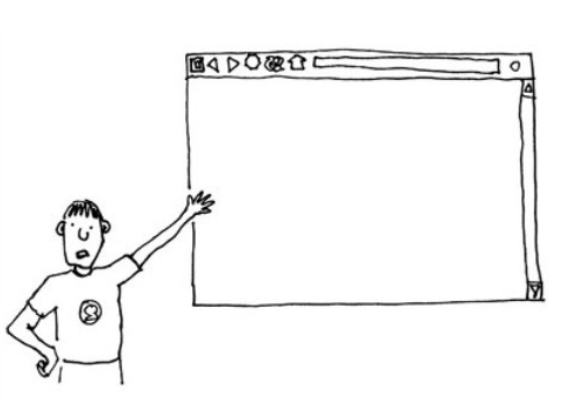# Traditional vs Growth-Driven Design

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.

Growth-driven design is divided into two main stages:

1 | **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.

2 | **Continuous Improvement** | Once your website goes live, we move into the second stage. The second stage involves planning, development, learning, and transferring, and it depends on your website visitors' behavior. The cycle repeats itself, constantly boosting your website and introducing new features that fit your audience's interests.

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Traditional vs Growth-Driven Design

The traditional web design process is stressful and takes substantial energy and resources. Then, three years later, you're left with a website that is outdated and stale, and you need to do it again. On the other hand, growth-driven design simplifies this process and turns it into something far more productive.

	Traditional Design	**Growth-Driven Design**
Launch Time	12-16 weeks	6-8 weeks
Updates	Updates are ususally performed every three to five years	Updates are tipically done in monthly increments
Budget	Requires a significant upfront investment of resources, money, and time, and must be repeated to stay relevant	Minimizes blown budgets and risk by spreading out the cost of investment over time
Decision-making	You're subjectively making each design decision	The design methodology is guided by real data

Benefits of Growth-Driven Websites

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

Low Up-Front Investment

Rather than paying for the entire website, growth-driven design develops a cheaper launch pad website first, and after that, you make decisions about the areas you'd like to focus on.

Data-Driven Optimization

Data is at the core of growth-driven design, protecting you against wasted time and bad investments. The process of collecting and implementing data is ongoing, just like your site design.

Quick Initial Launch

Growth-driven design uses a launch pad website that can be quickly implemented, so you only spend time on business-critical functions and improve later.

Constant Improvement

Growth-driven design is created around the idea of making continual optimisations after the website is launched so that you won't be stuck into a long-term plan with an inflexible website.