TSL'S AGILE WEBSITE PROCESS

/// A USER-CENTRIC, DATA-DRIVEN WEBSITE METHODOLOGY GEARED TOWARDS CONTINUOUS IMPROVEMENT ///

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TSL'S AGILE METHODOLOGY

/// A DATA-DRIVEN, USER-FOCUSED APPROACH TO MARKETING ///

/// Set smart goals, understand user behavior, solve marketing problems, and connect with customers.

/// Utilize evolving content that grows with your business and be continuously improved according to user behavior.

/// Approach marketing with a human touch backed by user driven data.

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THE TRADITIONAL WAY OF BUILDING WEBSITES IS BROKEN.

/// IT'S FRUSTRATING, SLOW AND OFTEN PRODUCES POOR RESULTS.

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THIS IS WHY WE UTILIZE THE AGILE METHODOLOGY.

/// A SMARTER APPROACH TO YOUR WEBSITE AND MARKETING EFFORTS THAT IS USER-CENTRIC AND LEVERAGES DATA TO DELIVER IMPROVED RESULTS.

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TRADITIONAL WEBSITE DESIGN

AGILE WEBSITE PROCESS

/// HUGE TIME INVESTMENT
/// LARGE UP-FRONT COST
/// RUNS LATE/OVER BUDGET
/// BUILT ON ASSUMPTIONS
/// SET IT AND FORGET IT

/// LAUNCH QUICK & IMPROVE
/// INVESTMENT OVER TIME
/// LAUNCH ON TIME/ON BUDGET
/// DATA/USER DRIVEN DECISIONS
/// CONTINUOUS IMPROVEMENT

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SEE A QUICKER TIME TO VALUE WITH TSL'S AGILE METHODOLOGY.

How long does the website take to launch from the initial kickoff meeting?

AGILE WEBSITE

60-90 DAYS | OPTIMIZE WITH USER DATA

TRADITIONAL WEB DESIGN

108+ DAYS | SET AND FORGET

Based on the "2017 state of GDD" survey responses

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AGILE WEBSITE PHASES

1

STRATEGY & GOAL SETTING
CREATE FUNDAMENTAL ASSUMPTIONS

LAUNCHPAD WEBSITE
GO-LIVE WITH TOP PRIORITY ITEMS

2

CONTINUOUS IMPROVEMENT
ANALYZE ACTUAL USER DATA & MAKE IMPROVEMENTS IN SPRINTS

PHASE 1: STRATEGY & LAUNCHPAD

1

STRATEGY & GOAL SETTING
15-30 DAYS

GOALS | GLOBAL STRATEGY | SEO AUDIT | PERSONAS
FUNDAMENTAL ASSUMPTIONS | JOURNEY MAPPING | WISHLIST

Gain an empathetic understanding of users and how to best fit the website into their life.

END GOAL: Brainstorm a "Wish List" of elements that solve user challenges and drive value.

LAUNCHPAD WEBSITE
WITHIN 90 DAYS

PRIORITIZE YOUR WISH LIST | FINE-TUNE YOUR APPROACH
GO-LIVE WITH A BETTER WEBSITE

Build a site with only the core, value-driven elements that is better than your current site. Not a 'final' product but includes UX improvements and wishlist items.

END GOAL: Launch quickly so we can collect user data to make informed decisions (while balancing quality and client happiness).

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PHASE 2: CONTINUOUS IMPROVEMENT

2

CONTINUOUS IMPROVEMENT
ANALYZE ACTUAL USER DATA & MAKE IMPROVEMENTS IN SPRINTS

Category	Description
AUDIENCE	Build monthly visitors to a critical mass that allows for testing.
VALUE	Are site visitors finding value in the content on our site? How do we know?
USEABILITY	Reduce friction & improve UX to ensure visitors find what they are looking for.
CONVERSION RATE OPTIMIZATION	Evaluate all conversion funnels to find ways to reduce friction that prevents visitors from making it to the finish line.
STICKINESS	Are our visitors returning at regular intervals to discover content?
PERSONALIZATION	Break the site apart and personalize it by persona, product, and lifecycle stage.
ASSETS	Create content that helps visitors convert (wishlist). Identify 10x content + 10% content.
PROMOTERS	Turn visitors into fans that promote the site and content to their colleagues (buyers journey).

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ROADMAP TO LAUNCHPAD

SITE AUDIT & ANALYTICS	GOALS	PERSONAS	JOURNEY MAP	WISHLIST	SITE MAP	LAUNCHPAD
Where are we at today? Current content and perform SEO audit - review metrics and perform fixes	Update Goals dashboard with customer-supplied KPI's, content & UX goals, and timelines	Empathetic understanding of audience at a logical and emotional level	Put yourself into the shoes of the user (persona-based assumptions) – list out possible website barriers and successes	Brainstorm site elements based on client goals, persona & journey map	Select 20% of wishlist items that can generate 80% of the results – remainder of wishlist is saved for continuous improvement phase	60-90 days to Launch Pad - Improved, user-centric, not final website
Identify technical fixes that should be addressed on the current site and are ready to move forward.	Could be combined with goal setting established from other marketing efforts with TSL	TSL to draft or schedule intake calls for specialty personas with SME's as needed.	Based on personas and be refined once we enter the continuous improvement phase.	This will expand in the continuous improvement phase as we learn more about your users' needs.	Complete based on all input up to this point. This could evolve after the Launchpad as we study user behavior.	Developed after approval on wireframes & designs for priority pages.

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GOALS

MISSION: Add your mission here

STRATEGY:	Add your 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 #
	Play 2	KPI 2	Goal # 2	Stretch Goal # 2	Actual Current #
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

PERSONA
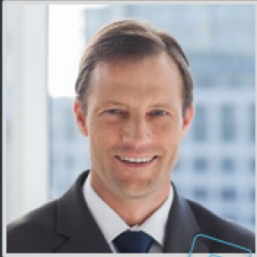
Paul Schneider, VP of Risk Management

Analytical | Forthright | Creative Technologically Competent | Sales Skills

Demographics
Age: 44
Education: BA in Finance
Location: Berlin, Germany
Nationality: German
Languages: English, German

Role
Title: VP of Risk Management
Time in Position: 8 years
Responsibilities: Risk management for all areas of the organization
Past Experience: Finance, Product Development
Buying Role: Initiator, influencer

About Paul

Paul had joined the company as a finance manager and then moved to a risk management role. He is responsible for overseeing the organization's risk management department and risk committee. He works closely with other executives, managers, and business leaders to ensure that all procedures, protocols, and strategies are fully implemented to protect the company and its assets. Paul has regular communication with human resources, managers, and the executive board to ensure that all employees are up-to-date with industry standards. He tries to promote a culture of risk awareness and accountability through training. Paul regularly performs risk assessments and presents his findings and recommendations to the board. He uses advanced analytics to help uncover risks and then create a plan to mitigate them. He believes that technology can help him identify vulnerabilities before they create losses. Paul is focused on risk governance and compliance. He is heavily involved in the production process since developing products involves a lot of risk. Potential risks to the company include financial doom and even jail time.

Company
Industry: Automotive
Summary: Tier 1 auto supplier, MMOG/LE and TS 16949 compliant
Revenue: $2,425,000,000
Employees: 16,000
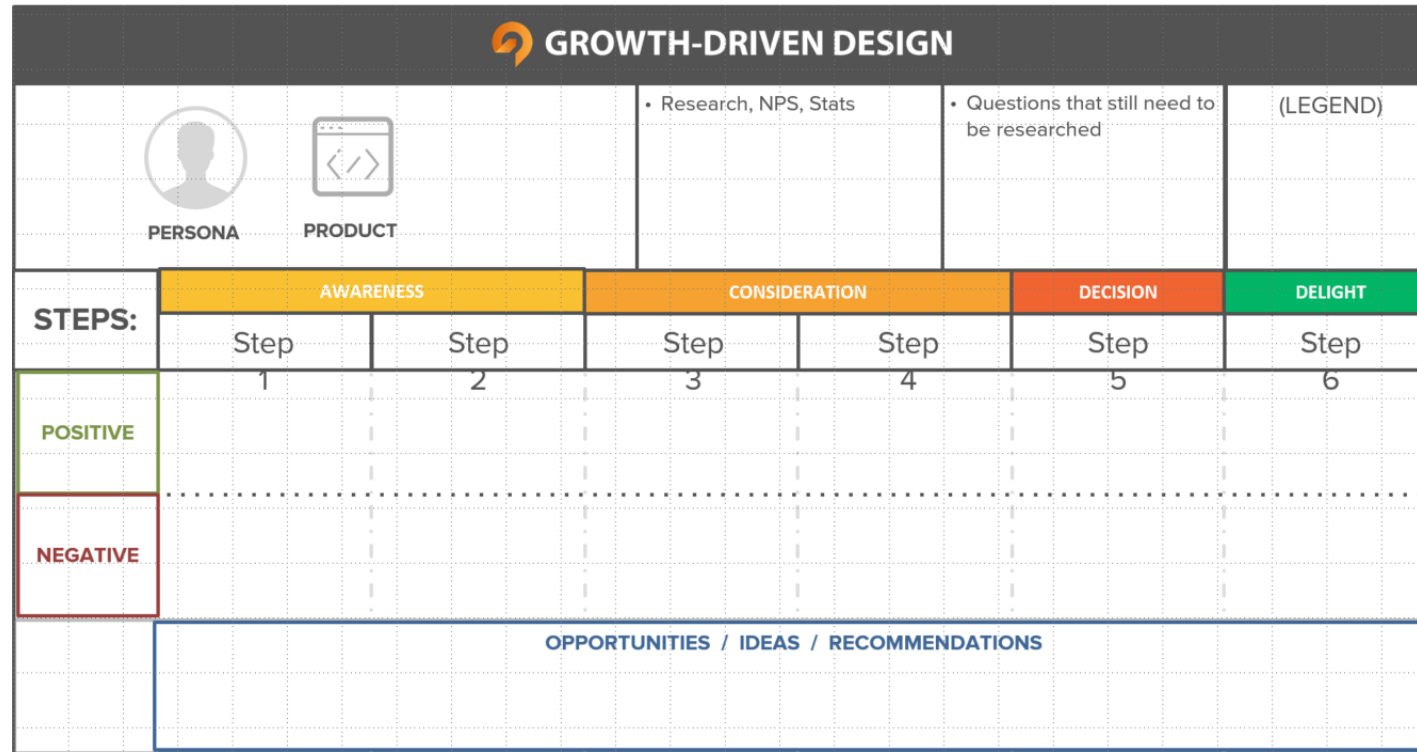**Manufacturing Sites**: 27
Coverage: Global

Goals
1. Ensure the company is compliant with industry standards.
2. Establish a culture of risk awareness and accountability.
3. Provide actionable risk intelligence.

Key Challenges
1. Identifying and quantifying risk vulnerabilities
2. Ensuring that the business leaders are properly trained
3. Ensuring quality standards throughout the design and production process

Personal Goals
1. Avoid financial loss.
2. Maximize the use of technology to assist with responsibilities.
3. Encourage shared responsibility and accountability among managers.
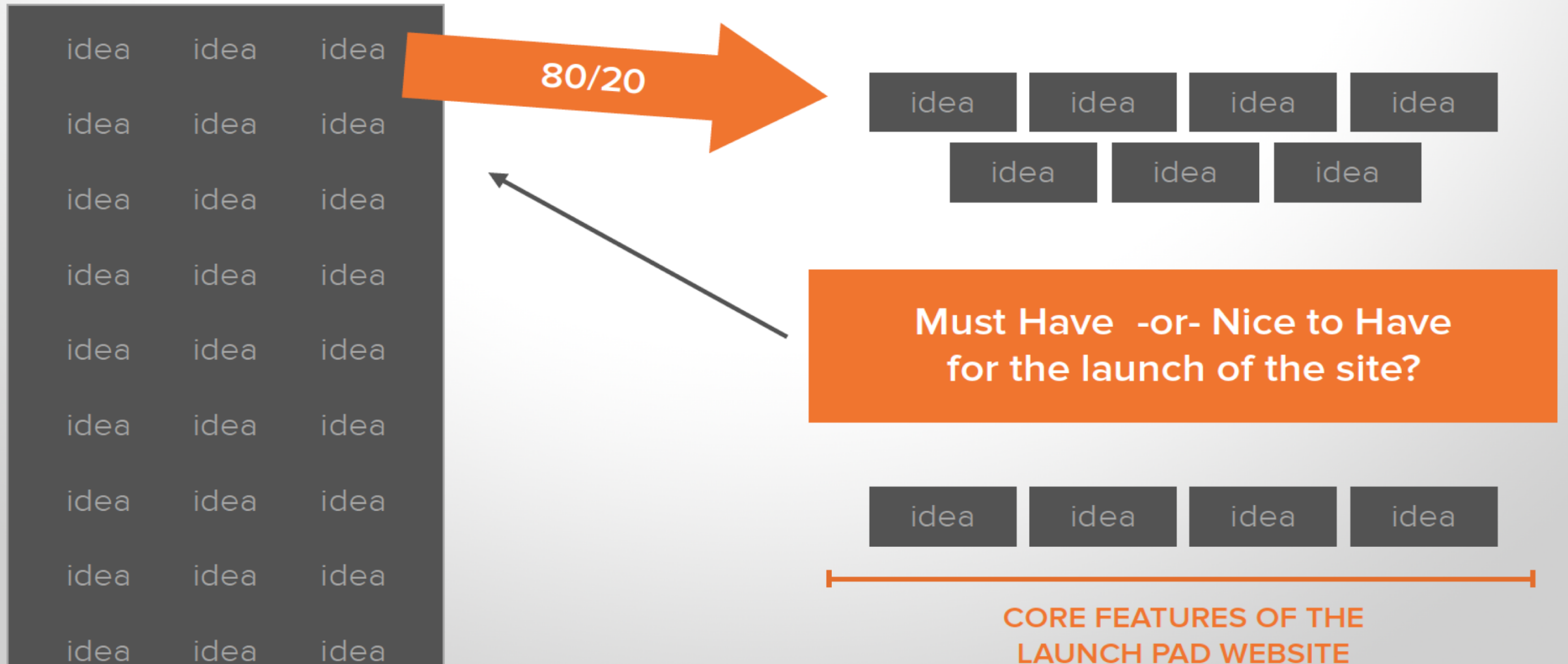
Where They Consume/Devices
Conferences, The RMA Journal, risk management blogs, manufacturing publications, smart phone, iPad, laptop

USER JOURNEY MAP

/// LOOK FOR OPPORTUNITIES TO REDUCE FRICTION TO CONVERSION AND DELIGHT THE USER

WISHLIST

WISHLIST

idea idea idea
idea idea idea
idea idea idea
idea idea idea
idea idea idea
idea idea idea
idea idea idea
idea idea idea
idea idea idea

80/20

idea idea idea idea
idea idea idea

Must Have -or- Nice to Have for the launch of the site?

idea idea idea idea

CORE FEATURES OF THE LAUNCH PAD WEBSITE

WISHLIST

SITE ELEMENTS	SECTIONS/PAGES	FEATURES	OTHER
Use prebuilt template 6	Advocate program area 5	Mobile click-to-call 3	CRM integration 9
Self-Hosted platform 7	Support forum 8	Quoting Calculator 9	Password Sync 4
Custom Mega Menu 4	About us page 4	Personalized Home 8	Ability for team to easily edit 8
I.E. 8 Compatible 3	Careers page 10	Mobile Text Updates 4	
...	Consultation 9	Sales Chat 7	
	Blog 8	"Follow" other users 2	
	Competitor Comparisons	Re-Order Reminders 8	
	...	...	

Impact #

LAUNCHPAD SITE MAP

/// **EXAMPLE**

Home | Partner Portal | Blog | Contact Us | Search

- **Markets**
  - Market 1
  - Market 2
  - Market 3
- **Systems**
  - Product A
  - Product B
  - Product C
- **Service & Solutions**
  - Services
  - Solutions
- **Training & Resources**
  - Training
  - Resources
  - Partner Portal
- **Company**
  - About Us
  - Careers
  - Blog
  - Contact Us
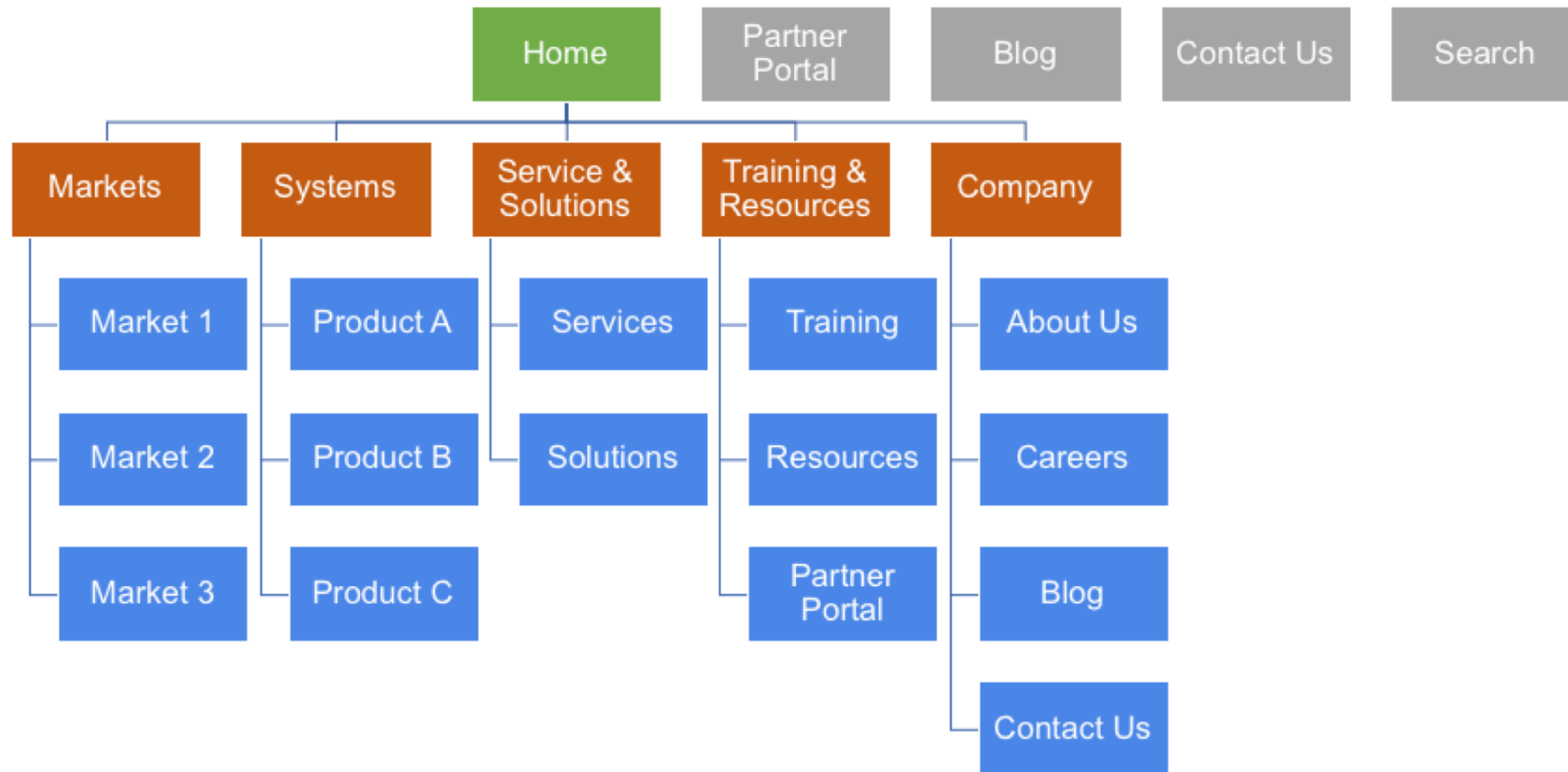
UX IMPROVEMENTS FOR LAUNCHPAD

/// SAMPLE LIST OF UX & ANALYTICS IMPROVEMENTS FOR LAUNCHPAD SITE

- Refreshed design (look & feel) overall

- Fully redesigned homepage (per homepage idea map)

- Improved navigation experience

- Eliminate duplicate content per SEO Audit

- Optimize current content (copy editing on priority pages)

- Add net-new content as-needed (Homepage + top 5 pages)

- Optimize images for site speed

- Refreshed Blog design

- Refreshed & reorganized Resources Page

- Compelling CTA's with ongoing testing

- Create new funnels – blog subscriptions, LP forms, etc.

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HARVEST PHASE FOLLOWING LAUNCH

Optimize process based on priority of pages

Decide where to cut vs. archive pages vs. add new pages

Evaluate high impact pages such interactive timeline

Continue to optimize to increase organic audience

Survey visitors to evaluate needs and site performance

Test sitewide elements such as navigation, headers, footers, and CTAs

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PHASE 2: CONTINUOUS IMPROVEMENT

2

CONTINUOUS IMPROVEMENT
ANALYZE ACTUAL USER DATA & MAKE IMPROVEMENTS IN SPRINTS

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CONTINUOUS IMPROVEMENT = PROGRESS TOWARDS AN OPTIMIZED, FINAL PRODUCT.

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