Initial work for ████████

Onboarding — During my time at Catchi, I became increasingly involved in our engagement with ██████. Initially, I provided some analysis and advice for Cornelius Boertjens (CEO). Soon after, my first direct involvement was with ████████████ (Senior Optimisation Specialist).

First delivery — I was brought on to help with personalising the experience on ████████████, using analytics about users' conversion behaviour to deliver content dynamically.

Constraints — I had to strike a careful balance between adhering to the brand guidelines, and the style of language used for the copy, while also pushing a few boundaries to enable some new ideas.

Feedback — ████████ was particularly pleased with the variety of high-fidelity designs I provided. I was careful to articulate ideas in a way that inspired thinking about how we could provide an experience that was responsive and useful for users, while also driving conversions.

Outcomes — My iterative process meant that ████████ and I could refine ideas efficiently, and I began building an enjoyable relationship with her. We landed on suitable solutions that were ready for testing.

Example — Over a dozen viable ideas were generated during my iterative process. Although interactive prototypes were made in Figma, I've included some screenshots below.
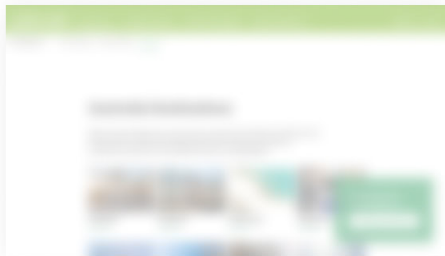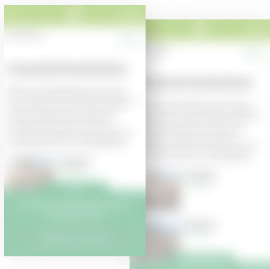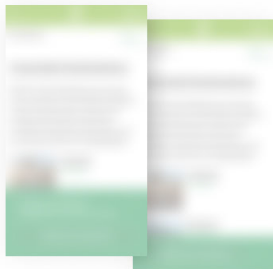
Additional work for ▚▚ ▚▚

Additional delivery — Following the success of my first delivery with ▚▚▚▚▚, she asked me to help with a slightly trickier issue that her team had been experiencing around driving sign-ups and sign-ins.

Problem — Although the objective of increasing ▚▚▚▚▚ memberships via top-fold content was straight-forward, implementing a solution surfaced a number of design conflicts/boundaries (i.e. ideas simply didn't provide a smooth experience, were inefficient to build/test, etc.)

Constraints — Having built some trust with ▚▚▚▚▚, although I had a new design language to follow for the ▚▚▚▚▚▚▚▚, I had a little more creative liberty for solving this problem.
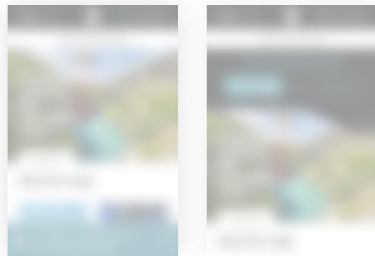
Examples — Most of the existing ideas added visual 'clutter' to the experience (below, left). One of the suggestions I provided was to consider using the data from the user's cart to personalise their top nav (below, right). For example, when a user first lands on the site, if they have nothing in their cart/wishlist, there is little point in displaying the cart/wishlist icons, so they can be replaced with more relevant content.

Outcomes — Again, ▚▚▚▚▚ was pleased with my ability to generate a variety of new ideas, and articulate their pros and cons for building/testing. This led to additional work to enable more personalised experiences.
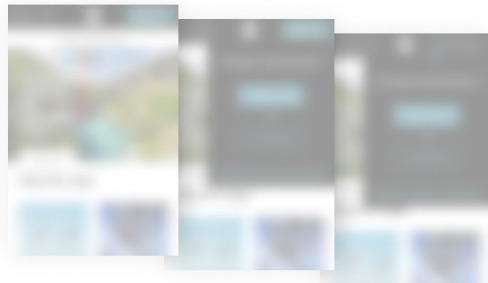
Dedicated consultant for

Changes to team/program — ⬛⬛⬛ left and ⬛⬛⬛ took on her role. Around this time, ⬛⬛⬛ (Senior Manager Digital Analytics) wanted us to continue driving value. I was appointed as the primary contact and dedicated consultant for managing our optimisation program with ⬛⬛⬛.

Responsibilities — My team and I provided consulting to help ⬛⬛⬛ manage a prioritised pipeline of quality experiments (across the ⬛⬛⬛, ⬛⬛⬛ and ⬛⬛⬛ domains). Around this time, I also designed more extensive flows for optimising conversion funnels, and assisted with enabling and planning more personalised experiences.

Examples — I cannot include visual examples of this work, however, you're welcome to ask me about the work I did ⬛⬛⬛. ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛ ⬛⬛⬛.

Feedback — I received recognition for my ability to manage an increasingly valuable portfolio of projects and programs at Catchi, including for ⬛⬛⬛. Around the same time, I received praised from ⬛⬛⬛ and ⬛⬛⬛ for the expertise and value I provided. As a result, I was appointed as the senior consultant for an important project (right).

Senior consulting for

Digital management project — After the pandemic, ⬛⬛⬛ expressed a need to restructure his teams/workflows in a way that would enhance cross-functional collaboration, delivery of value, and digital maturity.

Responsibilities — Everything began with a series of meetings to understand the company's needs and scope out the project:

- I worked closely with Cornelius to gradually put together a proposal of a roadmap that would be refined with ⬛⬛⬛ and ⬛⬛⬛.
- Meanwhile, I began putting together a project plan, broken down by all the questions to answered and tasks to be done.
- I organised and conducted a series of interviews with a variety of ⬛⬛⬛ staff, and recorded feedback (anonymously).
- I reviewed the feedback to deeply understand the workflows, motivations and responsibilities of various employees and teams.
- I also organised a series of meetings with my team to discuss the feedback I gathered and things to edit/add to our proposal.
- I designed a survey to reveal the differences in what stakeholders believed was limiting value delivery (for alignment, buy-in, etc).
- I quantified and aggregated responses and fed the resulting data into the digital maturity model I had been refining.
- I built two visualisations to break down the results, showcase our approach to digital maturity, and summarise our recommendations.

Digital Maturity Model for

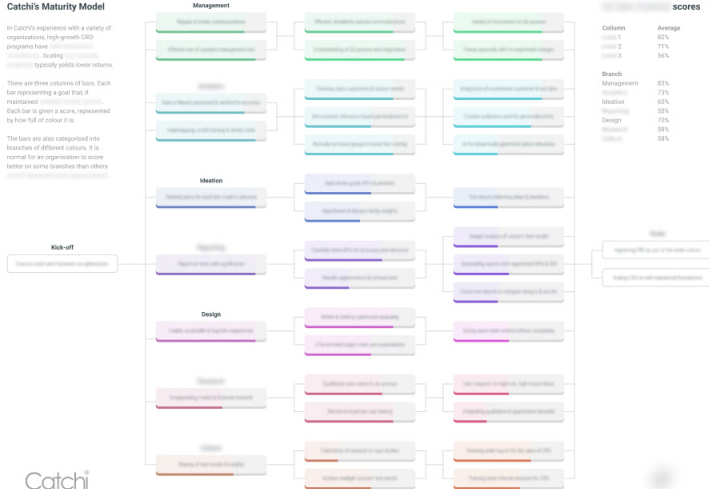**This is a template version that does not use our real data**

Catchi's Maturity Model

In Catchi's experience with a variety of organisations, high-growth CRO programs have ▉▉▉▉▉. Scaling ▉▉▉▉ typically yields lower returns.

There are three columns of bars. Each bar representing a goal, that if maintained ▉▉▉▉▉▉. Each bar is given a score, represented by how full of colour it is.

The bars are also categorised into branches of different colours. It is normal for an organisation to score better on some branches than others ▉▉▉▉▉▉.

Management

Ideation

Kick-off

	scores
Column	**Average**
Level 1	82%
Level 2	71%
Level 3	56%
Branch	
Management	83%
▉▉▉▉	73%
Ideation	60%
▉▉▉▉	55%
Design	73%
▉▉▉▉	58%
▉▉▉▉	55%

Catchi

Maturity Summary for

This is a ▓▓▓ example with our recommendations for ▓▓▓▓▓▓▓▓▓

⚊ Branch	△ Opportunity Score	◎ Opportunity Focus
Management		Effective use of a project management tool
▓▓▓▓▓▓		Restrategising, email tracking & similar tools
Ideation		Detailed notes for each lead made in advance
Reporting		Results segmentation & comparisons
Design		Giving sales more control without complexity
▓▓▓▓▓▓		Qualitative user research via surveys
Culture		Publication of research or case studies

Catchi's simplified Maturity Model

⚊ This stacked bar chart is a simplified version of our Maturity Model, with a focus on opportunities and next steps. Each **Branch** has a coloured bar with 3 shades, representing maturity levels.

▐▌ The **Maturity Scale** has a vertical line which illustrates whether your team should ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓. Scaling ▓▓▓▓▓▓▓▓▓▓▓▓▓ quickly leads to ▓▓▓▓▓▓▓▓, ▓▓▓▓▓, and so the majority of branches should ▓▓▓▓▓▓▓▓▓▓▓.

△ We've calculated a relative **Opportunity Score** for each branch, represented by dark triangles. Our calculations accentuate any ▓▓▓▓▓▓ ▓▓▓▓ we have identified. ▓▓▓ scores on the left indicate a branch may have ▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓.

◎ The **Opportunity Focus** column highlights 1 of the 38 aspect of maturity that we've investigated. We recommend focusing on branches with ▓▓▓ ▓▓▓▓▓ opportunity scores, and ▓▓▓▓▓▓▓ ▓▓▓ ▓▓▓▓▓▓▓▓▓ the aspect of maturity stated on the right.

Recommendations

The ▓▓▓▓▓▓ team should better utilise ▓▓▓▓ as a ▓▓▓▓▓▓ for ▓▓▓▓▓▓ ▓▓▓▓ ▓▓▓▓ ▓▓▓▓▓▓▓▓▓, and learn from ▓▓▓▓ ▓▓▓▓▓ within ▓▓▓▓ who might be more effective/organised.

▓▓▓▓▓▓▓▓▓ tools should be (re)introduced to the ▓▓▓▓▓▓ ▓▓▓▓, including how to utilise their ▓▓▓ ▓▓▓▓▓▓ to gain ▓▓▓ ▓▓▓▓▓▓▓▓▓ and reduce bias. They could practice using these tools to ▓▓▓▓▓▓ ▓▓▓▓ ▓▓▓ ▓▓▓ ▓▓▓▓▓ ▓▓ ▓▓ ▓▓▓▓▓ ▓▓▓ ▓▓.

The ▓▓▓▓▓ team seems confident with creating detailed ▓▓▓ ▓▓▓▓, performant ▓▓▓▓▓▓ and well-segmented ▓▓▓▓▓. It could be worth ▓▓▓▓▓ reviewing examples of these to ensure ▓▓▓ ▓▓▓▓▓▓▓▓ ▓▓▓ ▓▓▓▓ ▓▓▓ ▓▓ ▓▓▓▓▓▓ ▓▓▓▓▓▓▓▓▓.

▓▓▓▓▓▓▓▓ information may not be leveraged to ensure the team is ▓▓▓▓▓ ▓▓▓▓▓ that offer that most uplift. We ought to discuss why the ▓▓▓▓▓▓ ▓▓▓▓ may lack ▓▓▓▓▓▓▓ ▓▓▓▓▓▓▓▓▓.

The ▓▓▓▓▓▓ team feels like they have a lot of buy-in for ▓▓▓▓▓▓▓▓▓. After a short period of practicing ▓▓▓▓▓▓▓▓▓, they should work with ▓▓▓▓▓ to formulate a ▓▓▓ ▓▓▓ ▓▓▓▓▓▓▓▓▓▓ that can then be ▓▓▓▓▓▓▓ with a focus on (1) which specific ▓▓▓▓▓▓ could benefit from ▓▓▓▓▓ in certain areas, and (2) connecting with ▓▓ ▓▓▓ ▓▓▓▓▓▓ ▓▓ ▓▓▓▓▓. ▓▓ ▓▓▓ ▓▓ ▓▓▓ ▓▓▓▓▓▓ ▓▓▓▓ ▓▓▓ ▓▓ ▓▓▓ ▓▓ ▓▓▓▓▓▓▓ ▓▓▓[1].

Catchi

Proposal handover — Unfortunately, by this point, my time with Catchi was coming to an end, so it was important to focus my efforts on providing a smooth handover to everyone involved. The Catchi team delivered the proposed roadmap of changes to enhance ▓▓ ▓▓ digital capabilities and maturity. I cannot comment on this much further, but I welcome any and all questions about this initiative.

Feedback — I received much praised, and ▓▓▓ and ▓▓▓ expressed their gratitude for my dedicated involvement. This was bittersweet as I really enjoyed working on such an important initiative with great people like ▓▓▓ and ▓▓▓. We miss working together, and I wish them all the best.