

Do you want value creating design?

The design process is the hub for all the working methods and processes Inflow use in order to optimize your site. Your design should be the result of the insight we have gained through our analysis'.

Sales optimized web design should match your customers':

- Profiles (read more about customer profiles)
- Online actions
- Purchase process
- Purchase barriers
- Needs and priorities
- Eye focus (eye-tracking)
- Motivation (motivate to Most Wanted Response)
- Attitudes to your brand and products
- Need for information

Your design should be made so there is a particular focus on the value creating actions that you want the user to carry out at the different web pages. It is imperative that the design guides the user to do value creating actions throughout the whole website, if you want to achieve maximum value out of your online marketing.

Re-think and make design to create more value

In order to make the users focus on value creating actions e.g. the navigation in an online purchase flow can be removed. This needs to be done without users lose track but so that they focus on creating value for you instead.

[Contact Inflow](#) to hear more about your possibilities of sales optimized design – and the extra value it can create.