The Quiet Death of the Major Re-Launch

Posted At : November 30, 2008 5:14 PM | Posted By : Jon Hartmann
Related Categories: User Interface Design, Web Trends

I just saw this cool article on the **User Interface Engineering** website, called **The Quiet Death of the Major Re-Launch**. This article calls out the "big relaunch" as being a potential pain point with users, and I have to agree whole heartedly. It doesn't really mention it in the article, but I think incremental role out of new features can also help to make realistic expectations for the results of updates. Its hard to get over hyped about updates to a single navigation menu. It also doesn't say that this is the perfect way to find out what changes are increasing your conversion rate; implementing one change at a time over a period of weeks lets you know which change is having an impact, and how.