

# 7 SOLUTIONS TO AN EXHAUSTING WEB DESIGN PROCESS

Have you ever been involved in a website redesign? Did you like it? Or did you go overbudget? Or did it not launch on time? The struggles of traditional web design are as real as the brokenness of traditional web design. Take a look at this infographic and maybe some of our tips might help you.

## THE STRUGGLES OF TRADITIONAL WEB DESIGN



### Late launch

Somehow every time you did a website redesign, it launched late because there is no structure.

### Over budget

Your website is over budget. Again. This is the outcome of traditional web design.



### Out of scope

Where is the focus? Who knows what we should do next?

## BUT THERE IS A BETTER WAY...

### THE 7 GEMS OF GROWTH-DRIVEN DESIGN

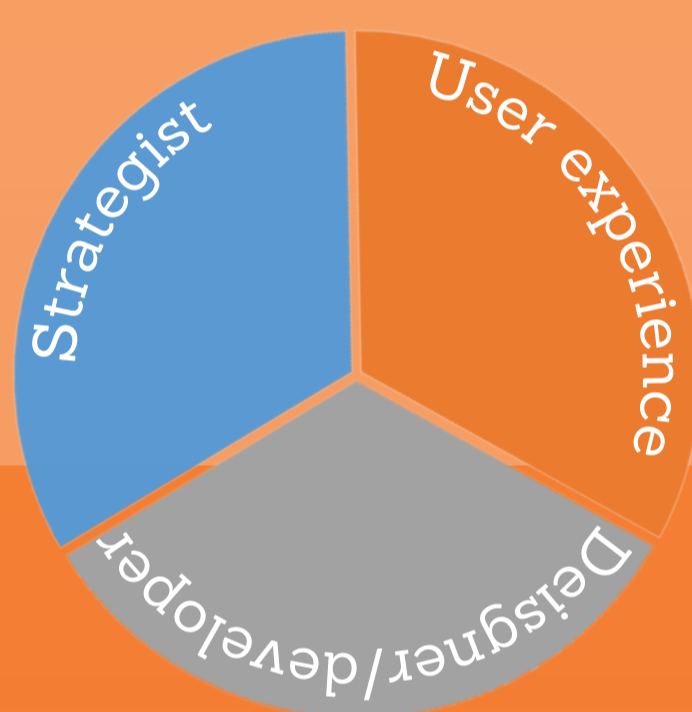


### The 80-20 rule

Choose items to adjust that give 80% impact, are 20% effort and that are focused on your users.

### The small, agile team

GDD works with a perfectly balanced team by combining the right people.

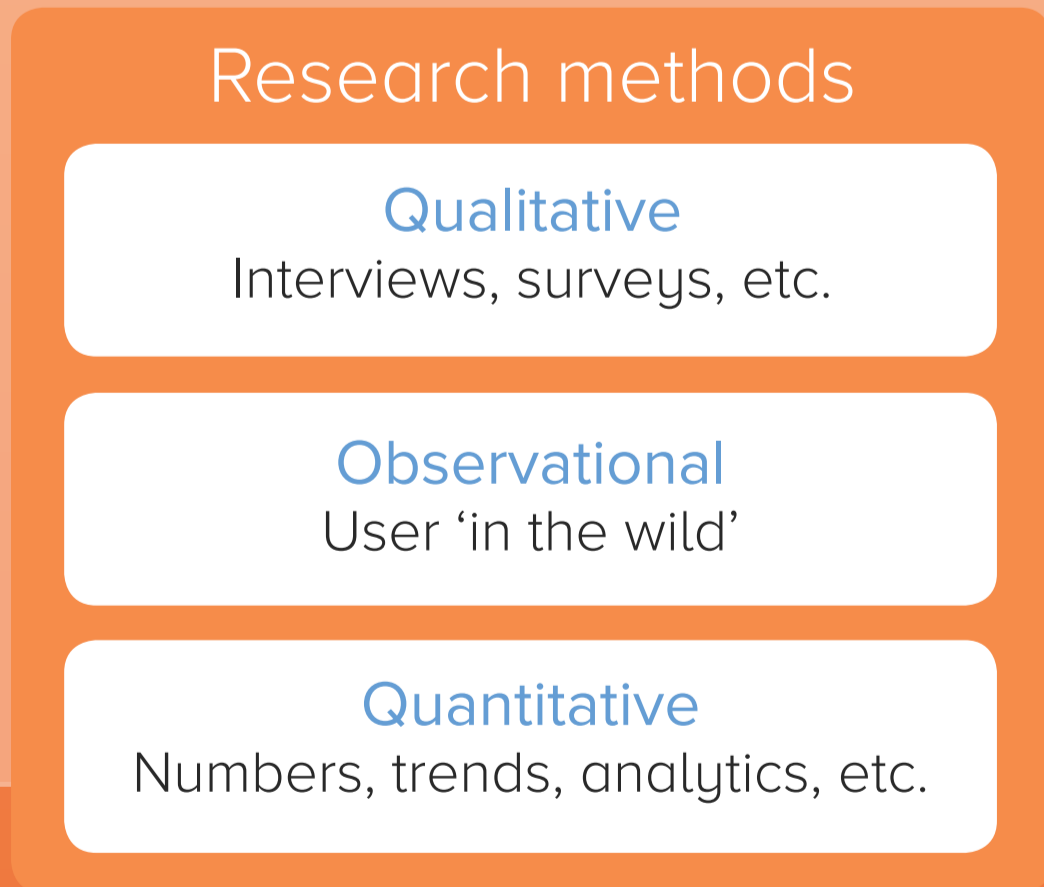
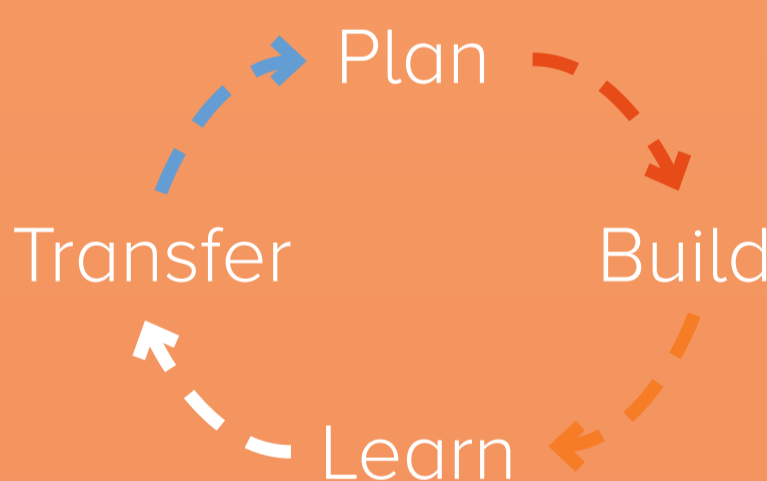


### The wishlist

A GREAT way of listing potential items for the website. We focus our time and energy on the high impact items.

### The cycle

In the continuous process we use a cycle to implement those high impact items, while also learning about users and then sharing what we learn with our teams.

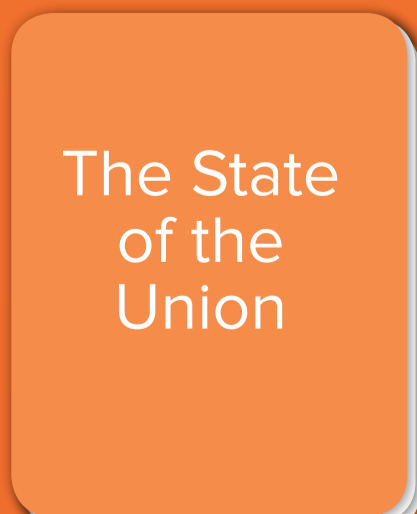


### The 3 ways to find items users will use

Using these 3 ways of research helps us gain knowledge about users and helps us build things users will LOVE.

### The persona's

Persona's are VERY important, it provides you information about who you want to reach.



### The State of the Union

The State of the Union keeps you up-to-date on the process. Where are you currently at in the whole process of the redesign? We use this as a report about where we are now.

Want to know more about GDD? Stay up-to-date and visit our website every now and then to find fresh info about GDD.

[WWW.ONE4MARKETING.NL](http://WWW.ONE4MARKETING.NL)