

contentful X THRILLWORKS

Never Redesign Again

Have you ever wondered why it's so hard and expensive to make changes to your site – whether you are doing a redesign or swapping out a service or application?

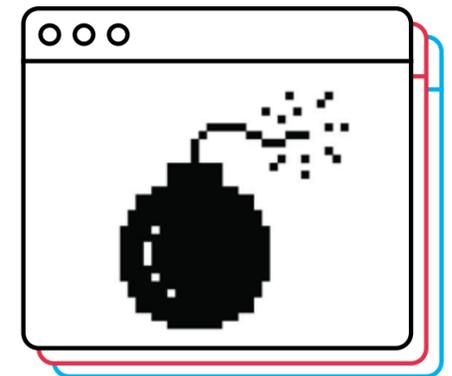
Does it feel like you're always starting from scratch every time you want to evolve your site? You aren't alone.

Unfortunately, in the twenty years that Thrillworks has existed, we have seen an all-too-common trend: the website big-bang redesign/rebuild without a plan for the future. As a digital industry, we have gotten better and more efficient at the redesign and rebuild every few years since the early 2000s.

However, organizations often get to the end of the project, and it hibernates until the tech and design get stale, and the situation becomes untenable. We start all over from scratch, and the cycle continues.

**Every
2-3 years**

organizations completely blow-up their web experiences and start again. It doesn't have to be this way.



The reality that many businesses face is this: by ignoring your site for long stretches it does harm to your brand's perception with a stale appearance, diminishes the return on investment made in the redesign, slows overall company growth, and creates technical debt. It doesn't have to be this way.



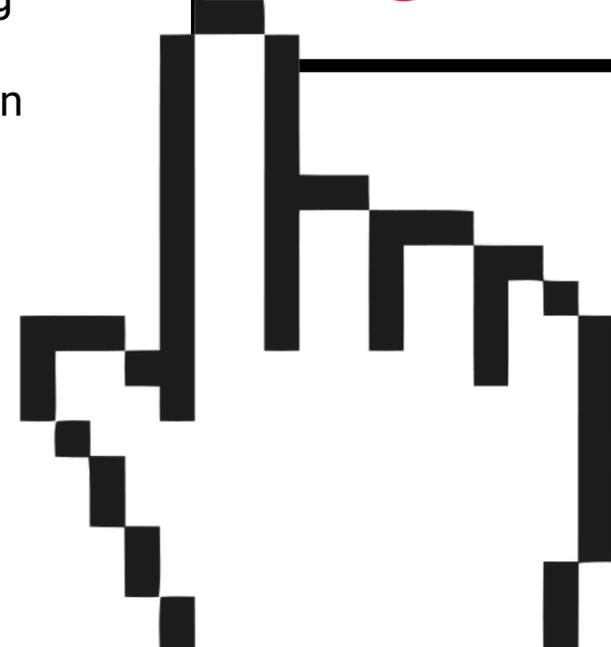
Solution: Use Contentful Effectively

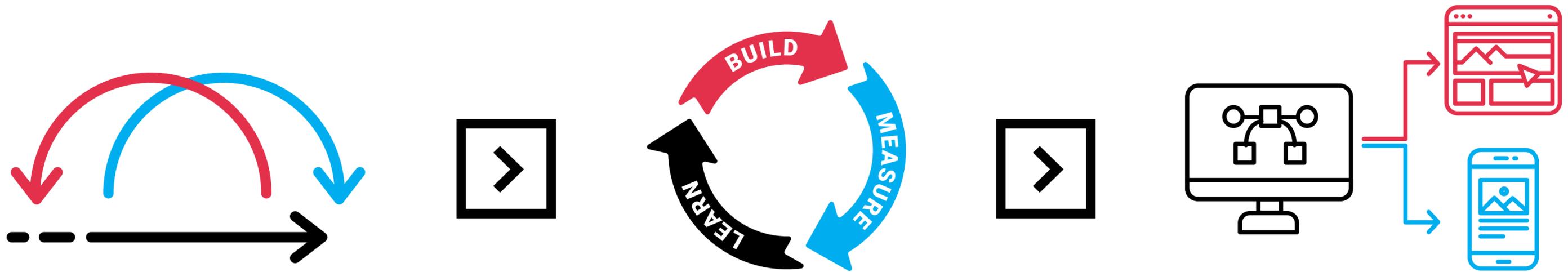
The tools you use for your websites and how they are implemented will directly affect your ability to make meaningful changes quickly. Investing in Contentful as a headless CMS is an important first step in the right direction, but how you wield the weapons at your disposal is just as important as how sharp they are. When creating your digital systems and governance, it's essential to avoid the need for a future state big-bang rebuild and redesign.

With Contentful the most effective way is to design a digital ecosystem that enables rapid change, ensuring your digital channels are always at peak performance. An agile solution to the big-bang problem lies in **three key areas:**



Don't just do agile design & development; build a long-lasting agile product.





Iterative Approach

Maybe it's obvious but it needs to be said. Taking an approach of a business of continuous improvement across all areas of your digital channels from strategy, to design and tech, will increase the long-term effectiveness of your digital investments.

Companies that embrace the idea of constant design and technical evolution fare much better in the marketplace. This kind of governance from the executive leadership level down through the organization is key to success.

Build-Measure-Learn (BML)

Using Contentful as your content architecture enables your company to rapidly change content and content models to service all your digital channels. But having an effective process to understand what to change with the resources you have available can be challenging.

With an iterative mindset and a scientifically grounded BML process, you use real data and insights to constantly ensure top performance. The sooner you get to market and start this process, the more effective your digital channels will be.

Effective DesignOps & DevOps

When the rubber hits the road and you build your omni-channel digital ecosystem, you need a tool as flexible as Contentful as the foundation. In the areas of design and development a highly aligned modular component-based system should be put in place to allow for rapid low-risk change.

Lean and effective organizations today implement global design systems and code-based reusable component libraries. This allows them to control black-boxed components so that changes can happen in hours, not days or weeks.

THRILLWORKS

Since its inception over twenty years ago, Thrillworks has been a digital services company that leads the industry in digital readiness and building the best digital experiences exclusively for iconic brands. The team consists of digital industry experts in strategy, user experience, experience design, and cutting-edge technology. We make the impossible look easy and help you sling-shot your brand forward.

If you want to just to build a website or app, **we aren't for you**. If you want to create a robust digital practice to evolve your digital brand and make this the last redesign you ever do, you've come to the right place. Our goal is to become a long-term partner to continually evolve and innovate your brand story and value through digital technology.

Whether you are B2C or B2B, we have deep experience with both types of digital experiences. Regardless of your industry, customer base, or internal team, it's essential to have a strong digital partner who can effectively communicate your unique story and deliver value to internal and end-users. Doing it alone leads to tunnel vision and mediocre results.

So why us? Many companies build digital products; they will talk a lot about the details of their work or their process. We do all those things... design thinking, React, agile — you know — table-stakes stuff.

We are happy to talk with you about those things, but we feel that what matters is **outcomes**, and our philosophy is that you only achieve outstanding results from two things: **readiness** and **leadership**.

Readiness

Agile, milestones, and process, in general, is what you will hear from services companies in their sales pitches. Unfortunately, these conversations are more about the service company than you. Our goal isn't instituting some magical process that solves your short-term goal. It's enabling your digital products to be always ready for rapid positive change

Leadership

We aren't "yes" people. We will push you to do amazing, thrilling things that will make you and your brand look spectacular. That isn't always as easy for you as it sounds; we like our customers too much to let them make mistakes, and we tell them that regularly.

Outcomes

We are all about your growth - the growth of your brand, your customers and your company. Our outcomes don't come in big bangs and product launches; that never works in reality. Your results are continuous, based on rapid, incremental improvements that bring delight and authentic thrills to everyone involved. And we will win you some awards along the way to prove it.

Let's chat!

Julie Batten SVP, Growth
jbatten@thrillworks.com