



# Investing in Product Design:

The #1 Customer  
Satisfaction Strategy  
in 2023

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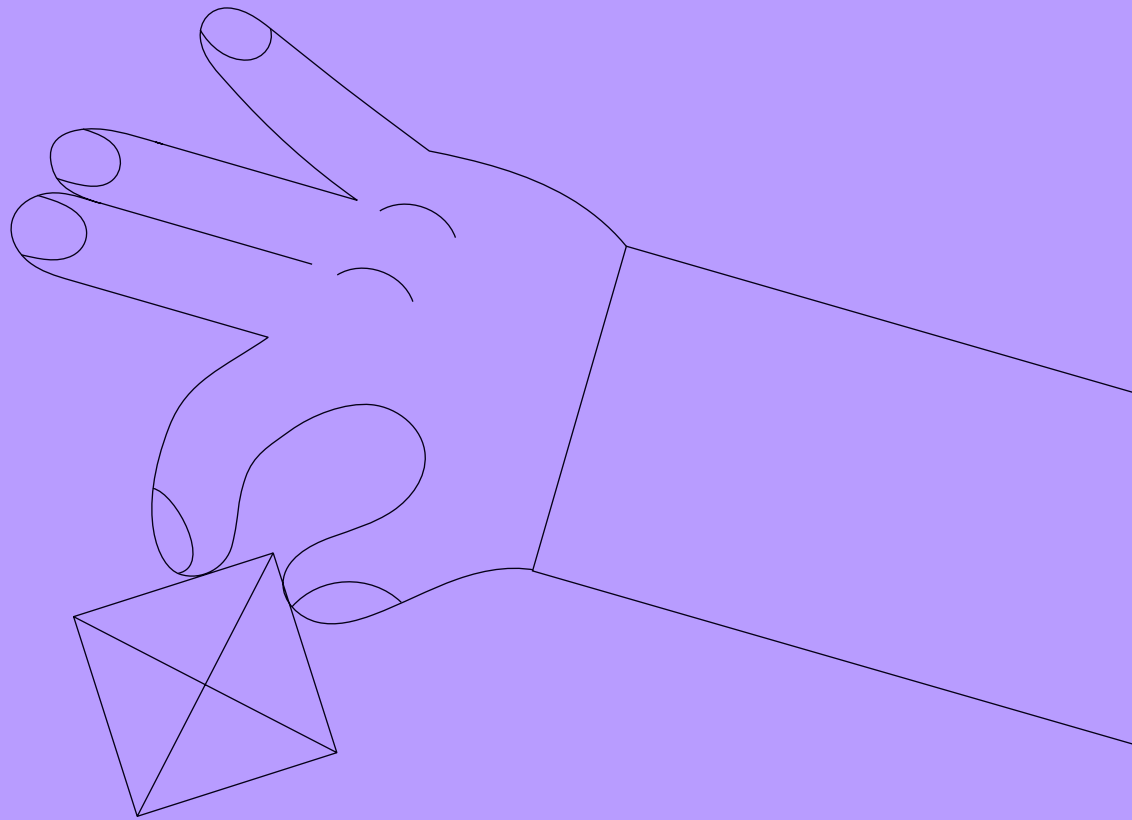
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# Intro

Product design is the process of creating products that solve users' problems and address particular needs. Design teams leverage market opportunities by identifying problems and then developing creative solutions that address specific pain points.

User experience (UX) is a core component of product design as the product must focus on customer needs and **provide relevant and meaningful experiences to users.**

Good UX design can make or break your company's products and customer relationships. This is why more businesses are investing in UX design and creating customer-focused products.

# Powerful product design in numbers

A report by [Forrester](#) states that on average, every **82 pence** invested in UX brings **82 pounds** in return. That's an ROI of an impressive **9,900%**.

The same research found that good user interface (UI) design can boost website conversion rates **by up to 200%**, while good UX design can increase this **to 400%**.

## 83%

**Increase in companies' conversion KPIs**, when UX improves the customer experience, found [Jacob Nielsen](#).

## 81%

**of consumers** are willing to pay extra for a better customer experience, states a report by [Capgemini](#).

## 59%

**currently measure UX performance** revealed a recent survey by [Zoom](#).

## 81%

**of executives** recognise the value of UX revealed a recent survey by [Zoom](#).

## £97.4<sup>bn</sup>

**in GVA to the UK economy contributed** by the design industry between 2019–2020.

## x2

**the UK average** design industry growth between 2019–2020.

## +32%

**revenue** generated by businesses that embrace design, according to a report by [McKinsey](#).

## +56%

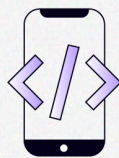
**shareholder returns** generated by businesses that embrace design, according to a report by [McKinsey](#).

The above data demonstrates that product design has the potential to have a real impact on a company's cash flow and the customer journey. Creating a positive UX is a must if you want to strengthen customer relationships, scale your business and achieve your long-term goals.

This white paper will discuss how great product design can take your customer satisfaction strategy to the next level and maximise business revenue in 2023.

# 1. Success metrics of product design

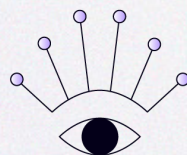
## Product design vs product vision



### **Product design**

Product design is the process of imagining, creating, and iterating a product that solves users' problems or addresses specific needs in a given market. It has concrete deliverables and the metrics used to measure success vary depending on the type of product.

For example, a car rental company will measure the length of rent, satisfaction with the vehicle, how easy it was to rent, and so on. Whereas, Instagram will use completely different indicators to measure product design success.



### **Product vision**

Product vision describes the overarching long-term mission of your product and how you think your product should look in the future. It is a valuable tool that tells the outside world where your product is heading and what you hope to achieve.

Creating a product vision should be the first step in launching any new product. It can also be a useful tool to align your team when you are making updates or tweaks to existing products.

amazon



"To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."



"A revolutionary phone, an iPod, and an internet communicator together in one product. Apple reinvents the phone".

Google



"To provide access to the world's information in one click."

LinkedIn



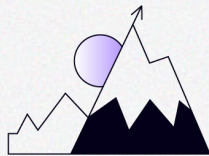
"To create economic opportunity for every member of the global workforce."

# Benefits of having a product vision



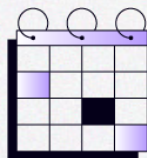
## An aligned team

A product vision aligns your product development team and reminds them about the shared goal they are trying to achieve with the product.



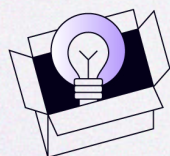
## Increased chances of success

A clear product vision will help you create an effective product development strategy and roadmap. This will improve your chances of launching a new product to the market successfully.



## Improved team productivity

A product vision will give your team a clearly defined vision and goal. This will improve productivity and help you achieve your business objectives efficiently.



## Faster decision-making

A product vision statement gives your team a clear direction and helps them make faster and better decisions throughout the product development journey.

# Product vision success metrics

The specific success metrics used will depend on the goals and objectives of the product and the needs of the stakeholders.

Several success metrics can be used to evaluate the effectiveness of a product design vision. These include:





# How product vision is turned into reality

## Step 1

### Define the product vision

The first step is to define the overall vision for the product. This includes identifying the target market, the problem the product is intended to solve, and the desired user experience.

## Step 2

### Develop the product concept

Based on the product vision, the product team creates a detailed concept that outlines the key features and functionality of the product.

## Step 4

### Design the user experience

The product team works to design a user experience that aligns with the product vision and meets the needs of the target market. This may involve creating wireframes, prototypes, and user flows to visualise and test different design concepts.

## Step 3

### Create the product roadmap

The product roadmap is a high-level plan that outlines the key steps and milestones needed to bring the product to market. It helps to prioritise and coordinate the work of the product team.

## Step 5

### Build the product

Based on the product concept and user experience design, the product team creates a functional prototype or minimum viable product (MVP). This is then tested and refined through user testing and iterative development.

## Step 6

### Launch the product

Once the product is ready for release, it is launched to the market and made available to users.

## Step 7

### Monitor and optimise the product

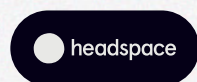
After the product is launched, the product team continues to monitor its performance and gather feedback from users. Based on this feedback, the team may make updates and improvements to the product over time to optimise its performance and user experience.

# What is a design sprint?

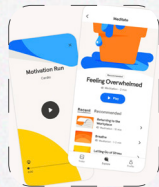
A design sprint involves all of the steps outlined above and compresses months of hard work into one exciting week. It will help you solve critical business challenges and validate new ideas through design, prototyping, and testing new concepts with your customers.

To learn more about Windmill's Design Sprint and its capabilities, check out this [page](#).

## Brands with great product vision and UX design



**Headspace** is a meditation and sleep app which teaches users life-changing mindfulness techniques to remove daily stress. The Headspace app features soothing colours, shapes, and free-flowing designs to promote relaxation and enhance the user experience.



The **Monzo app** launched in 2016 and revolutionised online banking by allowing users to manage their finances using their smart devices. This innovative app makes it easy for users to receive payments, transfer money, set up direct debits, withdraw cash with a contactless Mastercard, and much more.



## 2. What successful product design roll-out gets you

### Business benefits



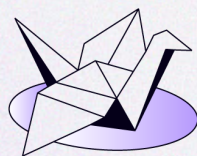
#### **1. Satisfy customers' growing expectations**

Launching new products gives you the opportunity to meet users' evolving needs and appeal to a wider pool of customers.



#### **2. Help users overcome pain points**

UX product design focuses on creating products that address users' specific needs and pain points. This will help customers overcome daily challenges and improve the experiences they have when using your products.



#### **3. Gain a competitive advantage**

Great product design will help you stand out from your competitors and increase your market share and operate on a larger scale.



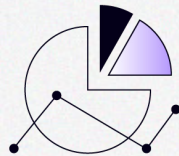
#### 4. Improve your chances of a successful product launch

**Statistics reveal** that almost

95%

of new products  
launched every year are likely to fail.

A clearly defined product development journey will improve your chances of launching a new product to the market successfully and gaining revenue.



#### 5. Increase sales revenue

Product design will help you take advantage of new opportunities as they arise and increase your revenue potential.

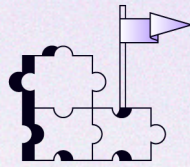
**Statistics show** that companies that focus on design generate

32%

more revenue

56%

more shareholder returns, on average.



## 6. Improve business performance

Product design can be used to innovate new or existing products to make them more effective. A higher-performing product will boost your overall business performance and give you an edge over your competitors.



## 7. Boost customer retention

Launching a new product that your customers love will help you boost customer retention and loyalty.

**Repeat customers** have been shown to spend an average of



## 8. Enhance brand reputation

Great product design will help you stand out from competitors and improve your brand image and reputation in your market.

# Successful product development journeys

## Google

Google operates in a highly competitive industry and has to constantly evolve and introduce new products to maintain its competitive advantage. Google's product development strategy is:



“Bet on technical insights that help solve a big problem in a novel way, optimise for scale, not for revenue, and let great products grow the market for everyone.”

– *Eric Schmidt, former Google CEO*

Google relies on a technology-driven product development strategy and focuses on innovation and UX to ensure a constant stream of new products.

## NETFLIX

A highly-effective product development strategy is one of the main reasons why Netflix has become so successful.

- 1. Consumer science:** Netflix's product development team uses the consumer science method to test new ideas with users and identify the most engaging and innovative products. This method involves systematically involving consumers in every step of the new product process to ensure that only the best products are launched to the market.
- 2. Original content:** A key feature of the company is that it provides Netflix Original exclusive series and films that can only be accessed via the app. This includes popular series like House of Cards, Stranger Things, and Bridgerton.
- 3. Personalisation:** Personalisation is another key feature of Netflix's product development strategy. The company utilises artificial intelligence (AI) and advanced algorithms to provide users with recommendations based on their browsing history.

80%

of customers

are more likely to buy from a company that provides a personalised experience

## zoom

Zoom was founded in 2011 and has become the most popular video call platform with **a market share of over 50%** in both the UK and the US.



“From the moment we founded Zoom, our main focus has been to provide a cloud video communications solution that would make customers happy. That focus has continued to guide all our innovations, partnerships, and other initiatives.”

— *Eric Yuan, Founder and CEO of Zoom*

Zoom’s product development strategy is customer-focused and the company creates products that are tailored to its customers’ evolving needs and product feedback. Zoom designed a video conferencing tool that was easy to use, effective and affordable.

## How Windmill helps companies undergo successful product development journeys

At **Windmill**, we design and build digital product experiences which delight users and give companies a competitive advantage. Our digital transformation consulting service will help you bring bold ideas to life and achieve transformational change.

Here’s what our clients have to say:



"Windmill brought both vision and execution to their project with Smarsh, with a highly responsive and flexible team of designers and engineers."



*Adam Miller-Howard, VP of Business Development, Smarsh Inc*



"Windmill has been amazing at building us a strong and fast mobile app that supports thousands of simultaneous purchases during our "drops." Our customers cannot sing enough praise about our app and we have Windmill to thank for that."



*Paul Reiter, Chief Executive Officer, Great Notion Brewing*



"I've partnered with Windmill across dozens of projects in both startups and large enterprises, collaborating to solve user problems across a number of different industry segments. They understand modern, user-centric product design and are my "go-to" partner for my most important opportunities."



*Eric Lanard, VP of Platform and Shared Services, Clarivate Analytics*





# 3. Product design matters

The power of great design should not be underestimated. Research shows that companies that embrace product design generate **32%** more revenue.

UX design generates an outstanding ROI of almost **10,000%**.

Now is the ideal time to invest in product design and take your customer satisfaction strategy to the next level in 2023.

## How Windmill can help



If you would like to discuss how product design can strengthen customer relationships and maximise business value, **get in touch** with our product design experts.



You can also find lots of useful information on our **[website](#)**.



Follow Windmill on **[LinkedIn](#)** if you would like to stay up to date with all the latest industry news and trends.

We are helping companies of all sizes overcome digital transformation challenges and expand the portfolio of products they are offering.

# Windmill

