Design For Impact: A collaborative scaffold for maximizing and communicating impact.

Project: Summer Newsletter Layout

Collaborators: Kira (Director, Sales), Bo (Sr. Data Scientist, Analytics)

Engagement Period: 1/1/2027 - 6/20/2027 Version: 1

Vision Q_1

Become customers' preferred brand for durable outdoor clothing.

Impact Q_1

Help sales director choose newsletter characteristics that increase purchase volume.

Partnership Q_1

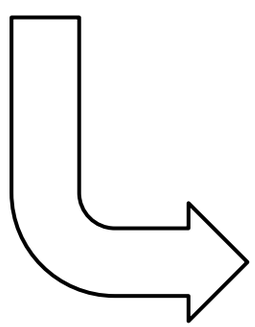
Deliver initial recommendation by April 1, clear w/ marketing. Final recommendation by June 20th.

Analysis Pathway Q_2

Compare purchase rates across previous newsletter layouts to identify characteristics to retain.

Narrative Q_3

Newsletters with prominent product images had higher purchase rates, but primarily reached returning customers. We will account for audience differences before recommending a layout.



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Engagement Period: 1/1/2027 - 6/20/2027 Version: 2

Vision Q_1

Become customers' preferred brand for durable outdoor clothing.

Impact Q_1

Help sales director choose newsletter characteristics that increase purchase volume.

Partnership Q_1

Deliver initial recommendation by April 1, clear w/ marketing. Final recommendation by June 20th.

Analysis Pathway Q_2

Model purchase probability using newsletter characteristics and customer purchase history to inform April 1 recommendation.

Narrative Q_3

Customer groups received substantially different layouts, limiting reliable comparison. At April 1 review, we recommended a randomized test. Marketing helped select two layouts that differed only in product-image prominence.

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Engagement Period: 1/1/2027 - 6/20/2027 Version: 3

Vision Q_1

Become customers' preferred brand for durable outdoor clothing.

Impact Q_1

Help sales director choose newsletter characteristics that increase purchase volume.

Partnership Q_1

Deliver initial recommendation by April 1, clear w/ marketing. Final recommendation by June 20th.

Analysis Pathway Q_2

Randomly assign customers to the two layouts and compare purchase rates to help the sales director select an image treatment.

Narrative Q_3

Early results were too imprecise to distinguish a worthwhile improvement from little or no benefit. Marketing and sales agreed to continue testing across additional newsletter sends before choosing a layout.

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Engagement Period: 1/1/2027 - 6/20/2027 Version: 4

Vision Q_1

Become customers' preferred brand for durable outdoor clothing.

Impact Q_1

Help sales director choose newsletter characteristics that increase purchase volume.

Partnership Q_1

Deliver initial recommendation by April 1, clear w/ marketing. Final recommendation by June 20th.

Analysis Pathway Q_2

Continue randomized testing across additional sends, accounting for repeat recipients and send dates, to estimate the purchase-rate difference by June 20.

Narrative Q_3

The expanded test supported a worthwhile increase in purchases with prominent product images. We recommended that the sales director adopt this layout for the summer newsletters. Sales approved, then marketing shipped the new layout.