Salesforce Design Architects employ a human-centered approach to innovation, helping you get started by putting users in the center of your business. Through contextual research and a deep understanding of your business and customers, Design Architects help convert ideas into products and experiences that matter in the Age of the Customer.

Our award-winning cross-functional team can help you align on a customer-centric vision to cocreate your digital future. By employing user-centric research and methods, they will help you design experiences fueled by customer insights. Lastly, as they leverage their experience design and Salesforce Platform expertise, they’ll help you drive rapid innovation impact.

**Outcomes: Customer-Centric Ways of Working to Transform Your Organization**

Deeply understand your user needs and their journey with your product.
- User and stakeholder interviews
- Customer and industry trends research
- Insights gathering and synthesis

Cocreate and align around tangible end-to-end experiences.
- Cocreation workshops
- Rapid concepting sessions
- User feedback and validation

Plan an actionable forward-looking “blueprint” so you can go build it.
- Go-forward planning workshops
- Solution design planning
- Roadmapping and experience strategy

**+230**
Success Cloud Architects across global studios

**+150**
Envision engagements delivered

**4.8/5**
CSAT score
The Design Architect Approach

Create Alignment Around End-to-End Customer Experiences

→ Deliver a single seamless customer experience across all customer touchpoints.
→ Create a step-by-step journey for customers that is intuitive and relevant to increase engagement and improve customer satisfaction.

Reimagine Internal Processes with Persona-Based Methods

→ Create a system of engagement and efficiency leveraging Lightning capabilities.
→ Deliver faster, reduce costs, and increase Salesforce ROI.

Bring User-Centric Solutions to Reality Faster with Rapid Prototyping

→ Drive rapid time to delivery and ROI of your Salesforce investment.
→ Innovate across clouds to cocreate and design the most valuable product. Experiment and test innovative solutions.

Getting Started

To learn more about Salesforce Design Architects, visit salesforce.com/services/advisory-services/envision.