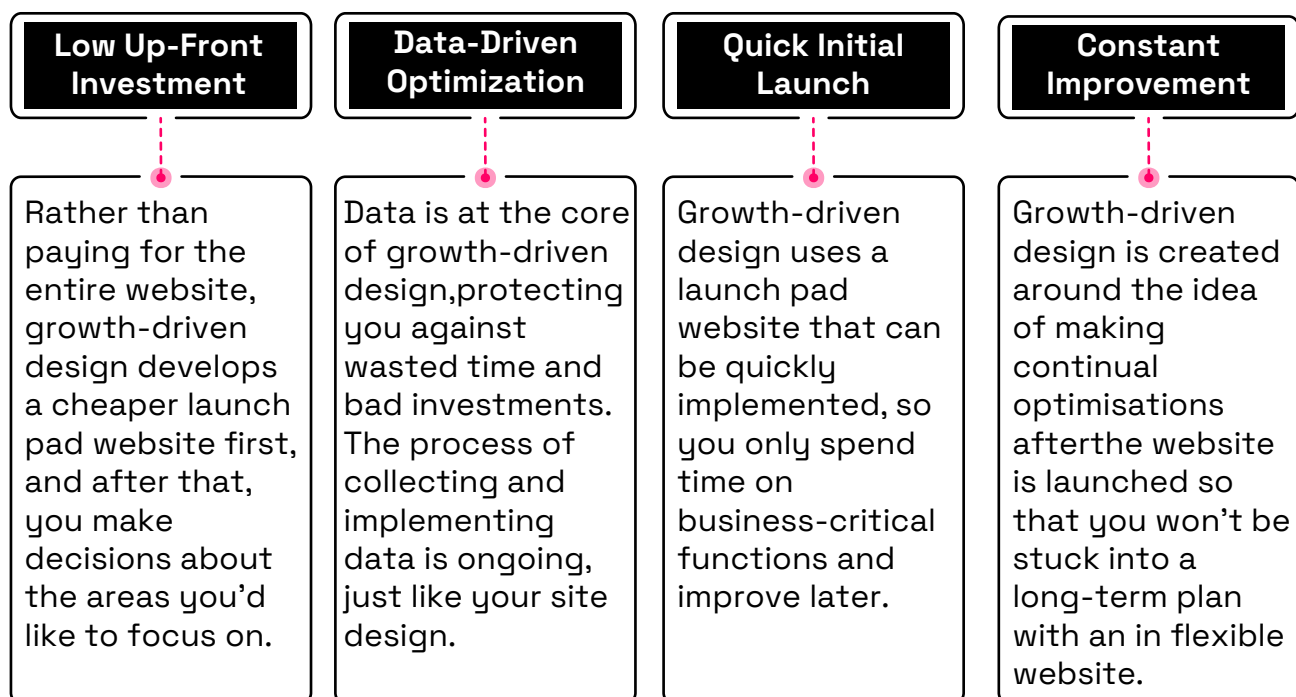
Growth-Driven Design

A radical redesign every two to five years	Approach	A Growth-Driven methodology
Larger upfront costs	Upfront Costs	Lower upfront costs
Longer timelines, often late and over budget	Timeline	Agile approach: on time and on budget with no overruns
Limited flexibility once launched	Flexibility	Continuous adaptation and improvements
"Creative bubble", limiting fresh perspectives	Creativity	Iterative approach, avoiding creative tunnel vision
Static for two to five years and quickly becomes obsolete	Site Longevity	Continuous improvement, maintaining relevant
Value drops after launch, becomes outdated	Depreciation	Continuous improvements maintain and increase value
Value drops after launch, becomes outdated	Uncertainty	Continuous improvements maintain and increase value



Benefits of Growth-Driven Websites

Choosing a growth-driven approach has many advantages, including the following:



A88Lab. is a full-stack marketing agency for B2B SaaS companies. We help get the most out of your marketing budget to build a strong brand identity and quality sales pipeline, establish strong client relationships and generate more revenue.