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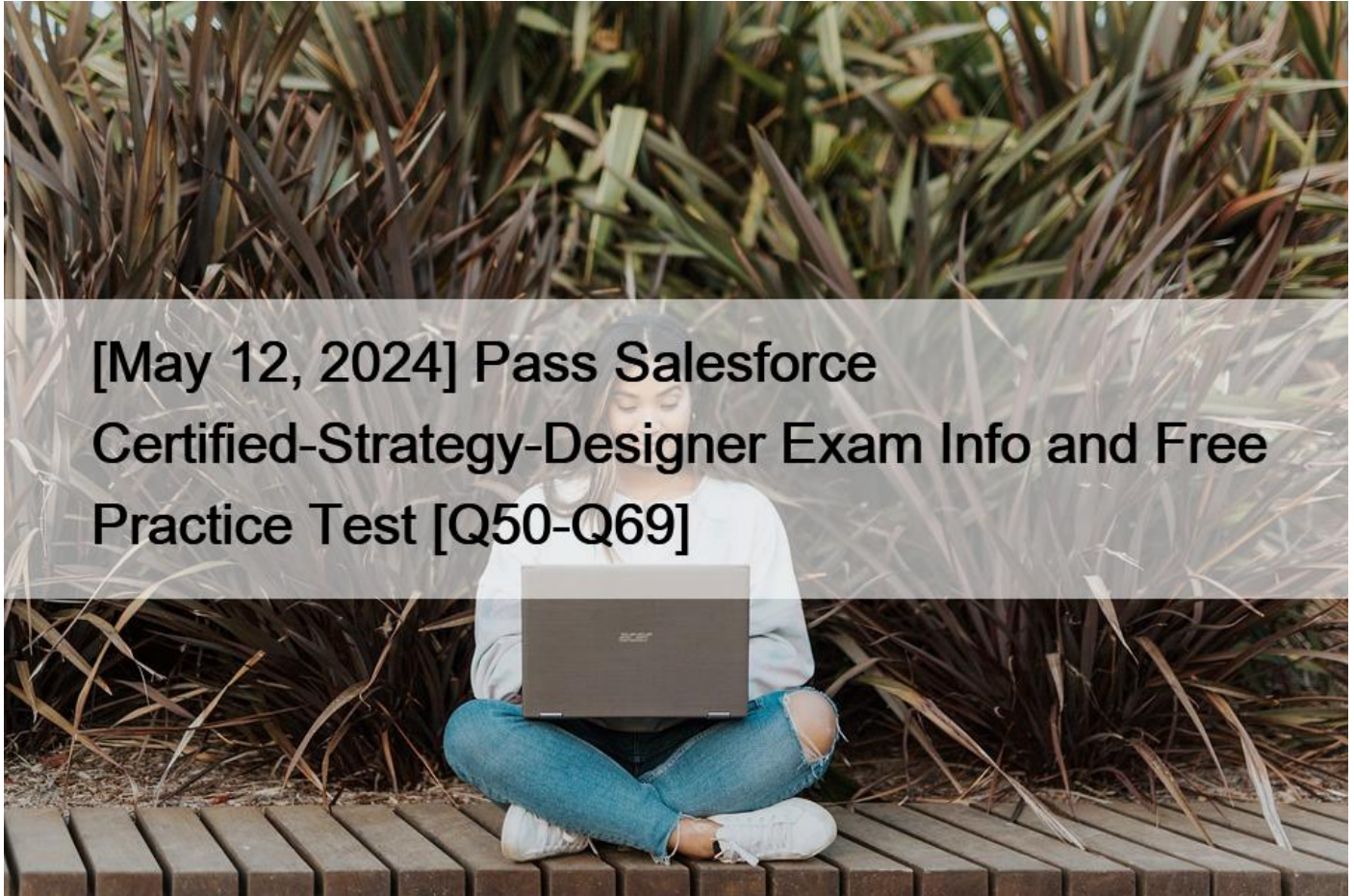

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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

TopicDetailsTopic 1- Given a scenario, craft a strategy to create alignment- Given a business need, connect user needs to high-level Salesforce capabilitiesTopic 2- Identify the key relationships needed to solve the challenge statement- identify the best presentation techniques for communicating a visionTopic 3- Given a scenario, utilize the tools for productive cross-discipline collaboration- Identify the best methods of co-creation to employ with customers and stakeholdersTopic 4- 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 organization

NEW QUESTION 50

A project team at Cloud Kicks is under pressure to solve customer supply chain issues across multiple locations. The strategy designer proposes they do some analogous research.

What should the team look to study?

* An organization outside of their industry that has solved unique but similar problems
* A creative setting outside of their office that provides more inspiration and activity
* complex system that their customers have experienced navigating successfully.

Analogous research involves looking at solutions in different contexts or industries to solve similar problems.

For supply chain issues, studying how an unrelated industry overcame comparable challenges can provide fresh insights and innovative approaches, offering new perspectives on problem-solving.

NEW QUESTION 51

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.

NEW QUESTION 52

. Leadership at Cloud Kicks just approved a vision for a new digital commerce and service strategy. They ask the Strategy Designer to create a roadmap to help them understand the rollout process and implications.

What should be one of the initial steps to take when creating a program roadmap?

* Start with a phased approach, then address foundational items early.
* Develop a RACI diagram among internal stakeholders only.
* Create a release plan matching calendar-based milestones

One of the initial steps to take when creating a program roadmap is to start with a phased approach, then address foundational items early, as this helps prioritize and sequence the work into manageable chunks and ensure that the essential requirements are met first. Developing a RACI diagram or creating a release plan may not be the initial steps, as they require more clarity and details on the scope and timeline of the program.

NEW QUESTION 53

A strategy designer is planning a remote workshop with a team from their partner company using a new digital collaboration tool. Many employees at the partner company have much less experience with technology.

Which activity should ensure the workshop is accessible to all participants?

* Conduct an in-person session with the partner company; collaboration is best when done face-to-face.
* Ask a friend to test the tools first and give feedback on how user-friendly the activities are.
* Allow access to the tool ahead of time and make sure participants are familiar before getting started.

Providing early access to digital collaboration tools and ensuring all participants are comfortable using them before the workshop starts can enhance accessibility and participation. This preparation helps level the playing field, especially for those less experienced

with technology, ensuring a productive and inclusive session.

NEW QUESTION 54

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.
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.

NEW QUESTION 55

At a project kickoff, the strategy designer wants to get ideas from all stakeholders to use as hypotheses. The designer runs a sketching activity with the multi-disciplinary group, asking everyone to sketch. They give everyone fat markers and sticky notes, and set a timer for 5 minutes of sketching.

What is the reason why marker choice is important?
* They anonymize the sketches so that stakeholders cannot judge others’ drawing abilities.
* They ensure stakeholders can fit detailed sketches on a sticky note in the allotted time.
* They enable stakeholders to focus on generating ideas rather than detailing UI.
Explanation

The reason why marker choice is important is that they enable stakeholders to focus on generating ideas rather than detailing UI. Fat markers are thick pens that limit the level of detail that can be drawn on a sticky note.

They help stakeholders concentrate on the concept or idea behind the sketch, rather than the user interface or visual design.
References:

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

NEW QUESTION 56

A design team is following the design thinking process to create a vision for their new loyalty program. While design thinking is an iterative process, there are phases that follow a general order.

Which phase encompasses creating Jobs To Be Done?
* Prototype
* Define
* Deploy
Explanation

Creating Jobs To Be Done is part of the define phase of the design thinking process. This phase involves synthesizing the insights from the empathize phase and framing the problem statement in a human-centered way. Jobs To Be Done are statements that describe what customers are trying to achieve or accomplish through a product or service.

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

NEW QUESTION 57

A pilot program for drone-delivered footwear reveals that while customers like the idea of this service, the cost of delivering it outweighs the price customers are willing to pay.

Which criterion is not being met?
* Desirability
* Feasibility
* Viability
Explanation

Viability is the criterion that is not being met by the pilot program for drone-delivered footwear. Viability refers to how profitable or sustainable a product or service is, given the market demand and cost structure. It can be measured by comparing the revenue and expenses of the product or service, and assessing the return on investment or break-even point.

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

NEW QUESTION 58

Cloud Kicks (CK) has a large number of customer support requests. CX as identified a need for updated documentation as part of a new customer service design, making self-service available within the experience What should be used to measure ongoing success?
* Decreased number of customer cases
* Increased number of Knowledge articles
* Decreased bounce rate on document on pages
The success of a self-service solution should be measured by the decreased number of customer cases, as this indicates that customers are able to find the information they need without contacting support. The number of Knowledge articles or the bounce rate on document pages may not reflect the effectiveness or satisfaction of the self-service solution.

NEW QUESTION 59

Leadership at Cloud Kicks just approved a vision for a new digital commerce and service strategy. They ask the Strategy Designer to create a roadmap to help them understand the rollout process and implications.

What should be one of the initial steps to take when creating a program roadmap?
* Start with a phased approach, then address foundational items early.
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Explanation

One of the initial steps to take when creating a program roadmap is to start with a phased approach, then address foundational items early, as this helps prioritize and sequence the work into manageable chunks and ensure that the essential requirements are met first. Developing a RACI diagram or creating a release plan may not be the initial steps, as they require more clarity and details on the scope and timeline of the program.

NEW QUESTION 60

Cloud Kicks (CX) has spent several months working to align the entire company around a vision based on inclusivity in the digital

age. Because this project will span several years, the design team is concerned the vision will eventually be lost.

What should CK do to maintain the vision and create transformative change?
*   Align the vision to current industry trends.
*   Continuously align business goals to the vision.
*   Realize the vision must be driven by business goals.
CK should continuously align business goals to the vision to maintain the vision and create transformative change. Business goals are the specific and measurable objectives that support the vision. By aligning business goals to the vision, CK can ensure that every decision and action is consistent with the desired future state, and that the vision is not diluted or distorted over time. Aligning the vision to current industry trends may not be relevant or sustainable for CK’s unique value proposition. Realizing that the vision must be driven by business goals may undermine the purpose and direction of the vision.

NEW QUESTION 61

A job listing company has launched a campaign around the adoption of its social app for professional networking.

What should the team measure to gain the most trustworthy perspective and discourage artificially increasing (or “hacking”) the company success metrics?
*   Number of times a user opens the app per day
*   New account activations
*   New connections made between users
The best way to measure the success of a social app for professional networking is to track the new connections made between users, as this reflects the value proposition and user engagement of the app.

Measuring the number of times a user opens the app per day or the new account activations may not capture the true impact of the app, as users may open the app without interacting with others or create accounts without using them.

NEW QUESTION 62

A start-up specializing in healthcare is beginning the research and development phases for an application intended for patients and doctors. The strategy designer wants to help both audiences evaluate and prioritize ideas, opportunities, and features toward a shared understanding of a new patient experience.

Which tool should be used to facilitate and share this vision”
*   Cross-functional survey
*   Storyboard
*   Creative brief
Explanation

A storyboard is a tool that should be used to facilitate and share the vision of a new patient experience. A storyboard is a visual narrative that illustrates the user’s journey with a product or service, using sketches, images, or text. It helps communicate the value proposition and key features of the solution, and how it addresses the user’s needs and goals. References:

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

NEW QUESTION 63

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
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-prep/create-a

NEW QUESTION 64

Cloud Kicks (CK) is a company of operational excellence However, CK has a hard time bringing innovative ideas to market, because investing In unproven tactics seems risky to its leaders who are used to making decisions based on metrics.

Which approach should a strategy designer take when presenting a new product vision to this group?
* Run qualitative user research on the product vision and share key feedback with stakeholders.
* Conduct a competitive analysis of other products in the same market as the product vision.
* Identify the biggest questions about the product vision and collect data on prototypes.
Explanation

The best approach to presenting a new product vision to a group of leaders who are used to making decisions based on metrics is to identify the biggest questions about the product vision and collect data on prototypes, as this helps validate or invalidate the assumptions and hypotheses behind the vision, and provide evidence-based arguments for its feasibility and viability. Running qualitative user research or conducting a competitive analysis may not be persuasive or relevant enough for this group.

NEW QUESTION 65

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 theenvironmentby 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
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

NEW QUESTION 66

A strategy designer has noticed that stakeholder perspectives often take a features-first mindset when discussing the problem space and user insights.

Which co-creation approach should help stakeholders shift to a users-first mindset before discussing solutions?
* Process Mapping Workshop

* Prioritization Workshop
* Empathy Workshop
Explanation

An empathy workshop is a co-creation approach that should help stakeholders shift to a users-first mindset before discussing solutions. An empathy workshop is a method that involves engaging stakeholders in activities that help them understand and empathize with the users’ needs, goals, pain points, and emotions. It helps foster a human-centered perspective and mindset among stakeholders, and inspire them to generate ideas that address the users’ problems or desires. References:

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

NEW QUESTION 67

A strategy designer is working with a group of developers who have yet to buy into the team design process.

What should the strategy designer to do to engage them more?
* Conduct interviews with developers to gather insights on process approaches.
* Invite the developers to lead the conversation for synthesis and persona development.
* Facilitate a workshop on ideating and sketching with the core team members.
The strategy designer should facilitate a workshop on ideating and sketching with the core team members to engage them more. A workshop is a collaborative session where participants work together to generate ideas, solve problems, or make decisions. Ideating and sketching are techniques to stimulate creativity and visualize concepts. By involving the developers in these activities, the strategy designer can help them understand the value of design thinking, foster their ownership of the process, and leverage their skills and perspectives.

Conducting interviews may provide some insights on process approaches, but it does not engage them in design work. Inviting them to lead the conversation for synthesis and persona development may put too much pressure on them if they are not familiar with these methods.

NEW QUESTION 68

Cloud Kicks’ sales team is reporting an increased rate of churn. The Support team is frequently bombarded with customer requests for less complicated user experience. The development team sees the risk in changing a mature product.

What should a strategy designer recommend to help create alignment between the team?
* Share stories from customer reach to create a common understanding of challenges.
* Create a prioritized product roadmap to ensure future releases address known challenges.
* Define acceptance criteria and acceptance testing to validate intended outcomes.
The best recommendation to help create alignment between the team is to share stories from customer research to create a common understanding of challenges, as this helps empathize with the customer pain points and needs and foster a user-centric mindset. Creating a prioritized product roadmap or defining acceptance criteria and testing may not address the root cause of the misalignment or the complexity of the user experience.

NEW QUESTION 69

Cloud Kicks’ users demonstrated behaviors and shared quotes on their excitement to use a new offering, as well as how it would influence their purchasing habits., during feedback sessions.

What do these qualitative findings Indicate about the new offering”?
* Feasibility

* Viability
* Desirability

These qualitative findings indicate desirability of the new offering. Desirability refers to how much customers want or need a product or service, and how it meets their expectations and emotions. It can be measured by observing customers’ behaviors and reactions, such as excitement, interest, engagement, satisfaction, or recommendation. References:

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

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