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Pass Salesforce Strategy Designer Certified-Strategy-Designer Exam With 152 Questions

Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

TopicDetailsTopic 1- Given a scenario, utilize the tools for productive cross-discipline collaboration- Identify the best methods of co-creation to employ with customers and stakeholdersTopic 2- Create a roadmap for implementation that is feasible and holds true to the vision in every iteration- Determine the criteria for feasibility, desirability, and viabilityTopic 3- 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 4- Given a scenario, craft a strategy to create alignment- Given a business need, connect user needs to high-level Salesforce capabilities

NO.56 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 initiative7

* 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

NO.57 The design team at Cloud Kicks has designed a desirable solution for customers that is viable to the company’s business model. The strategy designer on the team now needs to determine the feasibility of the solution.

Which three main areas should be focused on to assess feasibility?

* User desirability, company viability, and deployment stability
* Distribution channels, capabilities, and potential partners
* Business ROI, data analytics, and customer engagement

Explanation

The three main areas that should be focused on to assess feasibility of the solution are distribution channels, capabilities, and potential partners. Distribution channels are the ways or methods that a product or service reaches the customers, such as online, in-store, or direct. Capabilities are the skills, resources, or technologies that are required or available to implement a solution, such as platform features, integrations, or tools.

Potential partners are the external entities or organizations that can help or support the delivery or operation of a solution, such as suppliers, vendors, or consultants. These areas help evaluate the technical and operational feasibility of the solution, and identify the

gaps or opportunities for improvement or innovation. References:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a

NO.58 Cloud Kicks (CK) is creating a loyalty program to deepen the engagement of its customers. CK has arrived at a concept that meets its brief, but the developer remains skeptical.

Which approach should the strategy designer take to get the developer's support?
* Persuade the developer's boss and product manager to lend their support to the project, and the developer will likely come around.
* Invite the developer to do their own research and come up with alternate potential solutions that meet the brief.
* Create a persuasive story about the concept focusing on what the developer cares about and using their language.
To gain the developer's support, crafting a compelling narrative that resonates with their values and concerns is effective. This approach involves presenting the concept in a way that aligns with the developer's interests and technical perspective, facilitating understanding and buy-in.

NO.59 Cloud Kicks (CK) has developed a successful commerce solution for its customers in the health space o creation of an artificial intelligence (AI)-based recommendation engine. There are privacy concerns.

What should a strategy designer suggest that would provide a focus on AI concerns?
* Publish a publicly accessible set of ethical principles and guides
* Create a focus group among internal stakeholders to advocate consideration of bias.
* Evaluate multiple AI vendors with commerce solutions that must be ethical.
The best suggestion that would provide a focus on AI concerns for a company that develops an AI-based recommendation engine is to publish a publicly accessible set of ethical principles and guides, as this demonstrates transparency, accountability, and commitment to ethical AI practices. Creating a focus group among internal stakeholders or evaluating multiple AI vendors may not address the privacy concerns of the customers or the public.

NO.60 A Cloud Kicks (CK) strategy designer is leading a project to create a new customer experience with digital and environmental touchpoints. The stakeholders want to understand how the designer is proposing CK will deliver the experience. which tool should they use to explore the collaboration, structure, and processes that will be required?
* Service blueprint
* Journey map
* Empathy map
The best tool to explore the collaboration, structure, and processes that will be required to deliver a new customer experience with digital and environmental touchpoints is a service blueprint, as this helps illustrate how different actors, touchpoints, channels, activities, and resources interact and support each other in delivering the service. A journey map or an empathy map may not be able to capture the backstage aspects of service delivery.

NO.61 A health and wellness company wants to create a 10-year vision for its business. Which external context for innovation is the least risky trend to influence the company's strategy?
* Market shift: The stability of the economy and consumers buying power in the next 10 years
* Perception shift: Feelings toward the efficacy of wellness products in the next 10 years
* Demographic shift: Number of affluent and educated young professionals in the U.S. in the next

10 years
The least risky trend to influence the company's strategy for a health and wellness company that wants to create a 10-year vision for its business is perception shift: feelings toward the efficacy of wellness products in the next 10 years, as this is more likely to be stable and predictable than market shift or demographic shift, which are more volatile and uncertain.

NO.62 A strategy designer at Cloud Kicks is assigned to a new project team with mixed backgrounds from around the company.

How could a kickoff meeting help align the project team before they begin working together?
* Create a social contract and promote a detailed plan for how to execute on the new teams charter.
* Outline chain of command and set ground rules for how to properly execute design thinking methodologies.
* Facilitate activities to gain an understanding of each others’ skills, communication styles, and expectations.
A kickoff meeting can help align the project team before they begin working together by facilitating activities to gain an understanding of each others’ skills, communication styles, and expectations. This helps build trust, rapport, and collaboration among team members with different backgrounds and perspectives. References:

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

NO.63 Cloud Kicks (CK) is interested in collecting data passively from customers while they are exercising in the company’s latest tours plans to collect heart rate and activity levels and then overlay this data with self-reported weight, age, and health behavior information to provide fitness recommendations What should a strategy designer recommend before CK commits to this project?
* User Acceptance Testing
* Consequence Scanning Workshop
* Global Trend Analysis
Explanation

A strategy designer should recommend a Consequence Scanning workshop before CK commits to this project.

A Consequence Scanning workshop is a method to identify and mitigate potential negative consequences of a product or service, such as privacy, security, or social issues. It involves mapping out the intended and unintended outcomes of the product or service, assessing their likelihood and severity, and devising actions to prevent or reduce harm. User Acceptance Testing or Global Trend Analysis may provide some insights, but they do not address the ethical implications in a systematic and proactive way.

NO.64 Cloud Kicks’ primary business goal for its new customer acquisition program is to increase diversity.

Which inclusive design tactic should help the company solve problems for the broadest possible audience?
* Solve for one, extend to many through a persona spectrum.
* Use Jobs to Be Done to increase empathy with the audience.
* Hold focus groups with traditionally underrepresented participants.
Solving for one, extending to many through a persona spectrum is an inclusive design tactic that helps solve problems for the broadest possible audience. It involves creating personas that represent different levels of ability, context, and preference, and designing solutions that meet the needs of the most extreme cases, which can benefit everyone else as well. References:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/solve-fo

NO.65 Cloud Kicks has uncovered a trend in parents and children wearing similar, coordinated fashion. A strategy designer is scoping a project to explore the potential of this opportunity. When should families be invited to co-create with designers?
* Concepting
* Roadmapping
* Prototyping
Explanation

The best time to invite families to co-create with designers for a new footwear line is during the concepting phase, as this helps generate and validate ideas that meet the user needs and preferences, and foster user engagement and loyalty. Roadmapping or prototyping may not be suitable for co-creation, as they are more focused on planning and testing the solution.

NO.66 A Strategy Designer at Cloud Kicks presents narrative to drive stakeholder alignment for a new product vision.

In addition to the narrative, what should the designer provide to create alignment?
* Incentives to motivate internal stakeholders to align with the proposed future state
* The strategic case including a breakdown of features and why they meet audience needs.
* A roadmap to minimize miscommunication about milestones in the build process.
Explanation

In addition to the narrative, the designer should provide the strategic case including a breakdown of features and why they meet audience needs to create alignment. The strategic case is a way to explain how the new product vision aligns with the company's mission, values, goals, and capabilities. It also shows how the product features address user needs, pain points, motivations, and behaviors. This can help persuade internal stakeholders to support the new product vision by demonstrating its value proposition and relevance.

Incentives may motivate stakeholders temporarily but they do not create lasting alignment or commitment. A roadmap may show how the new product vision will be implemented but it does not justify why it should be pursued.

NO.67 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 in interact with the current product and share insights with stakeholders.
* Organize a brainstorming session toto 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.

NO.68 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/

NO.69 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 initiative7
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NO.70 A consumer healthcare startup wants to collect data on patients’ symptoms over time, and plans to research how to monetize this data.

How should a strategy designer counsel leadership in consideration of ethical implications for both the company and its patients?
* Perform user research with patients to understand their level of comfort of data being shared for monetization.
* Facilitate a Consequence Scanning workshop before proceeding with any further investment.
* Research similar healthcare organizations about how they are monetizing patient data
A strategy designer should counsel leadership in consideration of ethical implications for both the company and its patients by facilitating a Consequence Scanning workshop before proceeding with any further investment. A Consequence Scanning workshop is a method to identify and mitigate potential negative consequences of a product or service, such as privacy, security, or social issues. It involves mapping out the intended and unintended outcomes of the product or service, assessing their likelihood and severity, and devising actions to prevent or reduce harm. Performing user research or researching similar organizations may provide some insights, but they do not address the ethical implications in a systematic and proactive way.

NO.71 Cloud Kicks has identified the following challenge statement regarding an opportunity for customer service transformation: How might we improve our automated online chat experience to be a preferred channel for our customers to seek information and self-service toots?

Which metric should define a successful transformation outcome?
* Increased goal completion rate
* Increased human takeover rate
* Decreased length of support calls
The metric that should define a successful transformation outcome is increased goal completion rate. This metric measures how often customers are able to complete their intended tasks or goals through the automated online chat experience, such as finding information or self-service tools. It indicates the effectiveness and satisfaction of the chat experience. References:

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

NO.72 A car company gathers insights from recent buyers that reveal people are not sure whether buying electric vehicles helps the environment. A strategy designer from the car company developed this challenge statement:

“How might we make electric car buyers feel confident they are having a positive impact on the environment by choosing our vehicles?” Which business goal is aligned with this challenge statement?
* Increase positive environmental impact brand awareness
* Increase online engagement with the company marketing site
* Increase overall electric vehicle sales by 20% annually
The business goal that is aligned with this challenge statement is to increase positive environmental impact brand awareness. This

goal reflects the desired outcome of making electric car buyers feel confident they are having a positive impact on the environment by choosing the company’s vehicles. References:

https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/align-ch

NO.73 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 initiative7
* 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-prep/share-cu

NO.74 At a 15-person stakeholder workshop, the Cloud Kicks’ design team shared three strategic opportunities and discussed the insights that led to them. They were well-received, and the leaders looked pleased. The design team then led a brainstorm on each opportunity.

What is the reason the strategy designer should recommend dot voting at this point?
* Dot voting is the fastest way to prioritize and make decisions.
* Dot voting focuses conversation on a few ideas with the most importance to the group,
* Dot voting lets everyone know what the leaders believe to be the right answers.
Dot voting is a democratic and quick way to gauge group consensus on the most valued ideas. It narrows down numerous ideas to those most critical to the group, facilitating focused discussions on priorities and driving alignment on strategic opportunities.

NO.75 Cloud Kicks (CK) notices a significant customer churn due to a disconnect between product features and user needs.

Which course of action should CK’s strategy designer propose to improve the situation”?
* Request product owners to envision future state and provide better requirements.
* Clarify requirements and enable quality assurance teams with better acceptance criteria.
* Facilitate a co-creation workshop to help generate ideas grounded in research insights.
The strategy designer should propose facilitating a co-creation workshop to help generate ideas grounded in research insights, to improve the situation of customer churn due to a disconnect between product features and user needs. A co-creation workshop is a method that involves collaborating with stakeholders and users to ideate and prototype solutions based on research findings and user feedback. It helps create solutions that are aligned with user needs and expectations, and increase user engagement and satisfaction. References:

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

NO.76 A car company gathers insights from recent buyers that reveal people are not sure whether buying electric vehicles helps the environment. A strategy designer from the car company developed this challenge statement:

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Explanation

The business goal that is aligned with this challenge statement is to increase positive environmental impact brand awareness. This goal reflects the desired outcome of making electric car buyers feel confident they are having a positive impact on the environment by choosing the company’s vehicles.

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

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