Question

Which statement best describes the purpose of the strategy stage?

True or false? A launch pad website doesn't contain any content. It's a functional prototype of what the we

During the continuous improvement stage, what are the steps used in the cycle?

Fill in the blank: When using Growth-Driven Design, you can experience _____, _____, and _____ compared

Which statement best describes what a buyer persona is?

Which of the following items could be included on your website wish list?

When evaluating tools to integrate into a Growth-Driven Design tool stack, which of the following is NOT an impo

Fill in the blank: You're training a new team member on the research and brainstorming process. Your teamm

Imagine you're reviewing your website's analytics and notice a large percentage of users exiting the site or

Which statement best defines a launch pad website?

What is the difference between a launch pad website and a traditional website?

True or false? It's impossible to build a launch pad website for a large, enterprise website.

When customizing your launch pad acceleration approach, which of the following possible acceleration methods s

Which of the following is NOT a good way to speed up the process of building a launch pad website?

Fill in the blank: Running a sprint workshop is time consuming for the team, but it's worth the time investment

Why is it important to focus on effective content development?

Who should choose the team's theme to focus on, and when will it be announced to the team?

Which statement best describes why it's important to run experiments to test the action items your team is bu

True or false? A/B or split testing is the only way to validate your hypothesis.

What is the goal of the "transfer" step in the sprint cycle?

What is the website performance roadmap?

The website performance roadmap is a framework structured into a decision tree with three levels. In what order

What is the recommended minimum number of months to stay on a particular theme?

Select the definition that best describes the "establish" theme.

Which focus area is often worked on directly after your new launch pad website goes live?

True or false? The two primary focus areas of the "optimize" theme are conversion rate optimization and per

What is the difference between Growth-Driven Design and conversion rate optimization (CRO)?

Fill in the blank: Growth-Driven Design is a smarter approach to web design that _____, _____, a

Fill in the blank: The primary goal of the continuous improvement stage is to _____.

Imagine your CEO says, "Why do we need to use Growth-Driven Design on our website? Don't we just nee

Which of the following factors is NOT important to determine during the website goals step?

Imagine your team is reviewing the required work to complete the strategy stage. Upon reviewing, your boss asks

Fill in the blank: _____ are the core elements of the business and website. They act like the beams of a house,

Which of the following statements best describes the goal of a journey map?

Why is it important to have an integrated tool stack that pulls all user data into one centralized place?

Your team is evaluating different content management systems (CMS). Which of the following questions should y

True or false? Your strategist's (or team leader's) role is to master the process of uncovering answers from

Which statement best describes when user research is used during Growth-Driven Design?

What are the three high-level steps of the user research process?

True or false? It's common to answer a user question by conducting one type of research.

Imagine your boss asks you, "Why is it important that we launch the launch pad website quickly?"Which of t

True or false? The only way to speed up the creation of a launch pad website is to cut out the majority of the cont

Fill in the blanks: A sprint workshop is a _____ where _____ step(s) out of the day-to-day to collaborate an

Which of the following is NOT a way to create remarkable content?

True or false? It's important to code a marketer-friendly website.

Fill in the blank: The continuous improvement stage is a repeatable, _____ process for the team to continuously c

Imagine while planning your yearly budget, your CEO asks you, "We have many people asking for funding. Why

What is the goal of the "plan" step in the sprint cycle?

While going through the sprint cycles, where should your team focus all their time and energy?

How do you prioritize which wish list items to work on?

True or false? It's important to leave a certain percentage of flex time in each sprint cycle for implementing up

How many sprint cycles should you run on each focus area?

Imagine your launch pad website is now live, and you're moving into the continuous improvement stage. Whic

Why is the "value" focus area important to complete early on after launching a new launch pad or website in

Why is the "expand" theme important to consider when thinking of the website as a tool for company-wide g

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