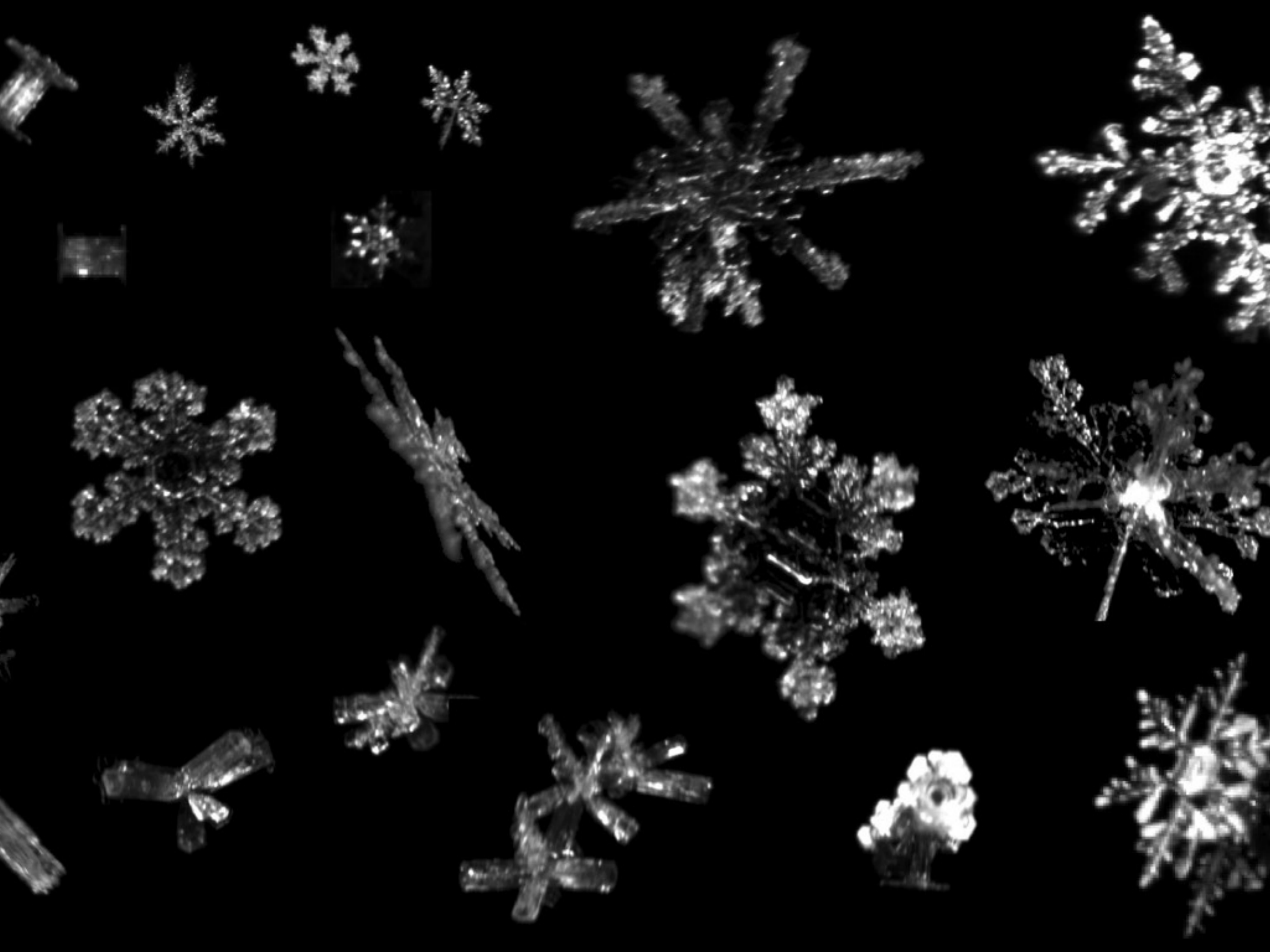


**STARTING WITH  
USER EXPERIENCE  
AND PARTNER NEEDS  
TO EVOLVE THE  
BRAND THROUGH  
DIGITAL MARKETING**

**BMA MILWAUKEE - JANUARY 8, 2015**

**YOU WERE PROMISED  
A LOT**





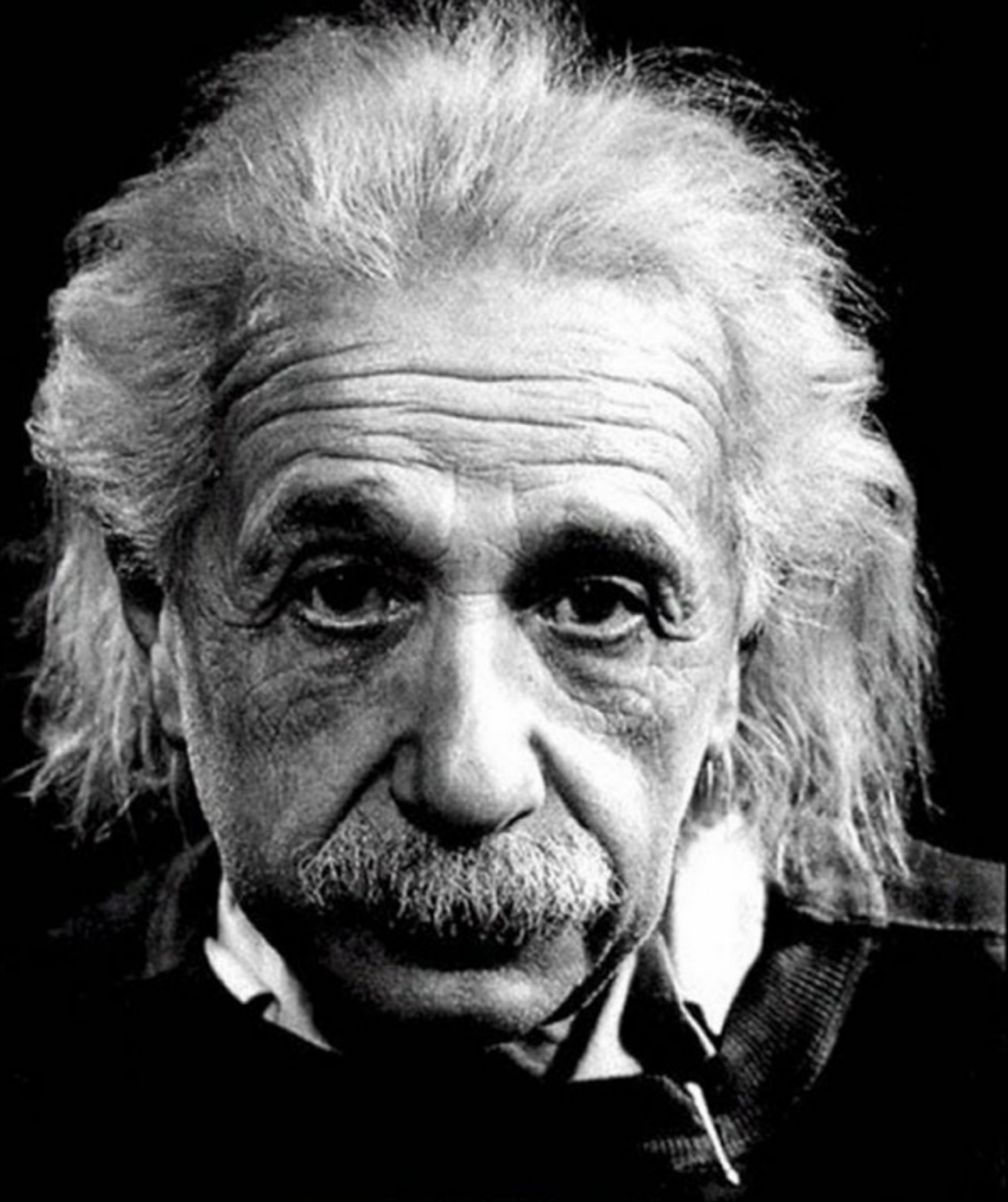
**UNCOVERING THE  
GUIDING PRINCIPLES  
OF YOUR DIGITAL  
TRANSFORMATION**

**TONIGHT:**

**A DEFINITION**

**A CASE STUDY**

**A FINAL THOUGHT**



**MY FOCUS:**  
**COMMON GROUND**



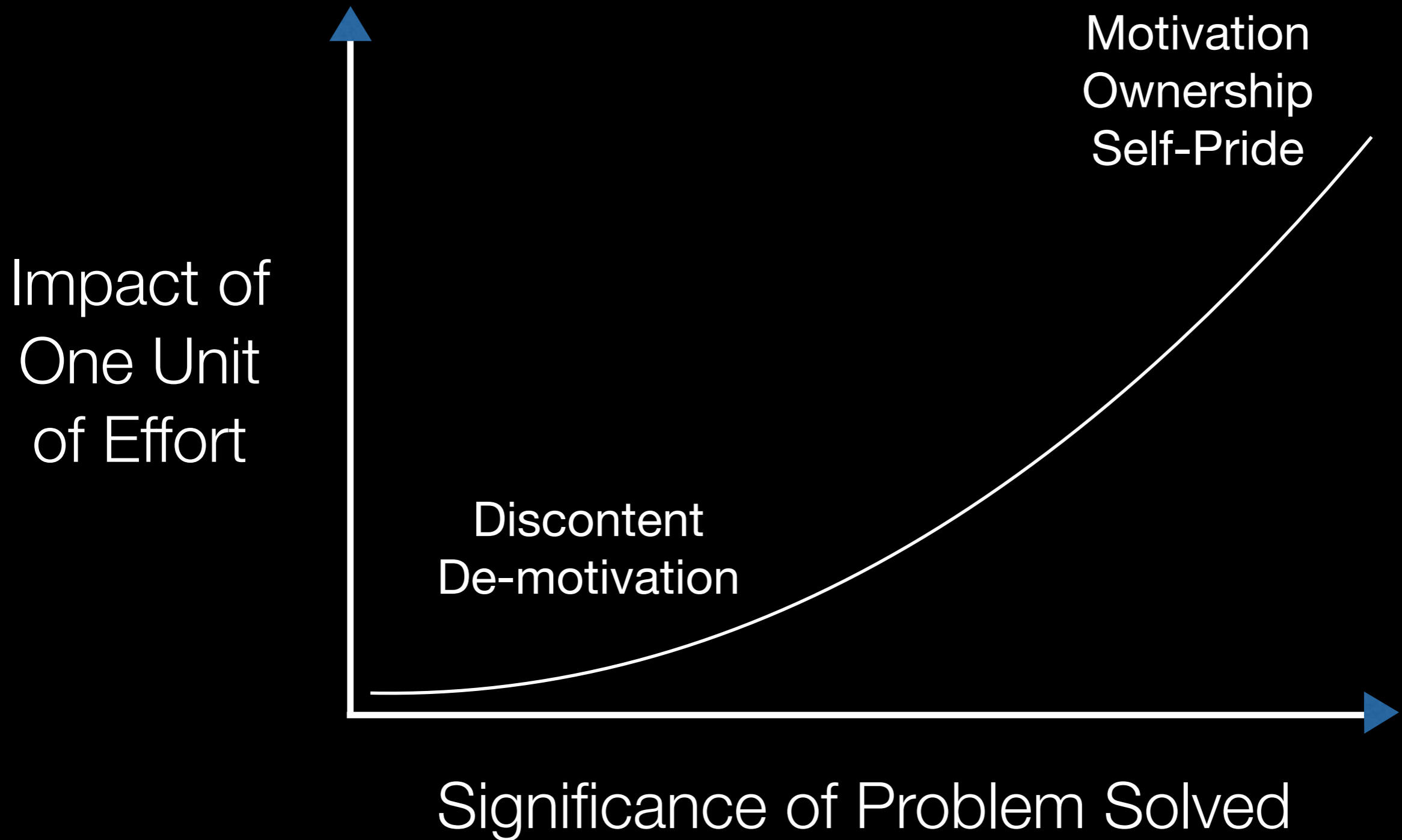
**COMMON GROUND**  
**CHA-CHING**

**COMMON GROUND**  
**IMPACTFUL EFFORT**

# IMPACTFUL EFFORT

How are we going to **channel all this effort** so that it **solves the right problems**, in **alignment with our values**, and has **the greatest impact**?

# IMPACTFUL EFFORT SCALE



# **COMMON GROUND** **GUIDING PRINCIPLES**

“Guiding principles are the broad philosophy or fundamental beliefs that steer an organization’s, team’s or individual’s decision making, irrespective of the project goals, constraints, or resources.”

- @WhitneyHess

Marketing Automation

Application Development

Customer Service

e-Commerce

Content Syndication

Digital Asset Management

Usability Testing

APIs

IT Infrastructure

Branding

Search

Demand Generation

UI Design

Social Media

UX Pattern Library

Content Management

Content Strategy

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GOALS



APIs  
Search  
Branding  
UI Design  
Social Media  
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IT Infrastructure  
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GOALS

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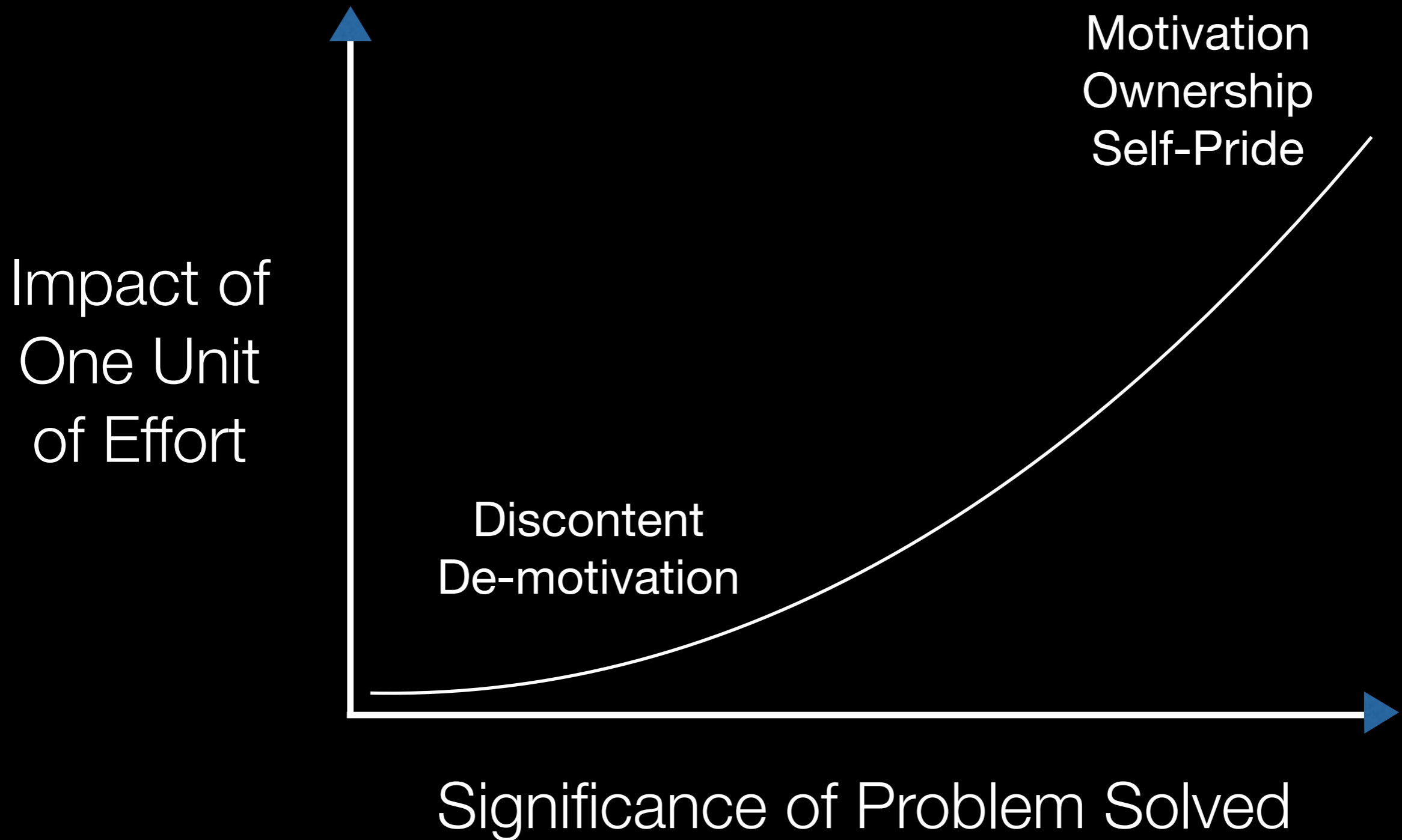


Guiding Principle  
Teflon Coating®



GOALS

# IMPACTFUL EFFORT SCALE



# **GUIDING PRINCIPLES: A CASE STUDY**

# OUR SITUATION

- \* An eight-year-old platform
- \* Loads of new market research
- \* More competition
- \* New e-Commerce strategy
- \* A new brand
- \* Globalization
- \* Responsive design

# SITE GOALS

Based on all that we know and do overall in Marketing, what do we need the site to achieve? How will we know we've achieved it?

International Support and Platform Development

Increase Owner Satisfaction

Increase In-Market Consumer Satisfaction

Increase Trade Satisfaction and Specified Products

Increase Category Leadership

360-Degree Audience and Customer Insights

Increase e-Commerce Activity for Sub-Zero and Wolf Appliances

Increase Dealer Satisfaction

Increase Showroom Visits

Increase Living Kitchen Dealer Visits

Generate Online Sales of Small Kitchen Appliances

Increase High Quality, In-Market Leads

Increase Audience Participation

Increase Customer Care Effectiveness and Visibility

Increase Online Audience

Increase Distributor Satisfaction

Increase Installer Satisfaction

Support Business Continuation

**BUT STILL,  
WHAT ARE WE GOING  
TO BUILD?**



**AND HOW SHOULD  
WE BUILD IT?**

# OUR “SITUATION”

- \* A site that reeked of outdated decisions.
- \* A design incongruent with our status.
- \* Loads of new content to develop.
- \* Stodgy content management workflow.
- \* Fragmented product info ownership.
- \* Small, historically siloed teams.
- \* Constant requests for tools and features.

# OUR GUIDING PRINCIPLES

- \* Depth before breadth.
- \* It's not about us, it's about them.
- \* The Jerry Maguire Principle.
- \* Always have an answer for "*Why is that there?*"
- \* Create once, publish everywhere.  
(C.O.P.E.)

**GUIDING PRINCIPLE:**  
**DEPTH BEFORE**  
**BREADTH.**





BEFORE



**HEY GUYS,  
WE MANUFACTURE  
APPLIANCES.**





**GUIDING PRINCIPLE:**  
**IT'S NOT ABOUT US,**  
**IT'S ABOUT THEM.**

**WHEN OUR OWN  
GOALS BEING MET  
EQUALS  
OUR USERS'  
NEEDS BEING MET,  
THAT IS  
WEBSITE MAGIC**

**PROPOSED FRAMEWORK FOR CUSTOMER-CENTRIC SITE FEATURE  
PRIORITIZATION AND ORGANIZATION**

Created by: John Kuehl  
Last Updated: 9/3/2013

\*\*\*\*\*

**FRAMEWORK BACKGROUND AND DEFINITION OF TERMS**

The new subzero-wolf.com will be diligently and purposefully constructed to connect our visitors with the tools and resources they need while also meeting our own goals for customer satisfaction, lead generation, product sales and more.

In a customer-centric world, GOALS are met on our site when USER NEEDS match up with site features. GOALS are quantified by KEY PERFORMANCE INDICATOR(S) (KPIs) that represent how and how many times a GOAL was met.

STRATEGIES serve to identify and organize groups of features in such a way as to most-efficiently meet our GOALS.

There are five main types of features:

- Conversion Features
- Qualifying/Funneling Features
- Core Features
- Trap Features
- Analytics Features

A CONVERSION FEATURE is a feature of the site which, when used, is equal to at least one GOAL being met as measured by at least one KPI. Each KPI for each GOAL should be supported by at least one CONVERSION FEATURE (in other words, a KPI with no conversion features represents a goal that will never be met). With rare exception, the efficacy of each CONVERSION FEATURE should be measured.

A QUALIFYING/FUNNELING FEATURE (QFF) is a feature of the site that, on its own, does not count toward a KPI, but serves to directly or indirectly move a visitor closer to an appropriate CONVERSION FEATURE.

Each CONVERSION FEATURE on the site should be supported by at least one QFF. Ideally, the effectiveness and contribution of any QFF to its assigned KPI(s) can be isolated and measured (with the help of ANALYTICS FEATURES).

A CORE FEATURE is an unavoidable, standard element that would be part of any website for any product similar to ours (or any modern product website, for that matter). To some extent, CORE FEATURES

- "Add to Shopping Cart" widgets for products and accessories (required to allow people to first create a shopping cart of products to get local pricing on)

FEATURES include:

visitor need or  
be avoided, as

ion required to  
responding KPIs.

use my Sub-Zero

ume and

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products to get

be a complete

the funnel)

a quote

to shopping

in submitted

page?

te?



**GUIDING PRINCIPLE:**

**“YOU HAD ME  
AT HELLO.”**

**GUIDING PRINCIPLE:**  
**ALWAYS HAVE AN**  
**ANSWER FOR “WHY**  
**IS THAT THERE?”**

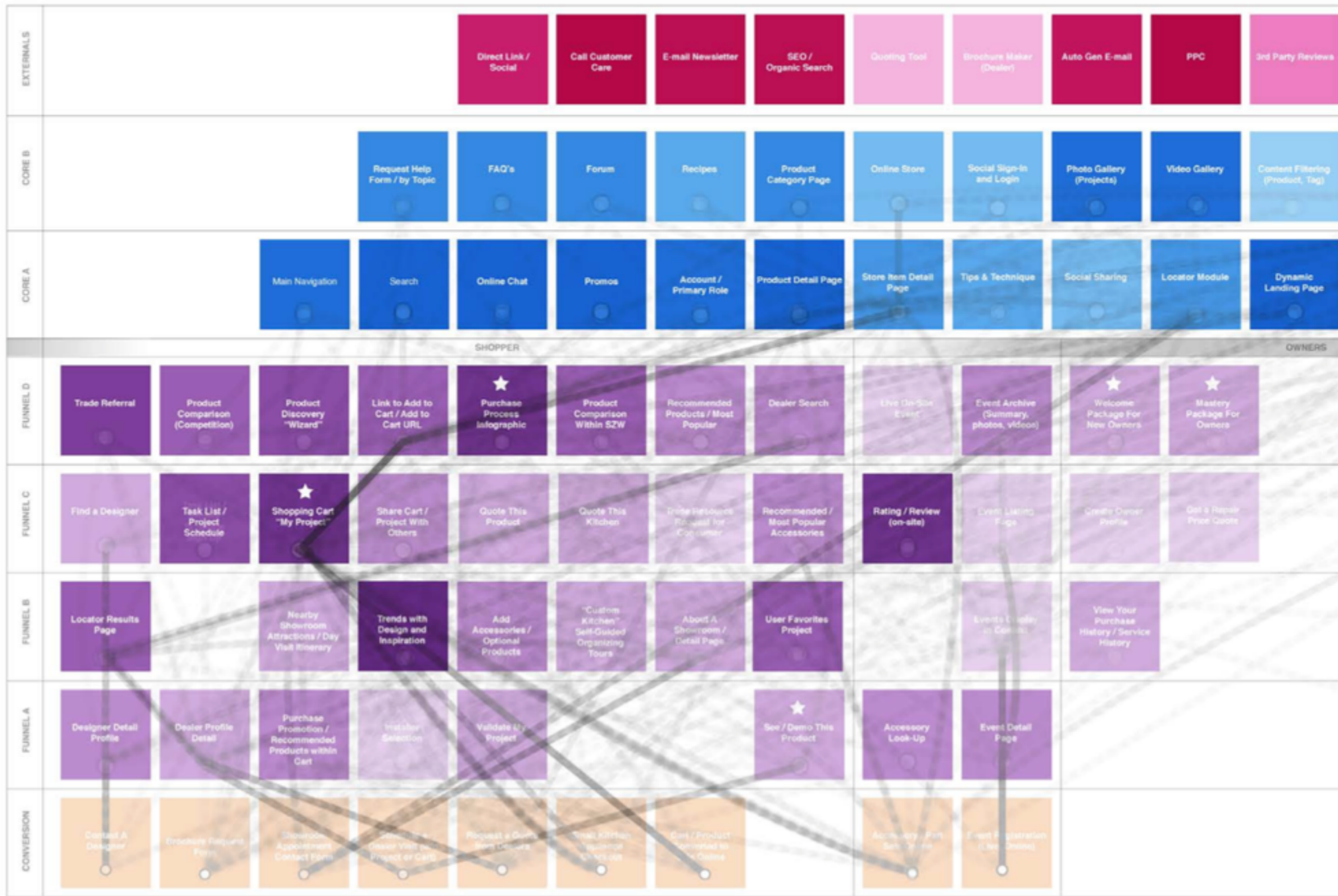


# THE BIRTH OF THE PATH MAP



EXTERNALS					Direct Link / Social	Call Customer Care	E-mail Newsletter	SEO / Organic Search	Quoting Tool	Shoreline Meter (Product)	Auto-Gen E-mail	PPC	3rd Party Reviews	Knowledge Base (Customer Service)	Trade Blog	Portal Integration / Link	S2W Internal Mandate				
CORE B		Request Help Form / by Topic	FAQ's	Forum	Recipes	Product Category Page	Online Store	Social Sign-In and Login	Photo Gallery (Projects)	Video Gallery	Content Filtering (Product, Tag)	E-mail Sign Up	Muse / Project Management	SEO Optimized Structure / Content	Product Specification Library						
CORE A	Main Navigation	Search	Online Chat	Promos	Account / Primary Role	Product Detail Page	Show Room Detail Page	Type & Technique	Social Sharing	Locator Module	Dynamic Landing Page	User Favorite Content or Bookmark	Site Personalization Opt-in Form	Location Detection	Device Detection & Optimization						
	SHOPPER								OWNERS								TRADE				
FUNNEL D	Trade Referral	Product Comparison (Competitors)	Product Discovery "Wizard"	Link to Add to Cart / Add to Cart URL	★ Purchase Process Infographic	Product Comparison Within S2W	Recommended Products / Most Popular	Dealer Search	Live On Site Event	Event Archive (Summary, photos, videos)	★ Welcome Package For New Owners	★ Mastery Package For Owners	Owner Profiles (Viewed)		Part Lookup	★ Success Package For Owners	★ Success Package For Designers	★ Success Package For Showrooms	Online Training	Risk Mitigation Guide	
FUNNEL C	Find a Designer	Task List / Project Schedule Sign-Up	★ Shopping Cart "My Project"	Share Cart / Project With Others	Guide This Product	Guide This Kitchen	Trade Resource Request for Consumer	Recommended / Most Popular Accessories	Rating / Review (on-site)	Event Listing Page	Create Owner Profile	Get a Repair Price Quote	Triggered Site Intercept Survey	Delicious Results Gallery		Contribute Completed Project Info (Photo, Video, Story)	Create Trade Profile	E-mail Alerts (Trade)	Preview / Details For Downloads	Panel Configurator	Quick Product Lookup/Filter
FUNNEL B	Locator Results Page		Weekly Showroom Attractions / Day Visit Itinerary	Trends with Design and Inspiration	Add Accessories / Optional Products	"Custom Kitchen" Self-Guided Organizing Tours	About A Showroom / Detail Page	User Favorites Project	Social Integration (put in context: from hours, others)	Events Display in Context	View Tour Purchase History / Service History	Find a Repair / Service Specialist	Contribute Technique	Contribute Recipe	Contribute to Delicious Results Gallery	Contribute to Forum	Dealer External Login to Content and Communication	Dealer Pricing Setup/Upload	Create / Schedule Events	Product Configurator / Flush List	Offline Content Access to Specs and Tools
FUNNEL A	Designer Detail Profile	Dealer Profile Detail	Purchase Promotion / Recommended Products within Cart	Installer Selection	Validate My Project		★ See / Demo This Product	Accessory Look-Up	Event Detail Page	Self-Diagnostic Tool "Service Saver"	Repair / Service Specialist Profile				Warranty Look-up by Serial #	Self-Serve Metrics	Respond to Review	Respond to Consumer Request / Question	Add Product or Content to Muse	Proposal Builder	
CONVERSION	Contact A Designer	Brochure Request Form	Showroom Appointment Contact Form	Schedule a Dealer Visit (with Project or Cart)	Request a Quote from Dealers	Smart Kitchen Appliance Checkout	Cart / Product Converted to Sale Online		Accessory / Part Sale Online	Event Registration (Showroom or Link, Online)	Product / Project Registration w/NO Account	Owner Survey Completed (With Positive Response)	Owner Review / Testimonial Completed (With Positive Response)	Owner Ambassador Accepted Invite	Schedule a Service Appointment (Large Appliances)	Project Completed (Assured Public)	Trade Survey Completed (With Positive Response)	Muse / Project Management Account Registration	Dealer/Showroom Account Management (Timing Ownership)	Trade Showroom Contact Form (w/ Trade Reg)	Save Configured Product(s)





# PATH MAP BENEFITS

- \* A high-res look at how we planned to meet our users' needs, and our goals.
- \* A guide and reference for traditional site map development and true feature prioritization and definition.
- \* An evaluation tool for future ideas and opportunities.

**GUIDING PRINCIPLE:**  
**CREATE ONCE,**  
**PUBLISH**  
**EVERYWHERE.**

**READ THIS!**



**ADAPTING OURSELVES TO  
ADAPTIVE CONTENT**



@karenmcgrane

# CREATE ONCE...

- \* Chunks, not blobs.
- \* A CMS workflow to match.
- \* Images, video, words, product specs.
- \* Love your API.
- \* Once. Not four times, not twice. ONCE.

# PUBLISH EVERYWHERE

- \* Thrilling efficiency - no “cloud-hopping”
- \* More value from existing systems
- \* A platform ripe for new digital opportunities
- \* **A competitive advantage**



# OUR GUIDING PRINCIPLES

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# **GUIDING PRINCIPLES:** **A FINAL THOUGHT**

“Guiding principles are the broad philosophy or fundamental beliefs that steer an organization’s, team’s or individual’s decision making, irrespective of the project goals, constraints, or resources.”

- @WhitneyHess

A scene from the movie Casino showing two men in suits talking in a casino setting. The man on the left is wearing a light-colored suit and a patterned tie, while the man on the right is wearing a dark blue suit and a pink shirt. They are standing in a dimly lit casino with slot machines and other people in the background.

**“There’s three ways to do things,  
the right way, the wrong way and  
the way that I do it.”**

*Casino / [www.geckoandfly.com](http://www.geckoandfly.com)*

**THANK YOU!**

john.kuehl@subzero.com  
@kuehl