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The Startup Guide to  
Digital Strategy

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# Growth Driven Design

## What is Growth Driven Design?

It is a methodology for implementing, measuring and optimizing business growth utilising a minimum viable product which can be launched quickly and used to collect user data and customer feedback. This information can then be used to drive business growth.

There are 3 main phases to a growth driven design strategy:

1. **Strategy**
2. **Launchpad**
3. **Optimization**

### 01. Strategy Phase – 14 Days

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## Growth Driven Design Strategy

The **strategy** phase includes an audit of any existing website and digital marketing strategy by a **growth driven design certified strategist**. It should include input from all stakeholders to enable the strategist to find and produce the following information:

- Business and website goals
- User experience (UX) research
- Jobs to be done
- Fundamental assumptions
- Buyer personas
- Journey mapping
- Global strategy
- Brainstorm wishlist

After the **strategy** phase has been completed a **growth driven design proposal** can be drawn up and a **growth driven design launchpad** phase developed.

### 02. Launchpad Phase – 14-60 Days

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## Growth Driven Design Launchpad

The **launchpad** phase should go live with the minimum viable product to meet the business and website goals and the primary objectives on the client's wishlist. The product in this case is the growth driven design strategy and tools needed to implement the **launchpad**.

This **lean startup** methodology described by Eric Ries brings principles from *lean manufacturing* and *agile development* using the **build-measure-learn feedback loop**.

It is important to understand that the launchpad is not the final product but is the foundation on which to build and optimize business growth by:

- Customising an acceleration approach
- Running sprint workshops
- Effective content development
- Investing in internal efficiencies

As soon as the **launchpad** is live data about *user behaviour* can be measured and along with *customer feedback* this can be used by the **growth driven design strategist** as validated learning and to demonstrate results.

### 03. Optimization Phase – 60+ Days

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## Growth Driven Design Optimization

In the **optimization** phase the data from *user behaviour* and *customer feedback* can be analyzed and used to:

- Determine current focus
- User experience (UX) research
- Brainstorm action items
- Prioritise wishlist
- Pull top action items into build sprint
- Write action item card

The information can be used to make reliable business decisions based on real data and grow a business with maximum acceleration.