

[UPDATED 2024 Read Certified-Strategy-Designer Study Guide Cover to Cover as Literally [Q25-Q45]



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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

TopicDetailsTopic 1- Determine the knowledge and skill infusions needed in the creation of a vision- Given a customer scenario, advocate for ethics and values on behalf of both users and the organizationTopic 2- Determine the technical and business capabilities that underpin the delivery of vision to solution- Identify the metrics and signals that will define successTopic 3- Given a scenario, craft a strategy to create alignment- Given a business need, connect user needs to high-level Salesforce capabilities

QUESTION 25

Cloud Kicks learns that some website visitors, especially those who can't see high-contrast color palettes, do not convert into customers.

What should the strategy designer do to solve for this accessibility challenge?

- * Invite users to co-create as accessibility experts.
- * Ideate marketing concepts to reach new audiences.
- * Conduct an empathy workshop to understand the audience.

Explanation

Inviting users to co-create as accessibility experts means involving users who have accessibility needs or challenges in the design process as collaborators and consultants. This helps solve for the accessibility challenge by ensuring that the design meets the standards and expectations of the target audience.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p>

QUESTION 26

A strategy designer creates a bridge from the project vision to product development through prioritization.

Which factor should be considered to minimize cost and maximize value?

- * Usability
- * Velocity
- * Effort

Explanation

Effort is a factor that should be considered to minimize cost and maximize value when prioritizing ideas or features. Effort refers to the amount of time, resources, or complexity required to implement a solution. It helps estimate the cost-benefit ratio of each solution, and select the ones that deliver the most value with the least effort.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p>

QUESTION 27

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 an outcome of the redesign?

- * Increased transaction volume
- * Net Adoption Score (NAS)
- * Customer Satisfaction Score (CSAT)

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 28

Customer service surveys and user feedback reveal Cloud Kicks' users desire new features on the sales platform. How should the strategy designer collaborate with the UX designer to ensure those features are both viable and feasible?

- * Co-create a journey map with users
- * Identify user quotes to make the case.
- * Align design implications to business goals.

Explanation

The best way to collaborate with the UX designer to ensure that new features on the sales platform are both viable and feasible is to align design implications to business goals, as this helps justify the value proposition and return on investment of the new features. Co-creating a journey map with users or identifying user quotes may not address the viability or feasibility aspects of the new features.

QUESTION 29

Cloud Kicks' (CK) stakeholders have some concerns about a newly created CX vision because they struggle with imagining how it will impact CK's current product.

What should a strategy designer do to alleviate the stakeholders' concerns?

- * Prototype an aspect of the vision that interact with the current product and share insights with stakeholders.
- * Organize a brainstorming session to provide stakeholders with a chance to reassess the vision.
- * Share associated Objectives & Key with stakeholders to put the vision in a business context.

Explanation

A CX vision is a statement that describes the desired future state of the customer experience. It should be inspiring, aspirational, and feasible. To alleviate stakeholders' concerns about how it will impact the current product, a strategy designer should prototype an aspect of the vision that interacts with the current product and share insights with stakeholders. This can help them visualize and understand how the vision can be realized and what benefits it can bring. A brainstorming session may not be helpful if the stakeholders are already skeptical about the vision. Sharing objectives and key results may provide some context, but they do not show how the vision will affect the product.

QUESTION 30

Customer service surveys and user feedback reveal Cloud Kicks' users desire new features on the sales platform. How should the strategy designer collaborate with the UX designer to ensure those features are both viable and feasible?

- * Align design implications to business goals.
- * Co-create a journey map with users.
- * Identify user quotes to make the case.

Explanation

The best way to collaborate with the UX designer to ensure that new features on the sales platform are both viable and feasible is to align design implications to business goals, as this helps justify the value proposition and return on investment of the new features. Co-creating a journey map with users or identifying user quotes may not address the viability or feasibility aspects of the new features.

QUESTION 31

A start-up specializing in creating healthcare apps for both patients and family caregivers is looking for ideas to develop new features. The company plans on organizing a brainstorming session with staff members from various teams.

What is a rule strategy designers should follow when facilitating a brainstorming session?

- * Emphasize critique of proposed ideas.
- * Explore qualitative assessment of proposed ideas.
- * Encourage participants to build on proposed ideas.

Explanation

One of the rules of facilitating a brainstorming session is to encourage participants to build on proposed ideas, rather than criticize or

dismiss them. This fosters a collaborative and creative environment where ideas can be improved and refined. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate>

QUESTION 32

Cloud Kicks; existing customers are loyal, but the company believes its total addressable market is larger.

What should their strategy designer explore to increase market share?

- * Deepening customer engagement
- * Diversifying product offerings
- * Reinvesting in existing products

Explanation

The strategy designer should explore diversifying product offerings to increase market share. This means creating new products or services that appeal to different customer segments or needs, and expanding the customer base and revenue potential of the business.

References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/diversify>

QUESTION 33

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?

- * Create a single enterprise-wide digital governance model.
- * Have the final say in all intra-departmental decisions.
- * Unify all organizational tech stacks under one platform

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 34

A fitness company is starting a service that combines data from connected weights with virtual coaching. The company is about to start a new innovation sprint with the following challenge statement: "How might we empower people who are new to fitness to increase their strength?"; Which metrics should be used to measure the success of the initiative?

- * New user activations and connected weight sales
- * Increase in user referrals and net promoter score (NPS) rating
- * Increase in new user activity and connected weight utilization

Explanation

The metrics that should be used to measure the success of the initiative are increase in new user activity and connected weight utilization. These metrics are aligned with the challenge statement of empowering people who are new to fitness to increase their strength, as they indicate engagement and retention of the target audience. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/measure>

QUESTION 35

A strategy designer collaborated with the product design team at Cloud Kicks and is now coming to the end of their discovery. Which technique should be used to frame the design challenge on the right problems?

- * Design “For an optimal experience…” questions.
- * Construct “How might we…” questions.
- * Create “As a user, I should…” questions.

Explanation

The technique that should be used to frame the design challenge on the right problems is to construct “How might we…” questions. “How might we…” questions are a way to reframe problems into opportunities for innovation. They are open-ended, optimistic, and user-centered, and they help define the scope and direction of the design project. Designing “For an optimal experience…” questions or creating “As a user, I should…” questions may not be effective for framing the design challenge, as they may imply or limit potential solutions.

QUESTION 36

Cloud Kicks wants to launch a campaign that rewards customer behavior by giving away free merchandise, which key business criteria should be ensured?

- * Desirability
- * Viability
- * Feasibility

Explanation

The key business criteria that should be ensured for launching a campaign that rewards customer behavior by giving away free merchandise is viability. Viability is the degree to which a product or service is profitable and sustainable for the business. By giving away free merchandise, Cloud Kicks should ensure that the campaign is viable in terms of costs, revenues, risks, and benefits. Desirability or feasibility may not be the key criteria for this campaign, as they relate to the customer or technical aspects of the product or service.

QUESTION 37

Cloud Kicks would like to use a business model canvas to evaluate the desirability, viability, and feasibility of a new service and identify a business model that will justify pursuing the idea.

Which part of the business model canvas represents desirability?

- * Key activities
- * Value proposition
- * Customer segments

Explanation

The value proposition is the part of the business model canvas that represents desirability. It describes the value that the product or service offers to the customer segments, and how it solves their problems or satisfies their needs.

References:<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p>

QUESTION 38

As part of Cloud Kicks's new self-service strategy, researchers want to collect personally identifiable information to share in an aggregate format.

Which considerations should a strategy designer share*?

- * Applicable privacy acts
- * Globally-accepted privacy act
- * Cookie consent requirements

Explanation

The strategy designer should share applicable privacy acts as a consideration when collecting personally identifiable information to share in an aggregate format. Privacy acts are laws or regulations that protect the privacy and security of personal data collected by organizations. They vary by country or region, and may have different requirements or restrictions for data collection, processing, storage, and sharing.

References:<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p>

QUESTION 39

The design team at Cloud Kicks used qualitative research to uncover an opportunity to create a new line of sustainable footwear.

What should the strategy designer do to build a shared understanding and agreement among business leaders to move forward with this new initiative?

- * Select the most senior stakeholder's goal as a path forward.
- * Share customer needs and tie them to business goals.
- * Complete a competitive analysis collaboratively in a workshop.

Explanation

The strategy designer should share customer needs and tie them to business goals to build a shared understanding and agreement among business leaders to move forward with the new initiative of creating a new line of sustainable footwear. This helps demonstrate the value and relevance of the initiative, and how it aligns with the business vision and objectives.

References:<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p>

QUESTION 40

In an effort to increase revenue, the Cloud Kicks design team proposes creating a new ecommerce tool where customers can easily search for products and access a bot that makes personalized recommendations. The team knows the cost to implement this new experience is significant.

Which tool should the team use to justify the strategy?

- * Business model canvas
- * Criteria scorecard
- * Prioritization matrix

Explanation

The team should use a prioritization matrix to justify the strategy. A prioritization matrix is a tool that helps evaluate and rank ideas or features based on two criteria, such as impact and effort. It helps determine the most valuable and viable solutions, and communicate the benefits and trade-offs of each option. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prioritiz>

QUESTION 41

Executive stakeholders have a variety of projects they want to bring to the market across multiple priorities.

What is the most effective way a strategy designer could influence the stakeholders?

- * Invite stakeholders as optional to all design team reviews.
- * Create teambuilding events with stakeholders to build trust.
- * Orient around outcomes that matter to stakeholders.

Explanation

The most effective way a strategy designer could influence the stakeholders is to orient around outcomes that matter to them, such as business value, customer satisfaction, or social impact. This helps align the strategy with the stakeholders' vision and priorities, and demonstrate the benefits and trade-offs of different solutions.

References: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p>

QUESTION 42

During requirements discovery for a new mobile app for Cloud Kicks, different business units are proposing conflicting requirements for some of the key use cases. Which methodology should be used to resolve conflicts and promote consensus?

- * Journey Mapping
- * SWOT Analysis
- * Prioritization Matrix

Explanation

The methodology that should be used to resolve conflicts and promote consensus among different business units is a prioritization matrix. A prioritization matrix is a tool to evaluate and compare requirements based on two or more criteria, such as impact, effort, urgency, or importance. Requirements that score high on the chosen criteria are usually prioritized, while requirements that score low are usually deprioritized or eliminated. A prioritization matrix can help different business units reach a common understanding and agreement on the most critical and valuable requirements for the key use cases. A journey map or a SWOT analysis may not be effective for resolving conflicts or promoting consensus, as they do not provide a clear and objective way to rank requirements.

QUESTION 43

While conceptualizing a new footwear line, the design team gained feedback that both employees and consumers are seeking more sustainable products. Leaders need more rationale to justify the investment.

Which values-based design principle should be used to reinforce this feedback?

- * Create products from recycled materials.
- * Use energy from renewable resources.
- * Focus on creating enduring advantage

Explanation

The best values-based design principle to use to reinforce the feedback that both employees and consumers are seeking more sustainable products is to create products from recycled materials, as this helps reduce environmental impact, conserve resources, and demonstrate social responsibility. Using energy from renewable resources or focusing on creating enduring advantage may not be directly related to the product design.

QUESTION 44

Cloud Kicks (CK) is designing an in-person experience for customers who purchase its products. This will include the ability to schedule and manage appointments as well as see when the delivery vehicle is on the way.

Which Salesforce product should CK invest in to efficiently enable the desired experience?

- * Scheduler
- * Service Goud
- * Field Service

Explanation

Field Service is a Salesforce product that CK should invest in to efficiently enable the desired experience of scheduling and managing appointments and seeing when the delivery vehicle is on the way. Field Service is a product that helps manage and optimize the entire field service operation, from scheduling and dispatching to tracking and reporting. It integrates with other Salesforce products, such as Service Cloud and Experience Cloud, to provide a seamless and connected experience for customers and field workers. References:

<https://www.salesforce.com/products/service-cloud/field-service/>

QUESTION 45

A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company.

What should they do to learn about the unique expectations of the company's customers?

- * Share prototypes of different interface directions with 100 people who regularly use their bank's app.
- * Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.
- * Interview 8-10 customers about how banking fits into their lives and their ideal relationship with their bank.

Explanation

Interviewing 8-10 customers about how banking fits into their lives and their ideal relationship with their bank is the best way to learn about the unique expectations of the company's customers. This method provides qualitative and contextual insights into the customers' needs, goals, pain points, and emotions. References:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct>

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