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# SIMPLIFYING VALUE PROPOSITIONS

An excerpt from *Design-Driven Growth: Strategies and Case Studies for Product Shapers*



*By Molly Norris Walker  
Head of Design / Author*

 Labour

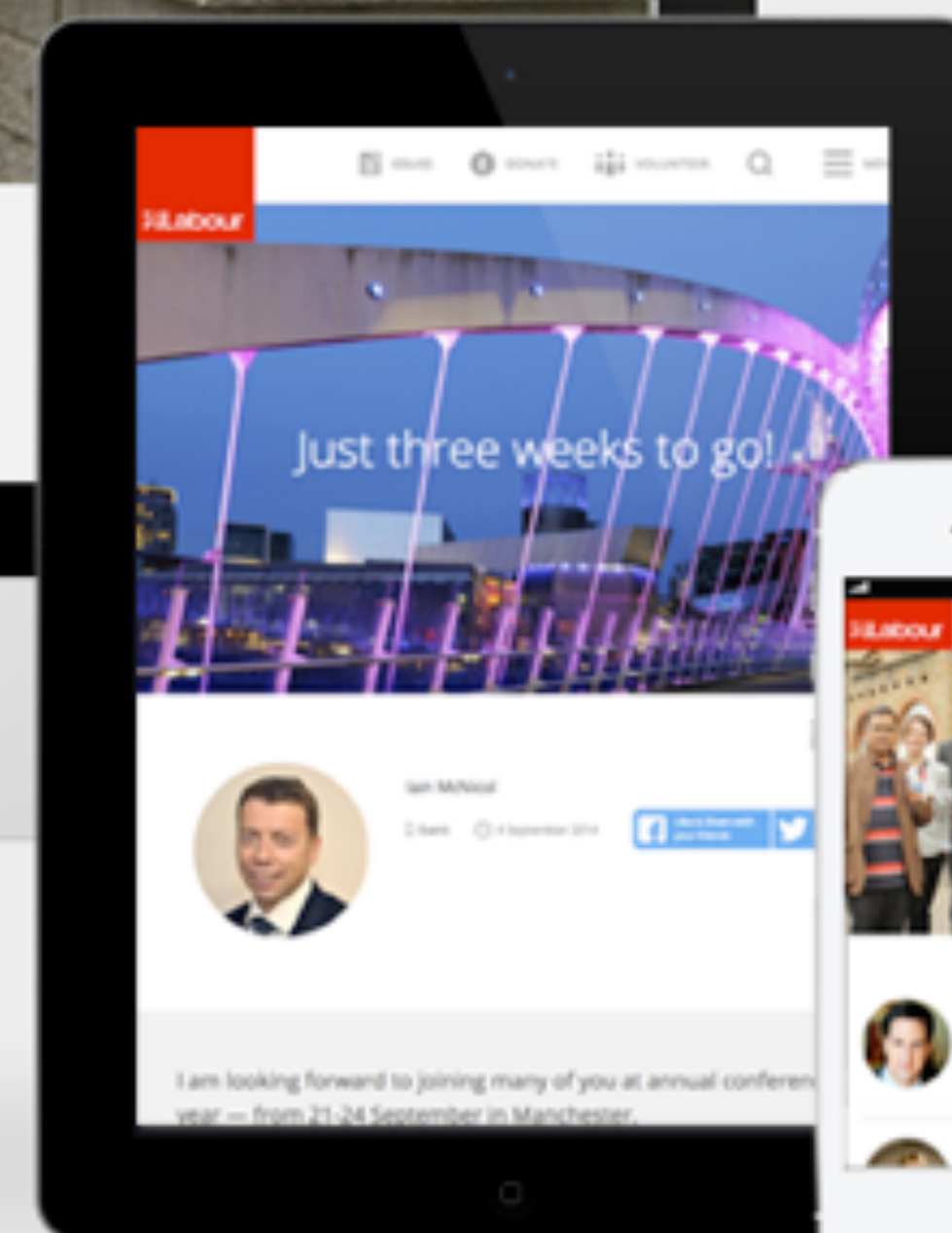
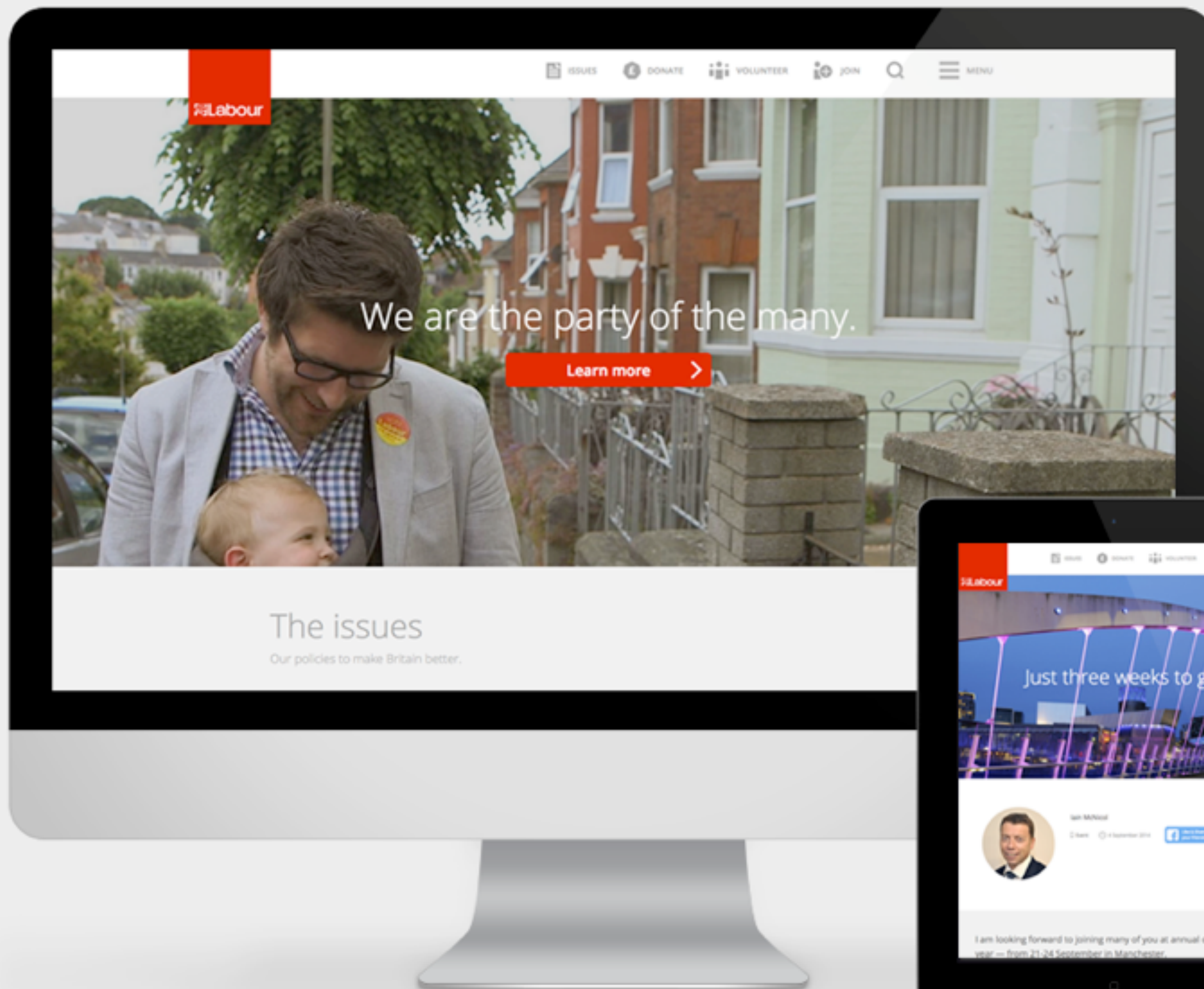
+

BLUE  STATE





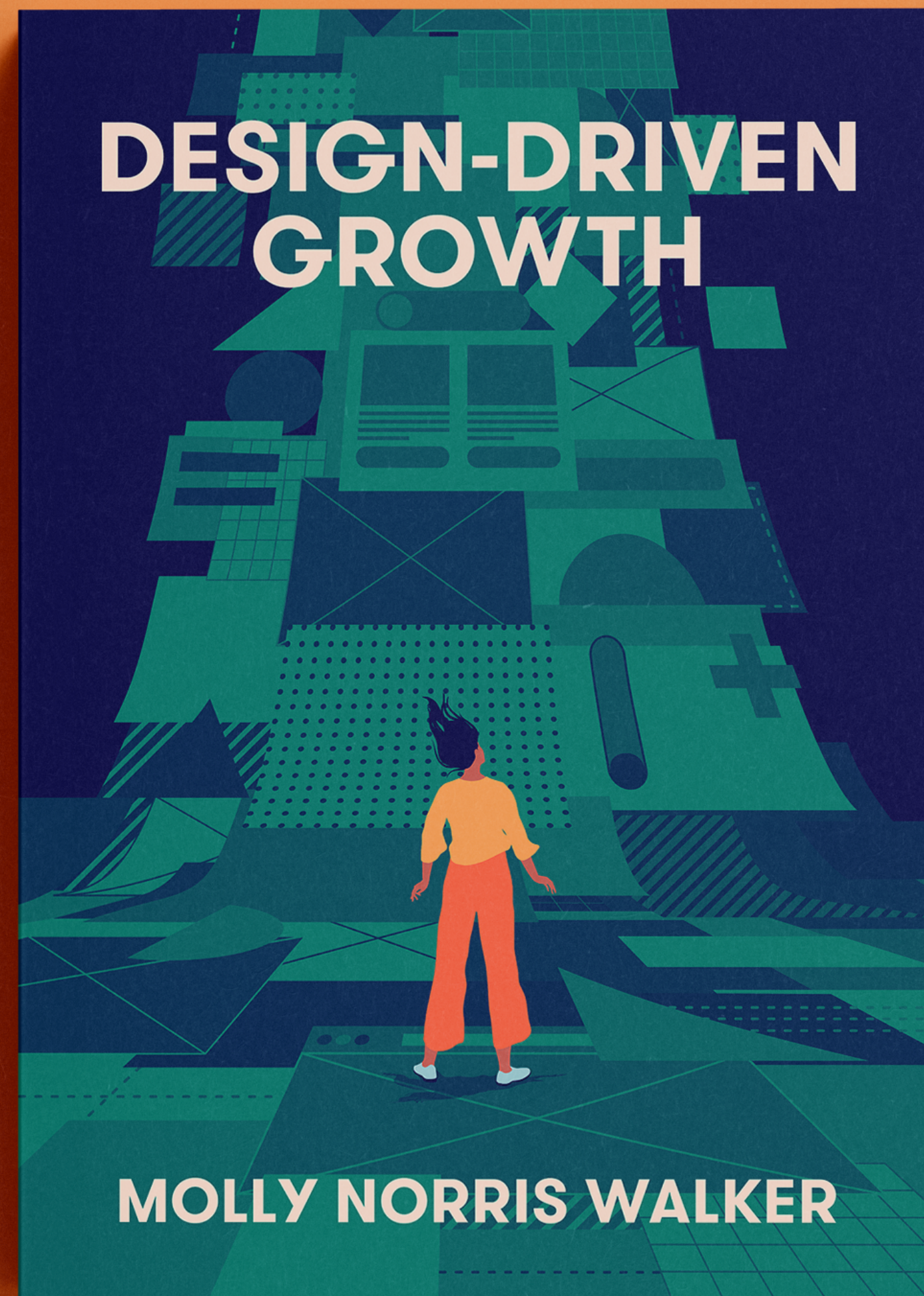












*Test small, bet big.*

*Build on what works,  
get rid of what doesn't.*

*Repeat.*



# CLASS FORMAT

## Chapters

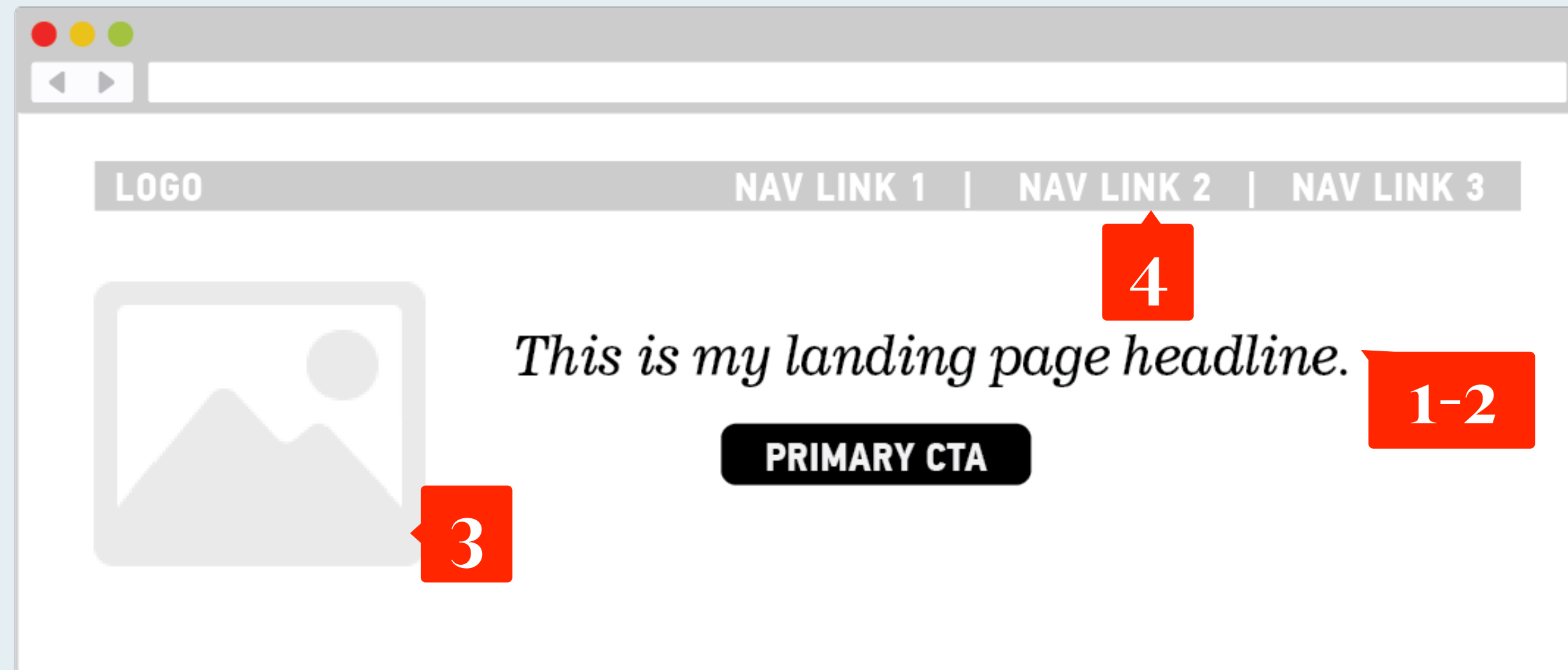
- My Story
- Simplifying value propositions
- Wriggle case study

## Sections

- Checklist
- UI elements
- Test assumptions
- Case study
- Whiteboard activity



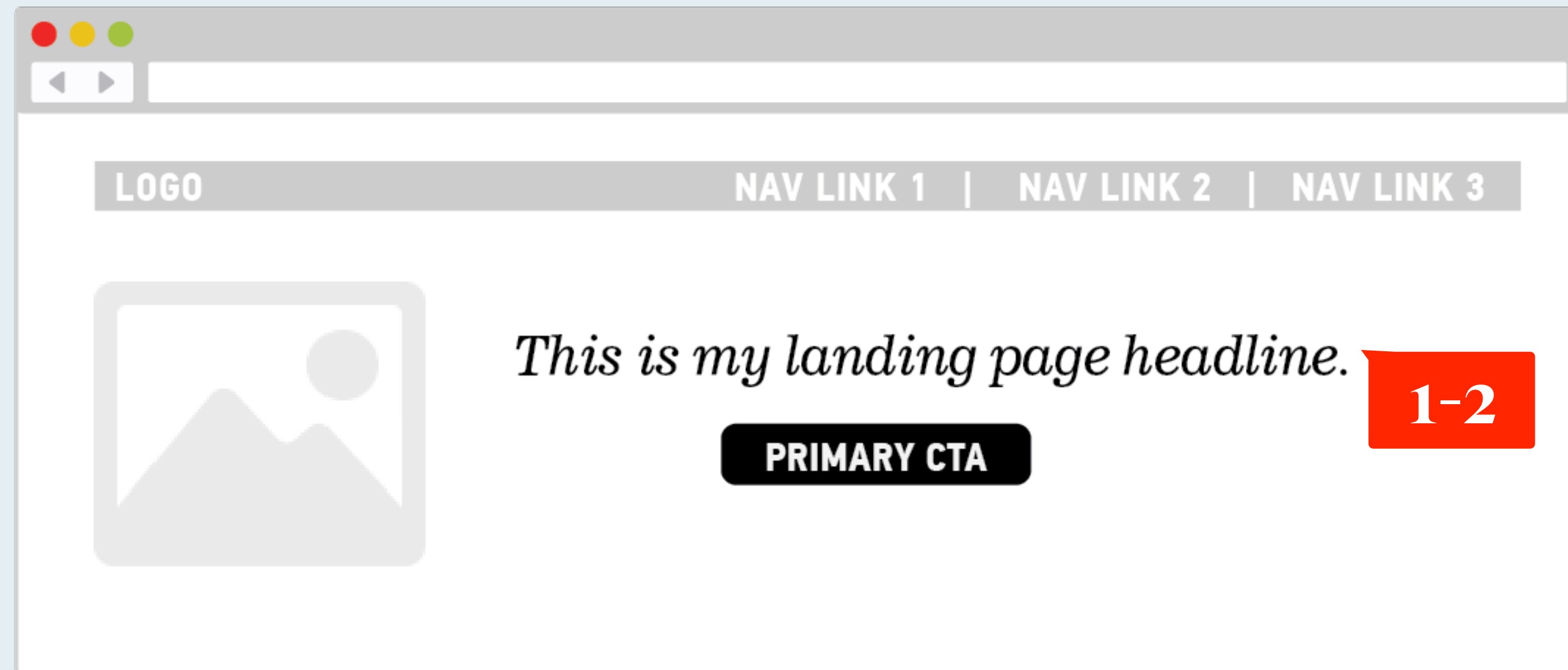
# CHECKLIST



1. Commit to the simplest value proposition possible.
2. A/B test the value proposition as website or app copy to finely hone it.
3. Develop visual assets to succinctly reinforce the value proposition.
4. Build the least to deliver it—ruthlessly cut low performing features, channels, or properties.



# CHECKLIST



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# FROM ABSTRACT TAGLINE...

Ottawa-based startup Fellow promises to be “**A Manager’s Co-Pilot.**” Can you guess what this startup does?



1:1 Relationships

My Manager

Keith

My Team

Sam

Monica

Jen

Brian

Omar

Others

Harry

George

Alexandra

1-on-1 with Jen

Digital Marketing Strategist · Product Marketing

Discussions

Feedback

Priorities

Ask For Feedback

Suggested Topics for your 1-on-1 with Jen

Suggested topics for your 1-on-1 with Jen

What can I do to accelerate my career development?

Add to your 1-on-1

What do you think I could do to accelerate my career development?

How is our team perceived in the rest of the company?

Private Notes

Anything your write here will only be visible to you.

Assigned to: Keith

Keith - Jen

Talking Points

☐ What can I do to accelerate my career development?

☐ What is your vision for our team?

☐ Is there anything slowing you down or blocking you?

Priorities for this week

☒ Sales presentation

☒ User case studies

☒ Acquisition campaign

Action Items

☐ @Keith to follow up on professional development resources

☐ @Jen to reach out to marketing team

compare medium and long-term goals for next meeting

Caitlyn asked you and 9 others for feedback

How was the Team Building Event? ★ ★ ★ ★ ☆

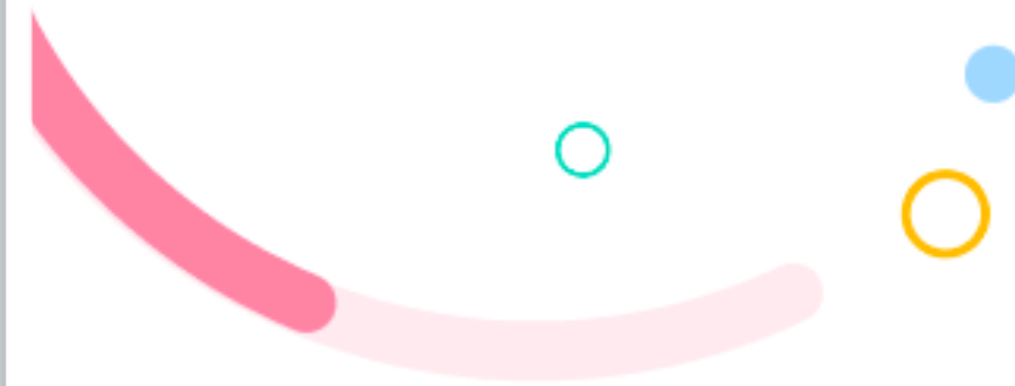


# TO CONCRETE VALUE...

Managers have a lot of meetings. “**Great meetings are just the start**” tells you how they will add value to managers and hints at a larger feature set.

The logo for 'FELLOW' features the word in a bold, dark blue sans-serif font. The letter 'O' is replaced by a stylized circular icon composed of two overlapping semi-circles, one yellow and one blue, meeting at a central point.

Great meetings  
are just the start.





# TESTING TAGLINE

*Good*

Tagline often formulated as a strong statement.

Do something big

*Better*

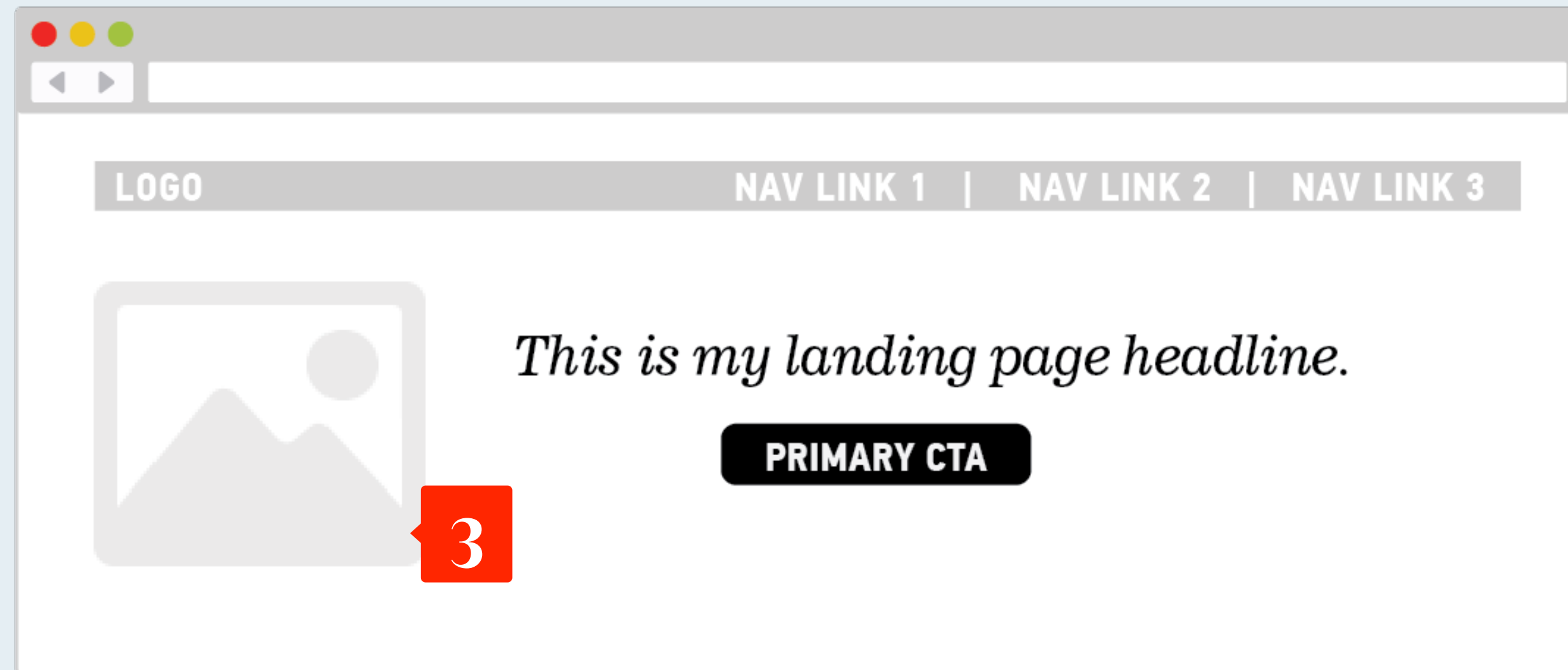
Tagline often in the form of a provocative question?

Yes, do the first step now

Maybe, do easier task now



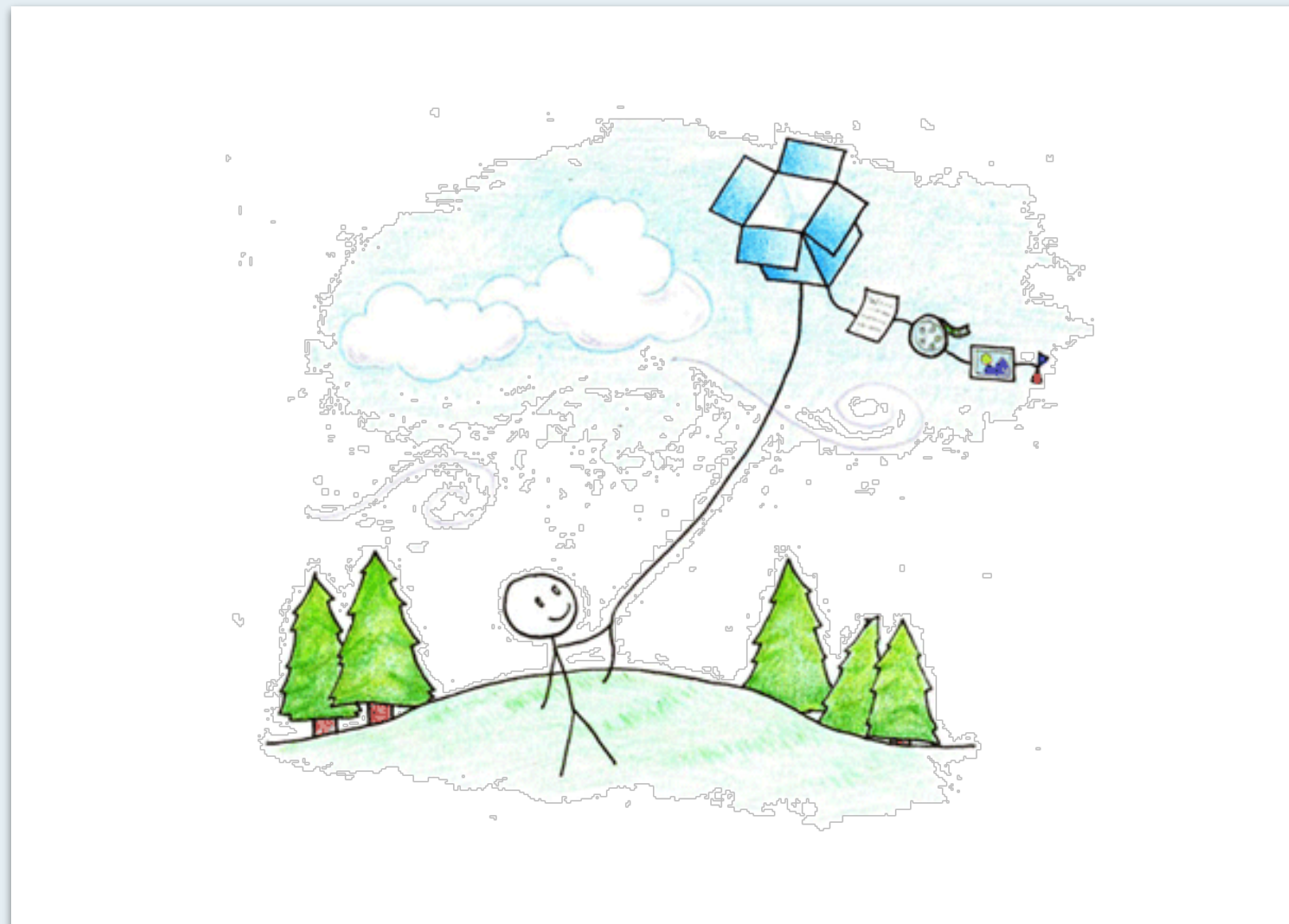
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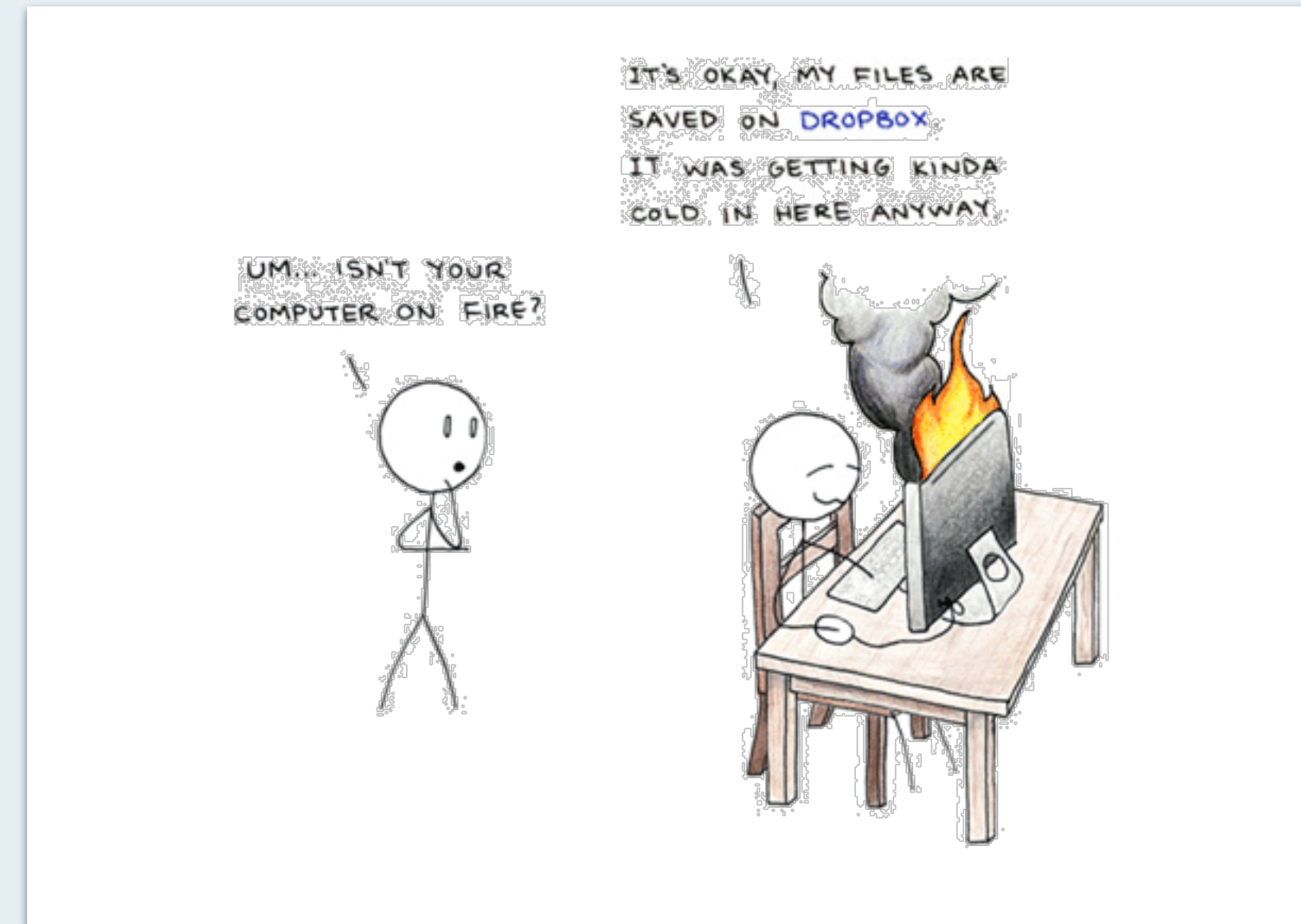
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# VISUAL COMMUNICATION



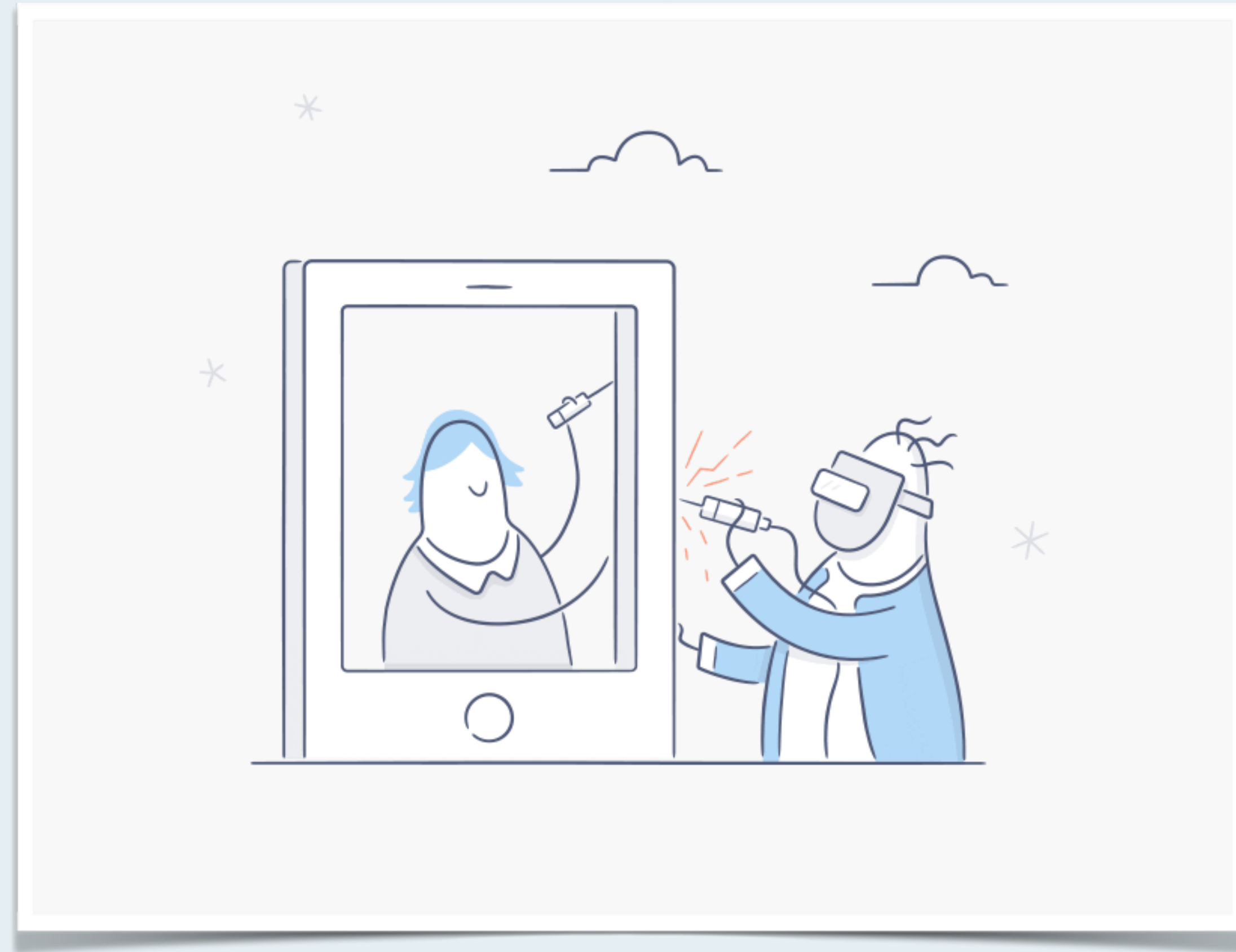
“Take Your Stuff Anywhere”



“Keep Your Files Safe”

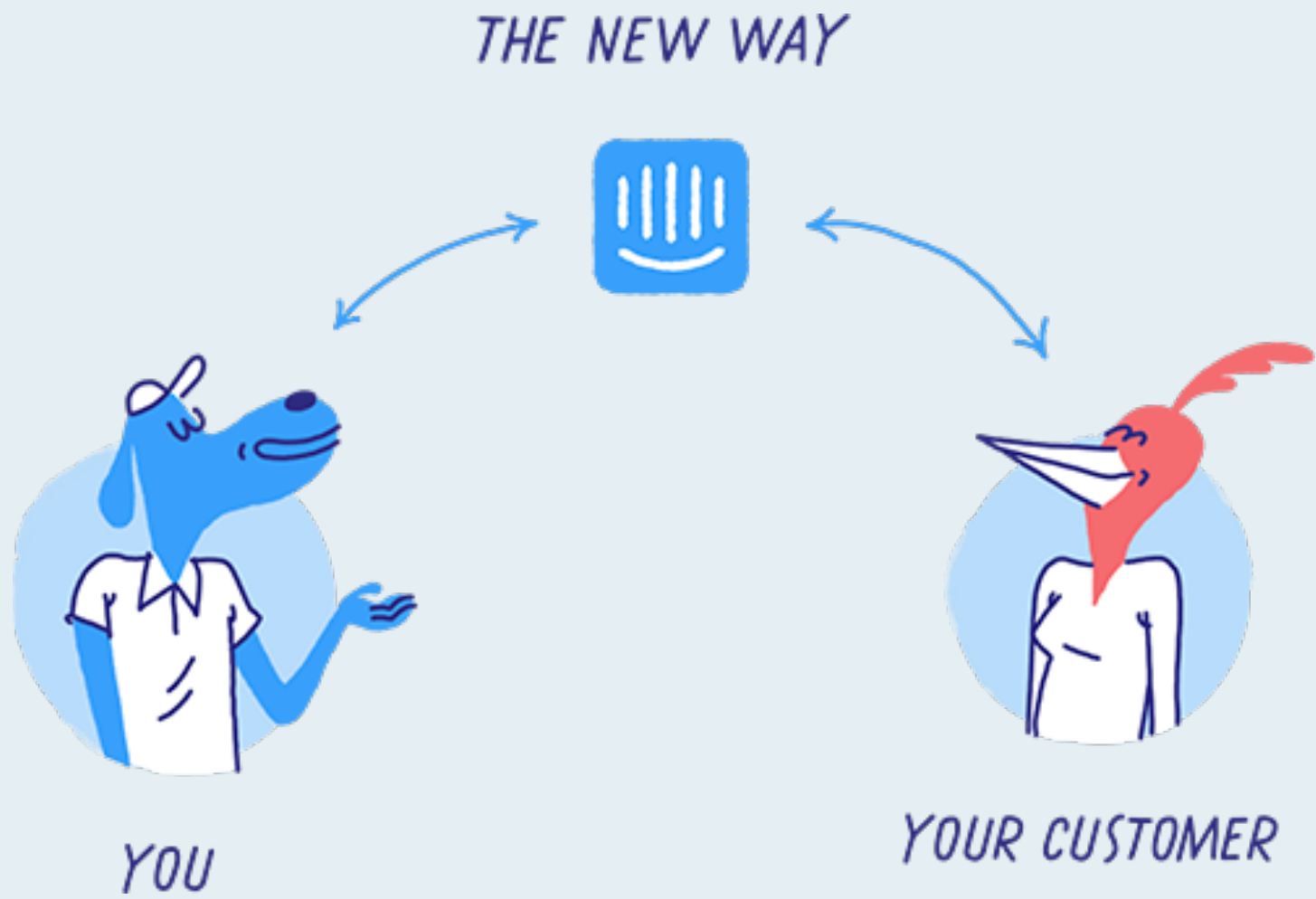
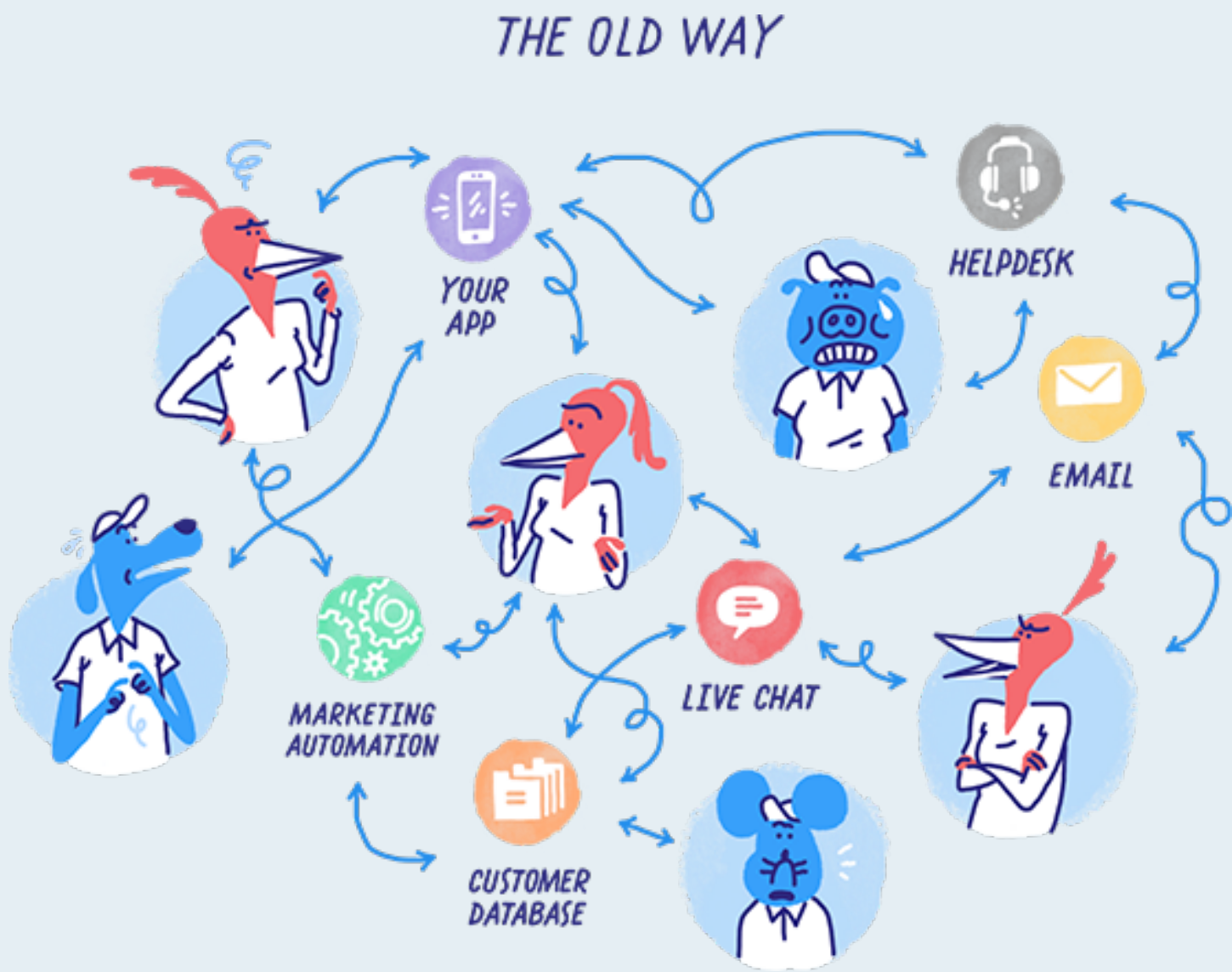


# DROPBOX TODAY






# HOW IT WORKS





# INTERCOM TODAY

 INTERCOM

Products ↓ Use Cases ↓ Resources ↓ Pricing Log in

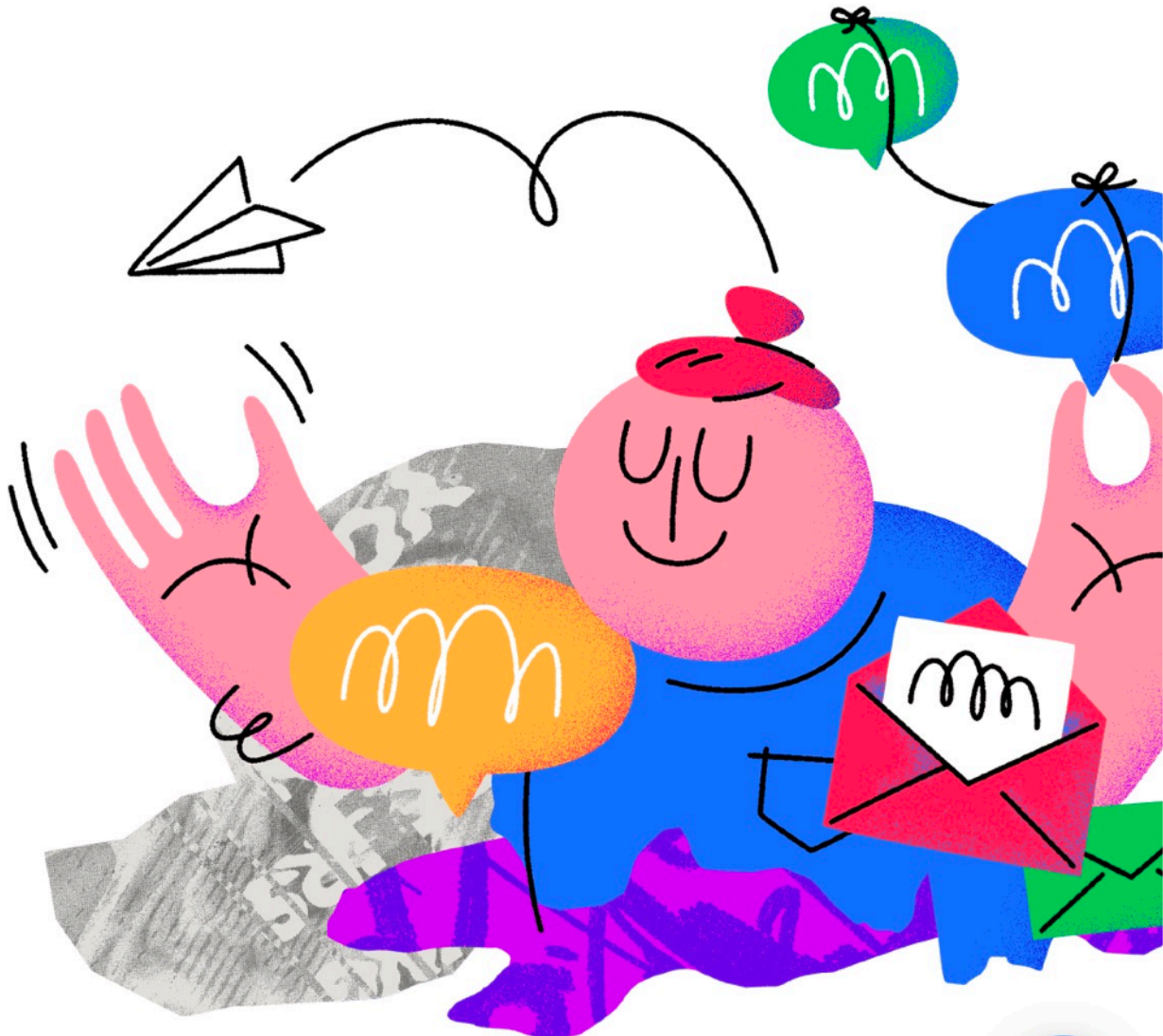
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Modern messaging for sales, marketing and support – all on the first platform made with customers in mind.

[Get Started](#)

Free 14 day trial • Easy setup • Cancel any time



Trusted by the world's most innovative businesses – big and small

 Spotify  Sotheby's  New Relic  ATlassian  shopify  Y Combinator



# PHOTOGRAPHY



On a donation page, will featuring the founder or the beneficiary drive more donations?

Source: Blue State

A



Continue to Partners In Health ▶

# Health is a human right.

Your tax-deductible gift will save lives. Please donate now.



Contributor

Country

United States

First Name

Last Name

Billing Address

City

State/Region/Province

Postal Code

Email Address

Phone Number

Amount

☐ \$50

☐ \$100

☐ \$250

☐ \$500

☐ \$1,000

☐ \$2,500

☐ \$5,000

☐ Other:

(\$USD)

Credit Card

YOUR DONATION SAVES LIVES

Help us continue our work next year by making a tax-deductible donation this holiday.


Support PIH year round with a recurring donation. Donate on behalf of a loved one.

PIH is deeply committed to stewarding our donors' dollars well. Ninety-three cents of every dollar donated goes directly to our programs - directly to saving lives.






B



Continue to Partners In Health ▶

# Health is a human right.

Your tax-deductible gift will save lives. Please donate now.



Contributor

Country

United States

First Name

Last Name

Billing Address

City

State/Region/Province

Zip Code

Email Address

Phone Number

Amount

☐ \$50

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Credit Card


SUPPORT PARTNERS IN HEALTH

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Answer: A won by 10%

Source: Blue State

A



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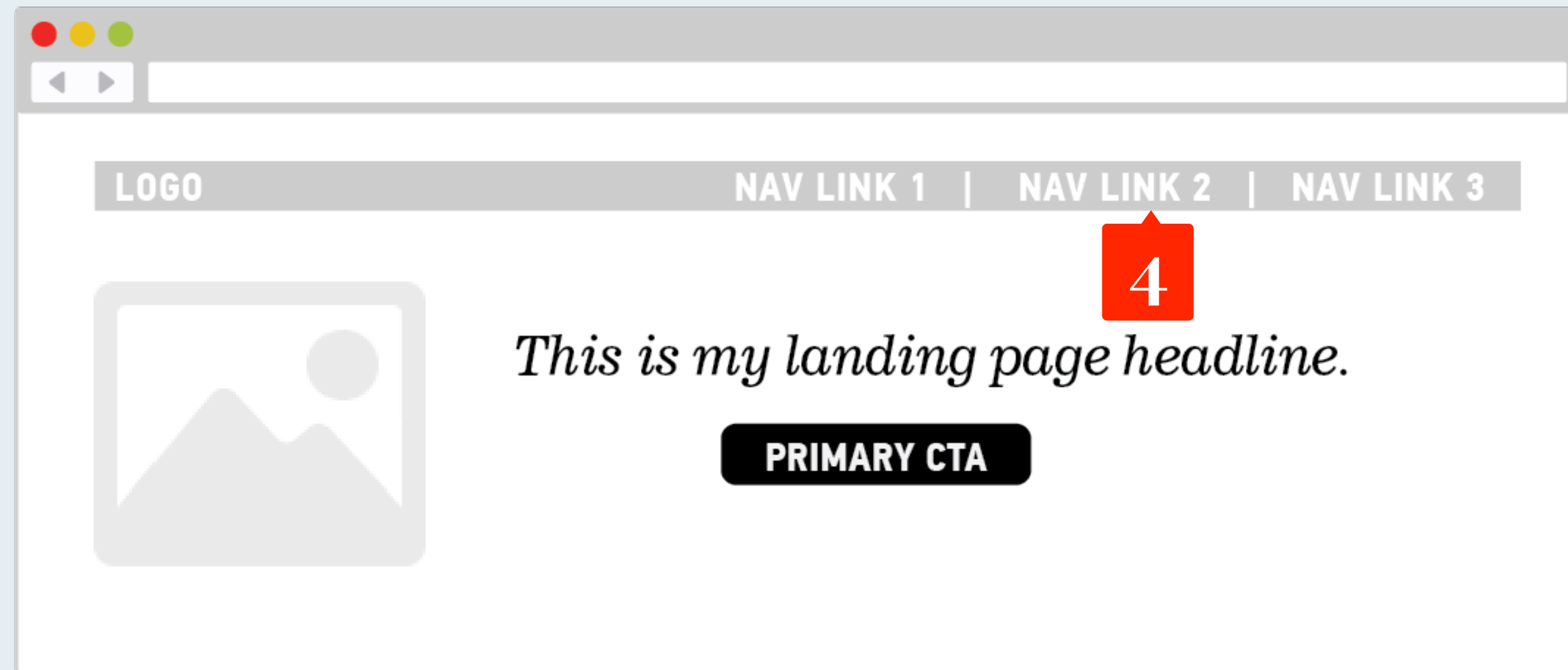
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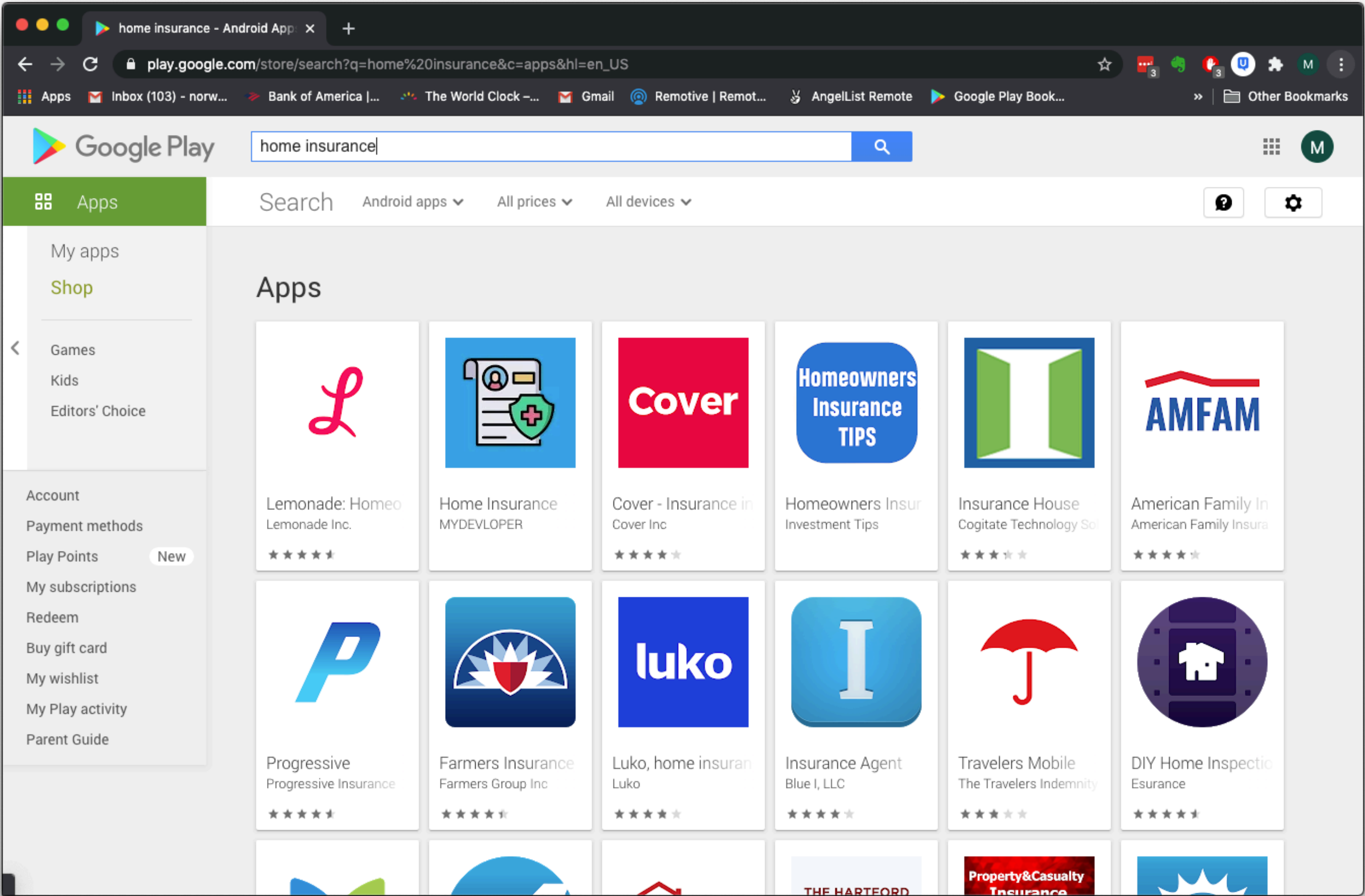
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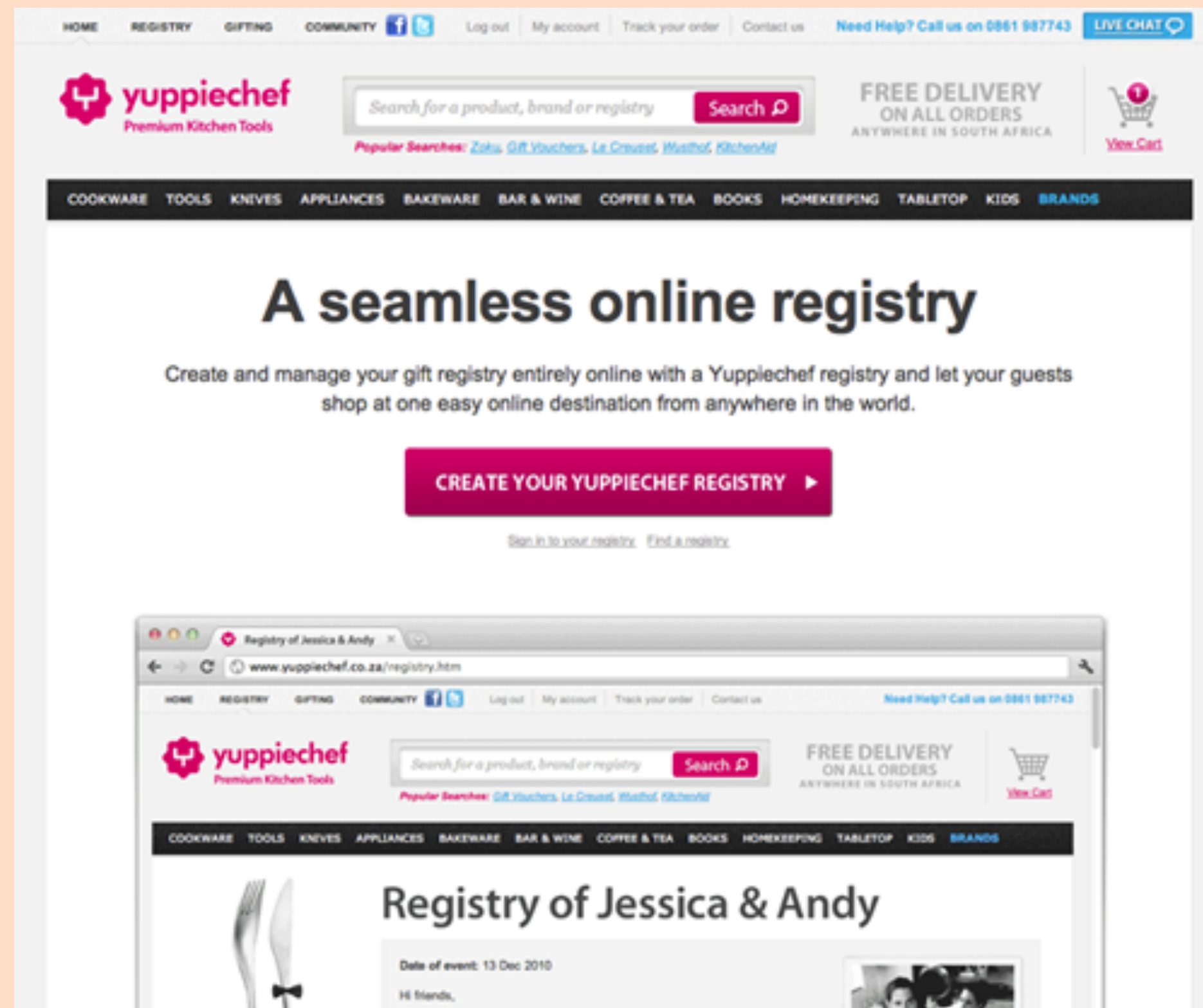
# FEATURE BLOAT



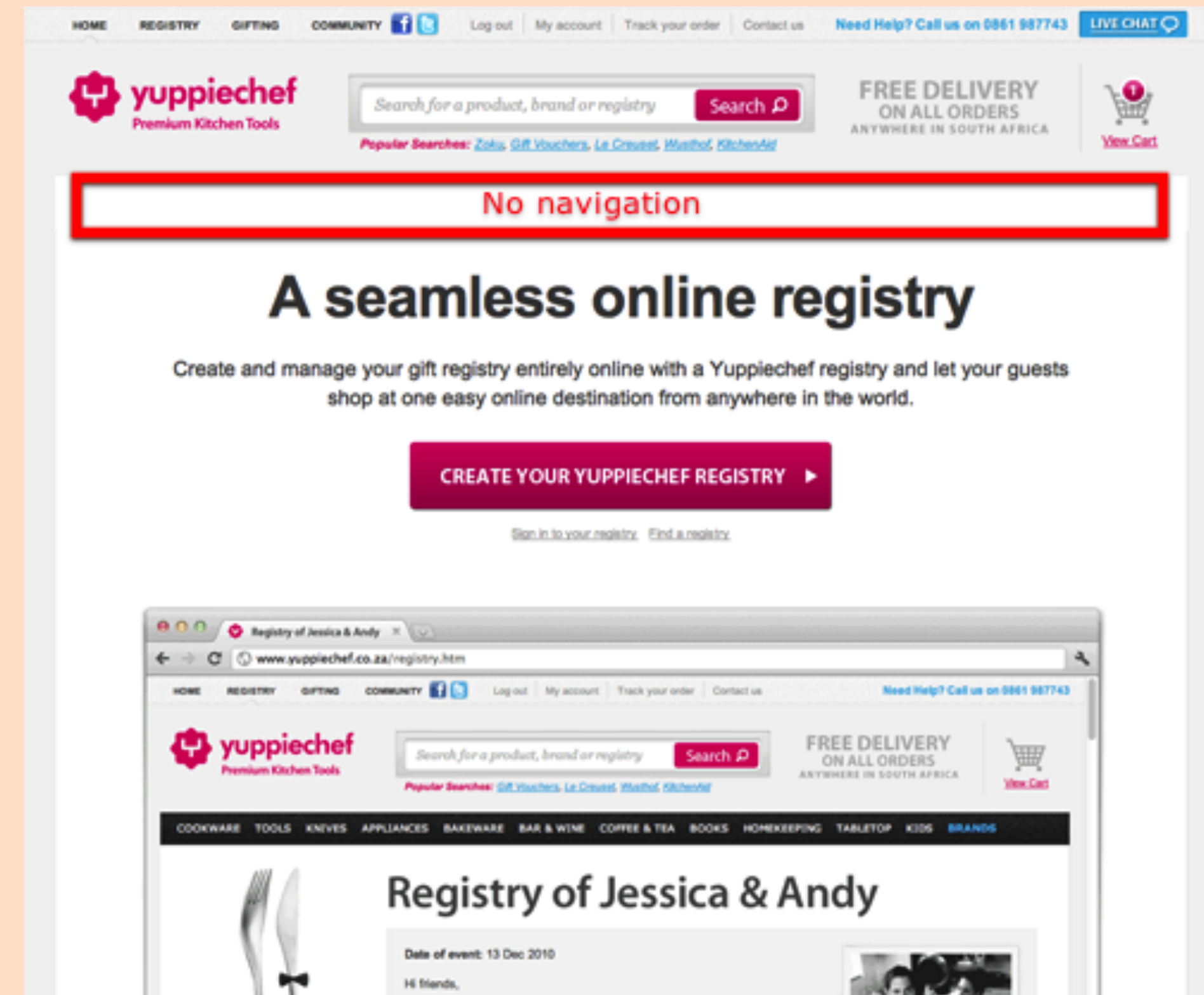
## Will a landing page convert better with or without navigation for the main e-commerce site?

Source: Visual Web Optimizer (VWO)

A



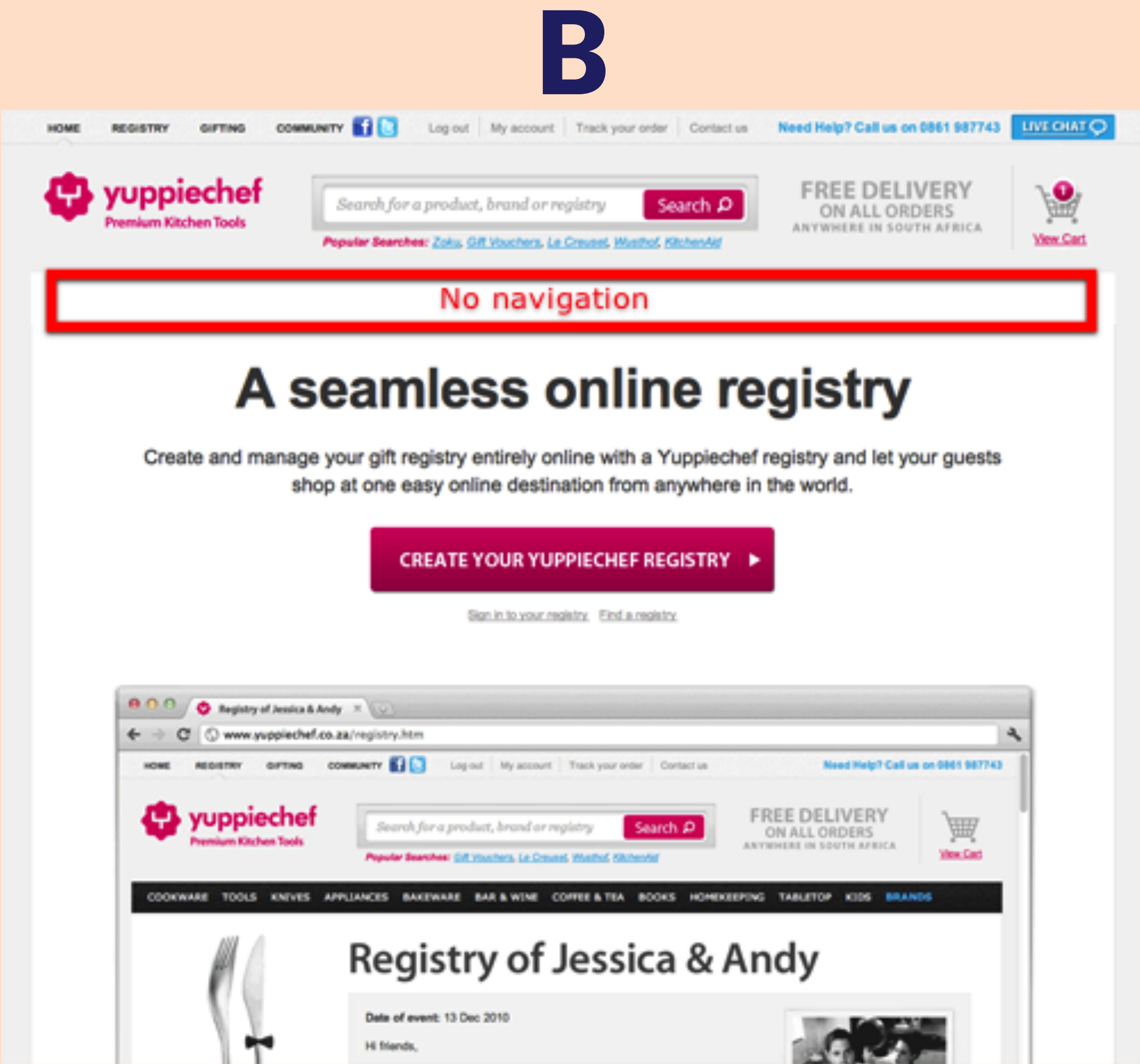
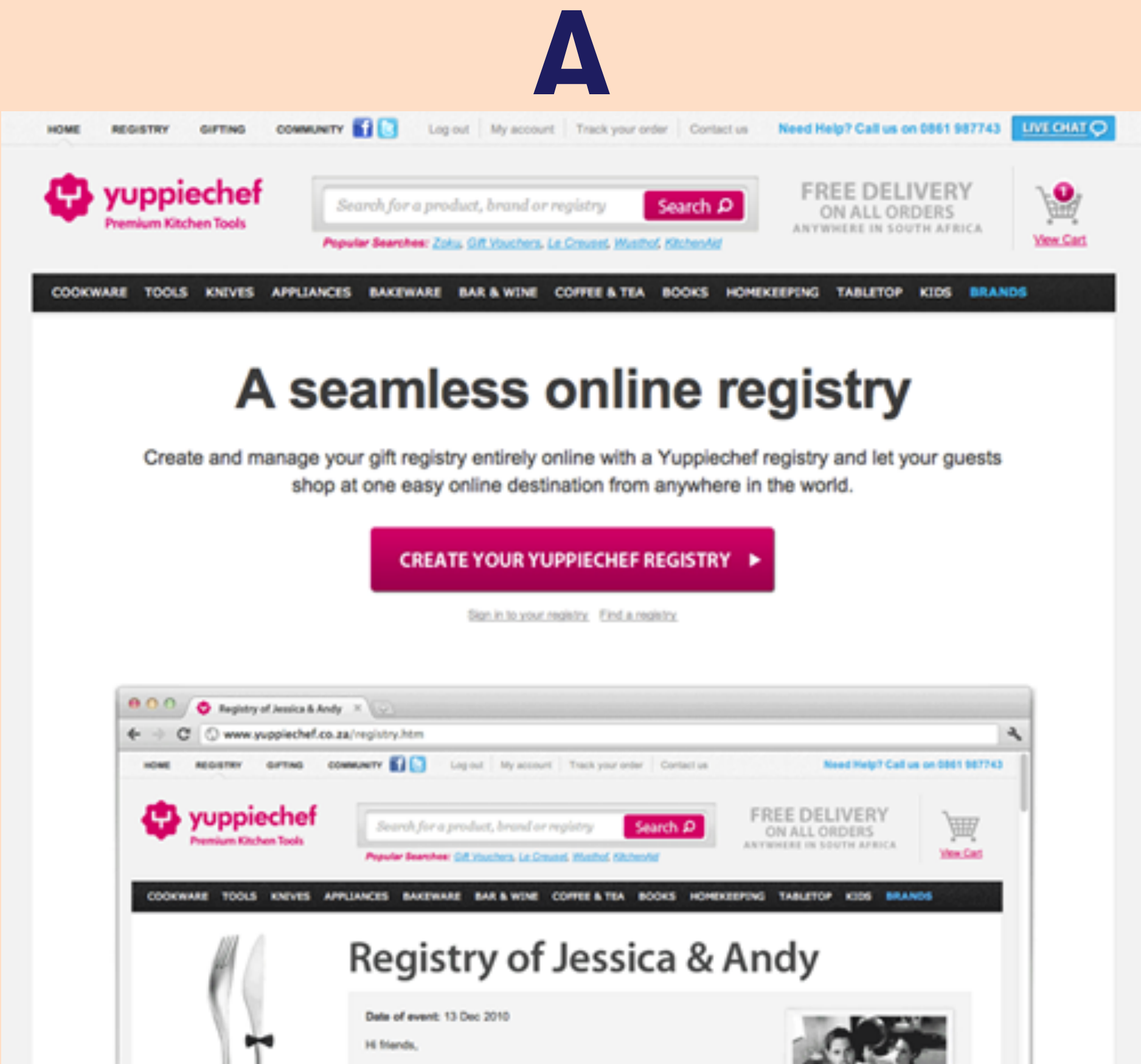
B





Answer: B doubled conversion from 3% to 6%

Source: Visual Web Optimizer (VWO)

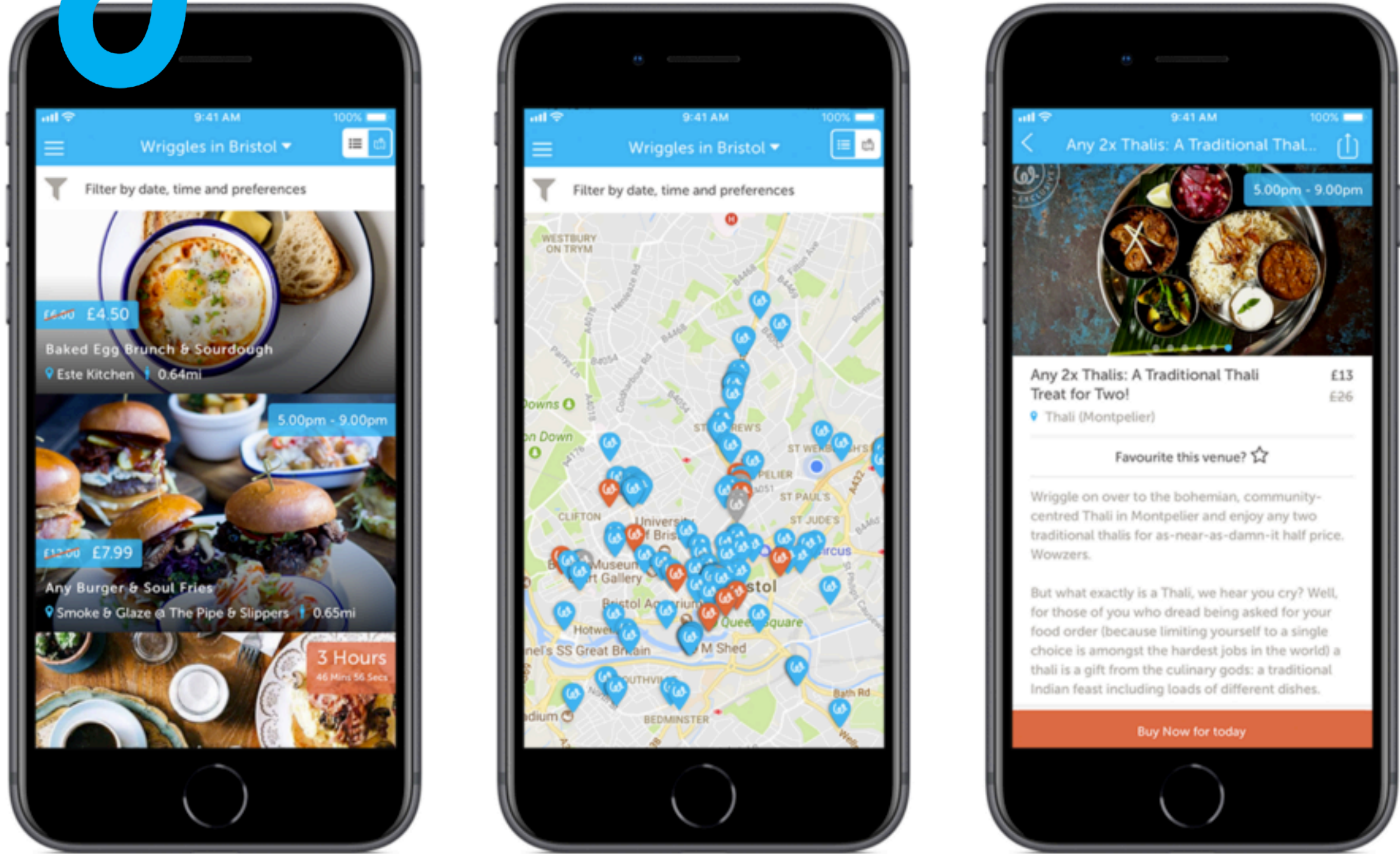


# WRIGGLE

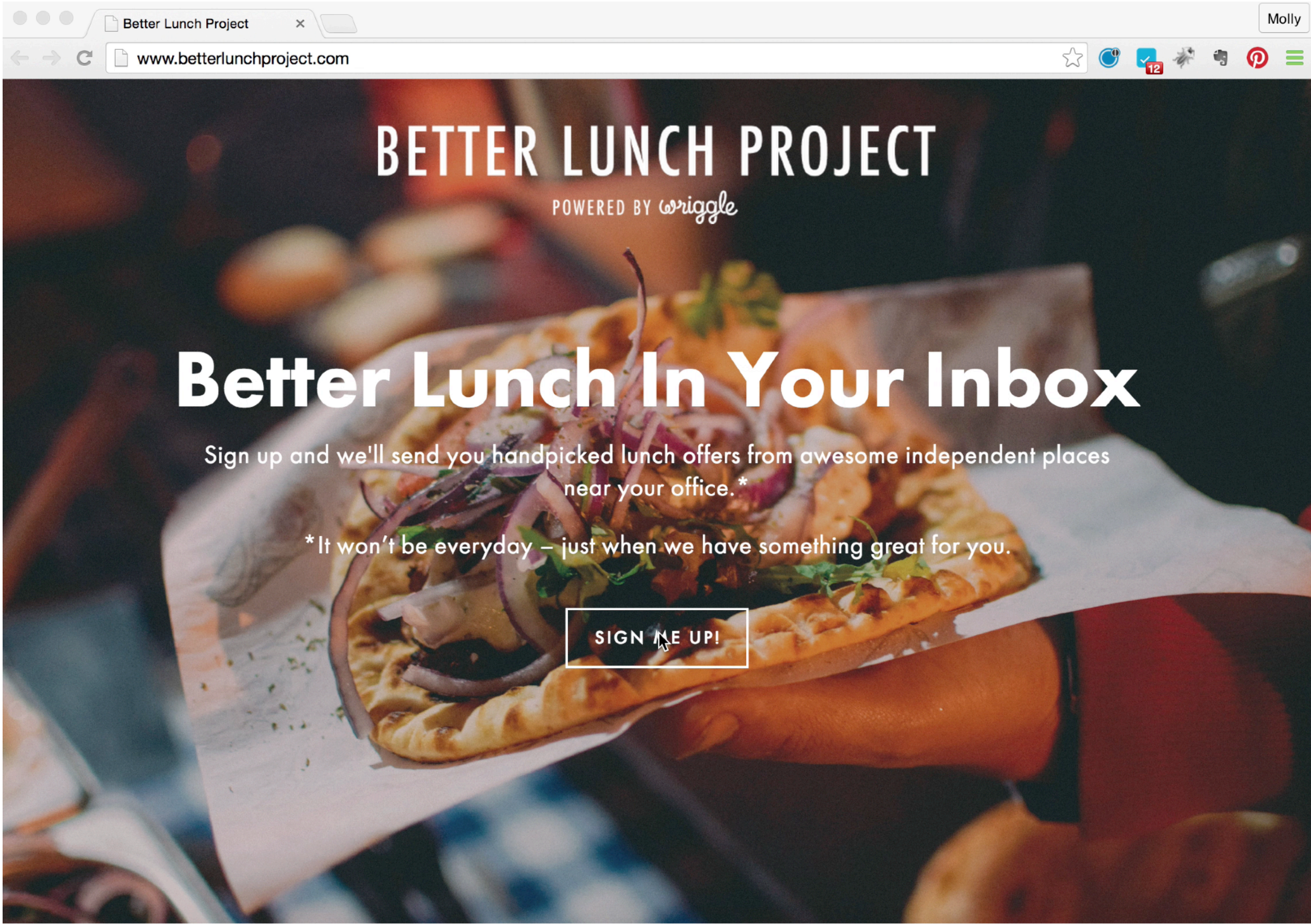




# Wriggle









THE BRISTOL

Pantry

POWERED BY wriggle



WE BELIEVE Downtown office workers  
target user

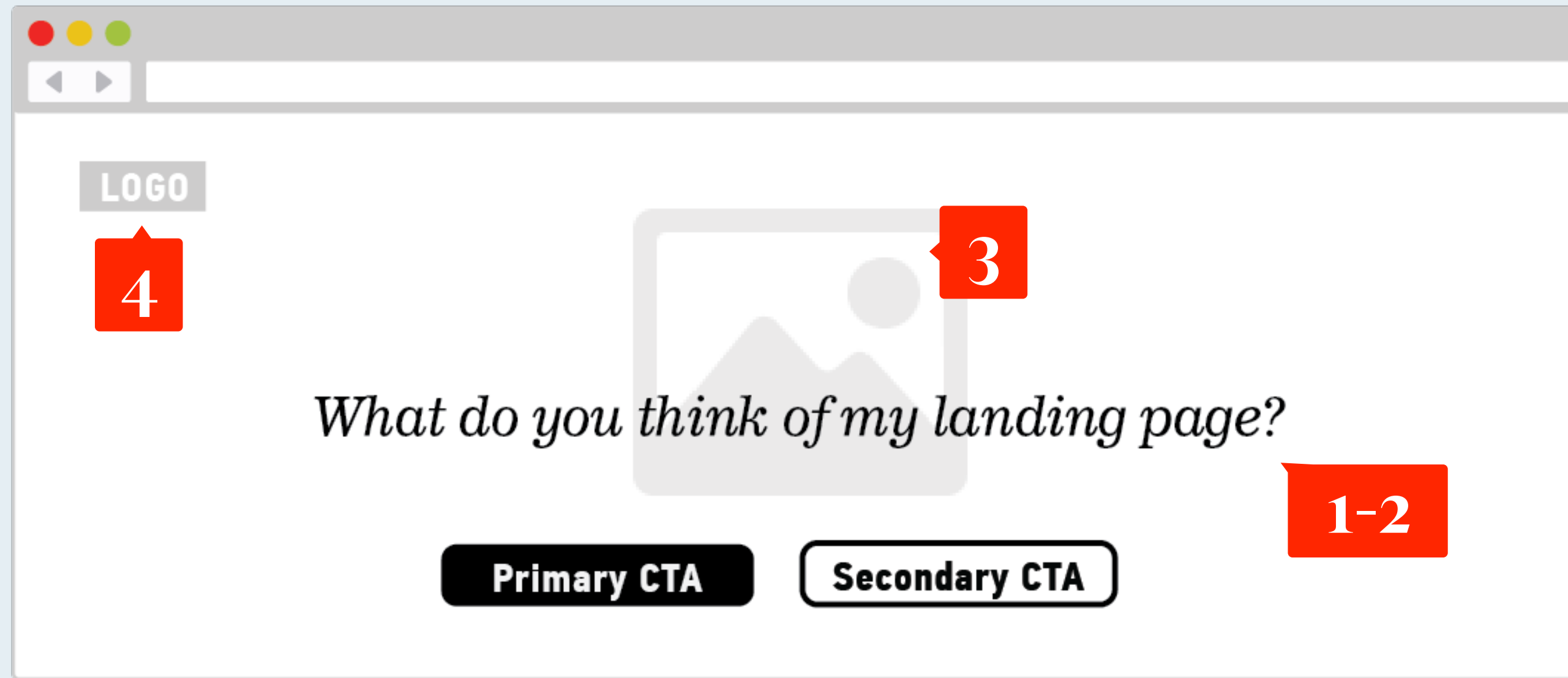
HAS A PROBLEM Boring lunches  
user need

WE CAN HELP THEM BY  
Sending them a voucher for new and interesting places near office  
solution

WE WILL KNOW WE ARE RIGHT WHEN  
Repeat voucher sales  
one key metric



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# THANK YOU.

This class is one chapter from the book *Design-Driven Growth*.

Buy direct from author:  
[design-driven-growth.com](https://design-driven-growth.com)  
Or from any major book retailer

