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Question 1

A strategy designer is seeing signals of success with a new product that is driving brand

loyalty and decreasing consumers' environmental impact. How should a business case be built for

continuing sustainable innovation through a view of a full product lifecycle?

Options:

A- Purchase carbon offsets for energy used in manufacturing.

B- Source cheaper, locally-grown raw materials.

C- Extend customer journey maps to pre and post purchase.

Answer:

C

Explanation:

A business case for sustainable innovation should demonstrate how the product creates value for both the company and the customers throughout its lifecycle, from pre-purchase to post-purchase. Extending customer journey maps to include these stages can help identify opportunities and challenges for enhancing the product experience and reducing environmental impact. Purchasing carbon offsets or sourcing cheaper materials may reduce some costs or emissions, but they do not address the full product lifecycle or the customer perspective.

Question 2

Question Type: MultipleChoice

The strategy designer at Cloud Kicks is using a How Might We statement to frame their

design challenge.

What should they do to test their statement to ensure it successfully guides their design process?

Options:

A- Use rapid ideation with project team

B- Test the statement with end users.

C- Launch an online survey

Answer:

A

Explanation:

The best thing to do to test a How Might We statement to ensure it successfully guides the design process is to use rapid ideation with the project team, as this helps generate and evaluate multiple ideas that address the design challenge and reveal any gaps or assumptions in the statement. Testing the statement with end users or launching an online survey may not be effective or feasible ways to test a How Might We statement, as they are more suitable for testing solutions or gathering feedback.

Question 3

Question Type: MultipleChoice

A strategy designer is presenting their new service vision to an executive audience

What should the designer include in the executive summary to meet the audience needs?

A- A plan description including who needs to act and what they need to do

B- A detailed report of the data that informed the new vision

C- The different options explored in the process of designing this vision

Answer:

A

Explanation:

The best thing to include in the executive summary when presenting a new service vision to an executive audience is a plan description including who needs to act and what they need to do, as this provides a clear and concise overview of the vision and its implementation. A detailed report of the data that informed the new vision or the different options explored in the process of designing this vision may not be relevant or interesting for an executive audience.

Question 4

Question Type: **MultipleChoice**

Cloud Kicks' design team learns of the desire for sustainable materials while co-creating

personalization concepts with their West Coast influencers. Which method should the team use

improve feasibility of this concept direction?

Options:

A- Create a functional prototype.

B- Run a cost benefit analysis.

C- Review and align with company V2MOM

Answer:

B

Explanation:

The best method to improve feasibility of a concept direction that involves sustainable materials is to run a cost benefit analysis, which is a quantitative way of comparing the costs and benefits of different alternatives and finding the optimal solution. Creating a functional prototype or reviewing and aligning with company V2MOM may not address the feasibility issue directly.

Question 5

Cloud Kicks (CK) designs innovative footwear for site athletes. Manufacturing the footwear

is possible but expensive.

What should CK focus testing efforts on to determine whether to produce at scale?

Options:

A- Novelty, privacy, and potential to go viral

B- Competitive advantage, impact, and own ability

C- Desirability, viability, and feasibility

Answer:

C

Explanation:

The best focus for testing efforts to determine whether to produce a product at scale is desirability, viability, and feasibility, which are the three key dimensions of design thinking that evaluate whether a product is desirable for users, viable for business, and feasible for technology. Novelty, privacy, and potential to go viral or competitive advantage, impact, and own ability are not comprehensive enough to cover all aspects of design thinking.

Question 6

Claud Kicks (CK) has launched a new online store with special emphasis on improving user

experience.

Which metric should be used to measure user experience improvements achieved as on outcome of

the redesign?

Options:
A- Increased transaction volume

B- Net Adoption Score (NAS)

C- Customer Satisfaction Score (CSAT)

Answer:

C

Explanation:

The best metric to measure user experience improvements achieved as an outcome of the redesign is Customer Satisfaction Score (CSAT), which is a simple and direct way of gauging how satisfied customers are with the product or service. Increased transaction volume or Net Adoption Score (NAS) may not reflect the user experience aspects of the redesign.

Question 7

Question Type: MultipleChoice

A strategy designer leads a new UX project and needs to align with stakeholders who have

varying degrees of interest and influences the project. The designer wants to understand each

stakeholder's potential negative and positive impacts on the project.

Which tactic should be used?

A- Stakeholder Focus Group

B- Stakeholder Analysis

C- Stakeholder KPIs

Answer:

B

Explanation:

The best tactic to understand the potential impacts of stakeholders on a project is stakeholder analysis, which is a systematic way of identifying and assessing the interests, expectations, and influences of various stakeholders. A stakeholder focus group or stakeholder KPIs may not capture the full spectrum of stakeholder perspectives and impacts.

Question 8

Question Type: **MultipleChoice**

A cross-disciplinary team at Cloud Kicks has to synthesize top customer quotes and insights

from research and turn them into design opportunities.

Which question should the team use to prioritize insights?

Options:

A- How will this improve the customer experience?

B- Is our technology capable of supporting this need?

C- What will bring in the most revenue?

Answer:

A

Explanation:

The best question to prioritize insights from customer research is how will this improve the customer experience, as this focuses on the value proposition and user needs of the design. Asking if the technology is capable of supporting the need or what will bring in the most revenue may not reflect the user-centric approach of design thinking.

Question 9

Cloud Kicks' (CK) product teams are well-led, productive, and meet their KPIs. However, the

teams tend to become siloed and focused on their individual team priorities, occasionally leaving

CK's customer experience fragmented.

Which tool should CK's strategy designer recommend to grow and nurture cross-departmental

collaboration?

Options:

A- V2MOM with shared methods.

B- Roadmap of cross-product features

C- Annual leadership summit

Answer:

A

Explanation:

The best tool to grow and nurture cross-departmental collaboration is V2MOM with shared methods, as this helps align the teams around a common vision, values, methods, obstacles, and measures. A roadmap of cross-product features or an annual leadership summit may not be enough to foster ongoing collaboration and communication.

Question 10

Question Type: **MultipleChoice**

A global consumer package goods company is about to engage in a digital transformation

effort to help siloed departments collaborate more efficiently. The strategy designer and an

organizational designer partner to prototype new ways of cross-departmental collaboration

What is a key objective the team should focus on?

Options:

A- Create a single enterprise-wide digital governance model.

B- Have the final say in all intra-departmental decisions.

C- Unify all organizational tech stacks under one platform

Answer:

A

Explanation:

A key objective for prototyping new ways of cross-departmental collaboration in a digital transformation effort is to create a single enterprise-wide digital governance model, as this ensures consistency, accountability, and quality across different departments. Having the final say in all intra-departmental decisions or unifying all organizational tech stacks under one platform are not realistic or desirable objectives.

Question 11

Question Type: MultipleChoice

Cloud Kicks (CK) has just added sustainability as a corporate value. CK has assigned a strategy

designer to partner with the manufacturing team to look for opportunities to improve on its

sustainability goals.

What should the designer do to build and rationalize a case with this new team?

Options:

A- Meet with the manufacturing team and give them feasible solutions.

B- Analyze internal systems through the lens of environmental risk.

C- Present research on climate change to the manufacturing team

Answer:

B

Explanation:

The best way to build and rationalize a case with a new team on sustainability goals is to analyze internal systems through the lens of environmental risk, as this helps identify opportunities and challenges for improvement and aligns with the corporate value of sustainability. Meeting with the team and giving them feasible solutions or presenting research on climate change may not be persuasive or relevant enough for the team.