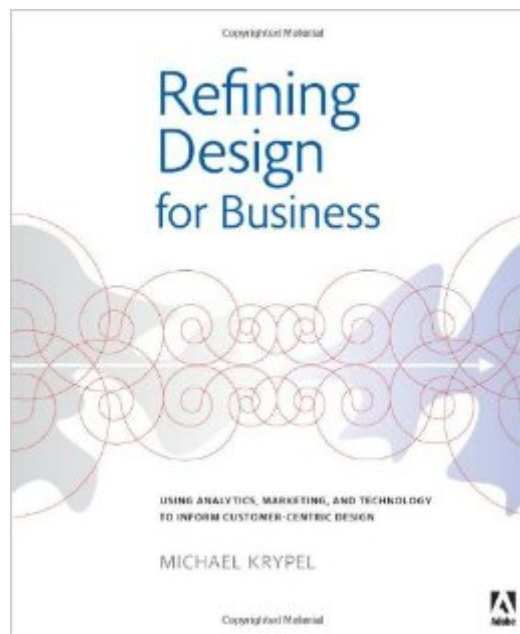


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# Refining Design For Business: Using Analytics, Marketing, And Technology To Inform Customer-centric Design (Graphic Design & Visual Communication Courses)



## Synopsis

This book features over 60 detailed examples of A/B tests run by 20 companies, including: Adobe, American Express, Comcast, Electronic Arts, Facebook, Foursquare, Google, IBM, LinkedIn, Marriott, Obama for America, Saks Fifth Avenue, T-Mobile, and The Washington Post. In this book, you will learn how to:

- Change the standard design process most companies follow to enhance accountability for generating business and customer value, while creating new opportunities for collaboration and innovation. Use qualitative and quantitative research to uncover customers'™ unmet needs, and A/B test new designs to help customers accomplish their goals. Apply customer-centric design principles based on the advice of experts from Google, Facebook, The Washington Post, Saks Fifth Avenue, and others, who share how they help their customers with before-and-after examples of their designs.

This book is divided into three parts: Part 1: Creating Engaging Customer Experiences. This part discusses the level of importance design now plays in the business world, challenges the standard design process implemented by most companies, and introduces the Iterative Optimization Methodology by showing how design testing can lead to more creative and impactful designs. Part 2: The Iterative Optimization Methodology. Using real-life examples, this part describes how to drive business and customer value in step-by-step detail. It shows how companies can integrate qualitative and quantitative customer research, prioritize website sections and design ideas for testing, experiment with new designs under real market conditions, and scale optimization techniques across their organization. Part 3: Visual Business Cases. In this part, business leaders from 20 companies share examples of their favorite design tests and discuss practical approaches for using data to inform customer-centric design:

- Adobe: Mikel Chertudi, Senior Director, Media & Digital Marketing
- Ally Bank: Andrew Switzer, Director of Online Sales and Marketing
- American Express: Thomas Lau, Senior Manager, Online Prospect Acquisition
- Caesars Entertainment: Chris Kahle, Web Analytics Manager
- Comcast: John Williamson, Senior Vice President and General Manager of Comcast.com
- Dell: Emily Campbell, Executive Director of Global E-Commerce
- Dollar Thrifty Automotive Group: Sandy Martin, Director of eMarketing & Administration
- Electronic Arts: Zimran Ahmed, Director of Product Management and Strategic Planning
- Facebook: Nate Bolt, Design Research Manager
- Foursquare: Simon Favreau-Lessard, Software Engineer
- Google: Jon Wiley, Lead Designer, Google Search
- Hightail: Linda Tai, Director of Analytics
- IBM: Phil Corbett, Manager, Marketing Analytics
- LinkedIn: Amy Parnell, Principal Designer
- Marriott International: Kenyon Rogers, Director of Digital Experiments
- Obama for America: Kyle Rush, Deputy Director of Front-end Web

Developmentâ PetCareRx: Blake Brossman, Founder and COOâ Saks Fifth Avenue: Roger Scholl, Vice President of Operations for Saks Directâ T-Mobile: Ryan Pizzuto, Web Test & Optimization Strategy Manager Onsite Search Product Managerâ The Washington Post: Eileen Krill, Research Manager On the importance of design to online business: No matter how great a business idea is, or what technology it relies on behind the scenes, a company needs to express itself visually in a way customers will understand in order to be successful. The number of ways to translate an idea into a design is infinite, but which designs will drive customer value? Michael Krypelâs Refining Design for Business answers this key question, showing you how to create engaging and measurable customer experiences.â

## Book Information

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## Customer Reviews

I really don't buy a lot of books, but I know the author is a smart guy, so I did buy this one. The text was easy to read. There were a ton of useful screenshots and tables that made the examples very real. I liked having a complete view of A/B testing. Really, it's much more than A/B testing, and gives a path from startupland to running an enterprise design team. There are 20 real-life business cases at the end, mostly for large companies, with the kind of details I've found hard to get any other way. Overall, this book has paid for itself in terms of our increased conversions.

I bought this book to get some additional background for a project I'm working on. I kinda skipped

over Chapters 1 and 2 since I already had a lot of that knowledge and went straight to Chapter 3. I found chapters 3, 4, and 7 (the visual business cases) to be extremely useful. In chapter 3, Krypel lays out the optimization roadmap and each step really clearly in a digestible way. I think a lot of people underestimate how important it is to have a clear plan of attack and a clear methodology for how to go about optimizing your website. When you read this chapter, you will be receiving what I believe is the clearest description of how to go about it that I've ever read (and I've taken classes in human-computer interaction and user experience design). Then he goes on to show specific business cases where the optimization plan was put into action. Seeing those business cases really drove home the validity of Krypel's work and also helped me to see how to implement his methodology. I'd recommend this book highly for businesses and consultancies alike. If you're not testing, you're not besting!

Half the book is literally case studies, showcasing in detail how different companies used the Iterative Optimization Methodology to improve their web presence. But that's not a bad thing. In a day's worth of reading, this book gets you up and running in no time, and ready to test different parts of your website, armed with new knowledge that will benefit both you and your users.

As a first approach to this field of study, Refining design for business is the "go to" book. Well written and filled with practical examples, it has a very strong hands on approach that led me to consider it as a recipes book. Read carefully and follow the instructions: you should minimize any misfortunes and end up with a success. As a beginner, I found very important to rely on a work where both experiences from the author and interviews given by successful project managers gave meaningful insights (All gathered in the third part under section "Visual Business Cases"). While you are given general points to be considered, you are also provided with pieces of advice that relate to details that you could only learn with practice (e.g: hiring for optimization, online design is not Fine Art, roadmap...). I would definitely advise anyone willing to increase revenue generated by their on-line presence to read very carefully this book: it is a must!

I bought this book looking for a basic overview of the field - I don't currently practice A/B testing, and so I was attracted to the case studies. I was surprised by the wide range of topics covered. The author describes the technical nuts and bolts of A/B testing but also includes concrete advice about how to build and manage an analytics team as well as how to communicate results to stakeholders within a large organization. Overall, this book was both more far-reaching and more detailed than I

expected, and I'm sure I'll reread it when I have the opportunity to use A/B testing in the future.

Michael Krypel illustrates an effective optimization methodology that will help any business grow their digital marketing KPIs. The book was extremely well researched and has a wide range of valuable customer case studies and overviews. A must read for any one in the field of digital marketing.

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