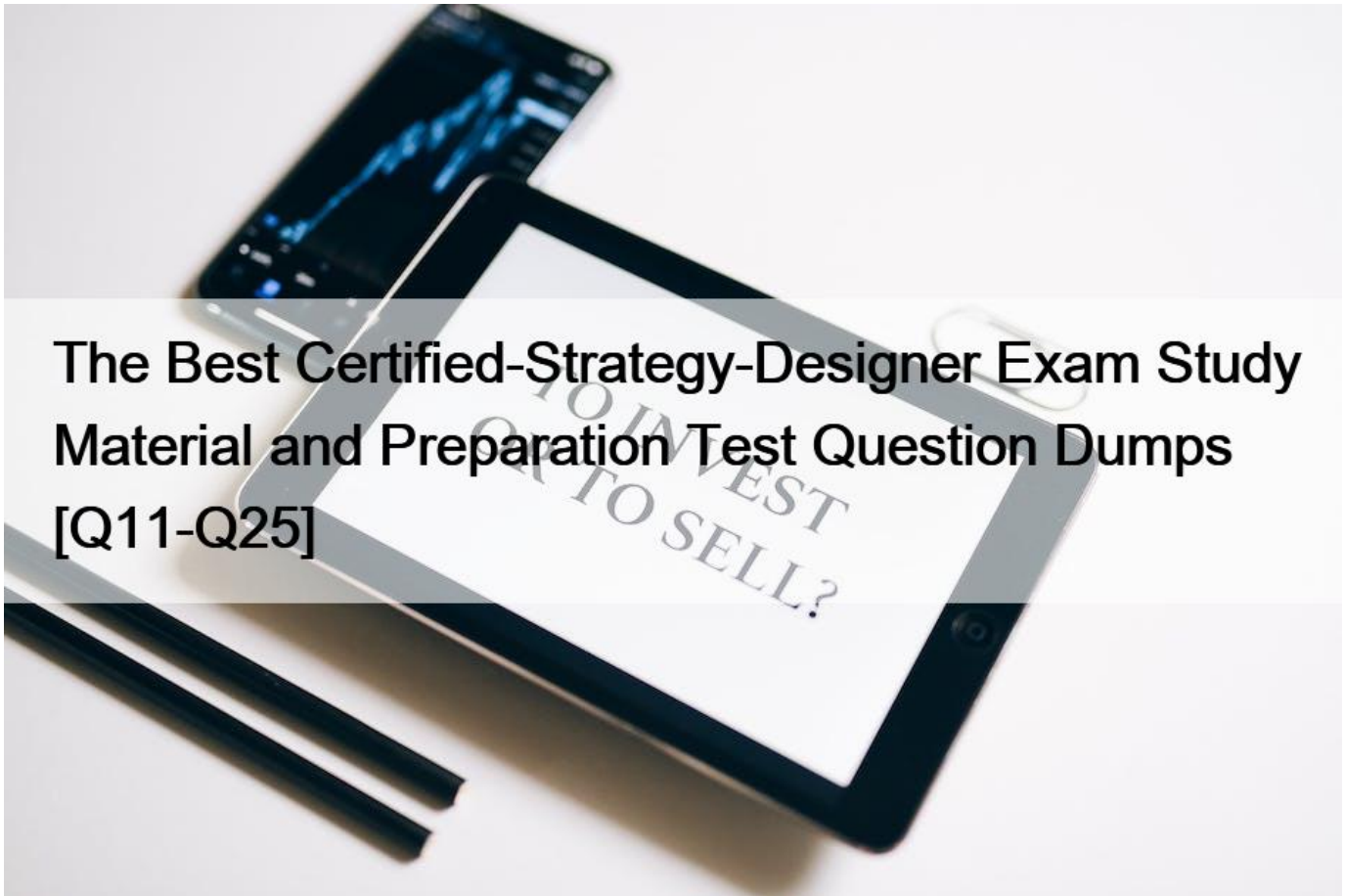# The Best Certified-Strategy-Designer Exam Study Material and Preparation Test Question Dumps [Q11-Q25

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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- Identify the key relationships needed to solve the challenge statement- identify the best presentation techniques for communicating a visionTopic 5- Determine the technical and business capabilities that underpin the delivery of vision to solution- Identify the metrics and signals that will define success

QUESTION 11

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

QUESTION 12

An online retailer developing a new sales strategy that releases a new, limited time promotion every 10 minutes to keep shoppers engaged.

The retailer’s strategy designer has concerns that the promotion falls into an ethical risk zone around addiction.

Which strategy should be used to bring potential issues to light?

* Design a workshop for the team to slow down and think through the potential consequences of the strategy to uncover stakeholder perspectives.
* Release the project as intended knowing customer feedback will force the concerns to be addressed later.
* Create a provocative presentation showing how strategies like these will lead to unhealthy shopping behaviors, and send it to leadership.

The best strategy to use to bring potential issues to light for a sales strategy that falls into an ethical risk zone around addiction is to design a workshop for the team to slow down and think through the potential consequences of the strategy and uncover stakeholder perspectives, as this helps foster ethical awareness, reflection, and dialogue. Releasing the project as intended or creating a provocative presentation may not address the ethical risk or create alignment.

QUESTION 13

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

QUESTION 14

A startup company that develops machine learning tools that track the performance of carbon dioxide and wants enforce perception validity of its data. The company starts by developing a need statement and a challenge statement.

What is the communality between the two statements?
* Both are solution free statements
* Both are tactics intended to solve problem
* Both explain the scope of possible solution.
Explanation

The commonality between a need statement and a challenge statement is that both are solution free statements, that is, they do not prescribe or imply any specific solution, but rather define the problem or opportunity space.

Both are not tactics intended to solve the problem or explain the scope of possible solutions, as they are more focused on framing the problem.

QUESTION 15

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
Explanation

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.

QUESTION 16

Cloud Kicks (CK) is going through a digital transformation exercise around its customer support capabilities. CK’s strategy designer suggests to include Omni-Channel as a part of the company’s transformation discovery.

Which channel is included in Salesforce Omni-Charmel capabilities?
* Onsite Visit
* Messaging
* Self-Service
The channel that is included in Salesforce Omni-Channel capabilities is messaging, which allows customers to communicate with agents via SMS, Facebook Messenger, WhatsApp, or other messaging platforms. Onsite visit or self-service are not channels that are supported by Omni-Channel.

QUESTION 17

Cloud Kick’s sales representatives are complaining about lack of flexibility when they need to create complex quotes and configure product solutions What should the Strategy Designer recommend to streamline their sales cycle?

* Implement Revenue Cloud
* Create a custom sales cycle that maps exactly to their needs
* Suggest to simplify the complex sales cycle to make it fit the standard setup
The Strategy Designer should recommend implementing Revenue Cloud to streamline their sales cycle.

Revenue Cloud is a Salesforce product that enables companies to create flexible and scalable revenue models, automate complex billing and revenue recognition processes, and provide a unified buying experience across channels. Revenue Cloud includes CPQ (Configure, Price, Quote) and B2B Commerce solutions that can help Cloud Kicks’ sales representatives create complex quotes and configure product solutions more easily and accurately.

QUESTION 18

A strategy designer is leading a project to reimagine in-app communication form. The CIO is a key decision maker but appears to be neutral-and even, at times, a detractor to the project.

What should the designer do to gain their alignment?
* Set up a conversation with the CIO to name the challenge and listen to their objections
* Ask the sponsor to speak to the CIO on behalf of the project and explain how it meets team needs.
* Email the stakeholders reiterating project status and asking for any objections to the approach.
The best way to gain alignment from a key decision maker who is neutral or detracting from a project is to set up a conversation with them to name the challenge and listen to their objections, as this shows respect and empathy and allows for mutual understanding and feedback. Asking the sponsor to speak to them on behalf of the project or emailing them reiterating project status may not address their concerns or motivations effectively.

QUESTION 19

A strategy designer at Cloud Kicks leads a development team whose stakeholders are notorious for misunderstanding and undervaluing research-driven UX design.

Which approach should the designer propose to increase the desire for research-driven decisions?
* Create high-fidelity prototypes to gain design buy-in.
* Strictly align to stakeholders’ business requirements.
* Align UX research goals with stakeholders’ goals
Explanation

The best approach to increase the desire for research-driven decisions among stakeholders who misunderstand and undervalue research-driven UX design is to align UX research goals with stakeholders’ goals, as this helps demonstrate the value and relevance of research for achieving business outcomes. Creating high-fidelity prototypes or strictly aligning to stakeholders’ business requirements may not address the root cause of the lack of desire for research.

QUESTION 20

A cross-disciplinary design team is looking at an affinity map of insights.

Which question should the team use to prioritize and turn them into design opportunities?
* What constraints would we have to overcome?
* Why is this insight valuable?
* Do we have the capability to develop this?
Explanation

The question that the team should use to prioritize and turn insights into design opportunities is “Why is this insight valuable?” This question can help the team evaluate the relevance, significance, and impact of each insight, and how it relates to the user needs, pain points, goals, and motivations. The question also helps the team frame the insights in terms of benefits and outcomes, rather than features or solutions. The other questions may be useful for assessing feasibility or viability, but they do not prioritize insights based on value.

QUESTION 21

At a project kickoff, a stakeholder shared the hypothesis that the price point was the reason their product was failing in the market. But when the design team conducted qualitative research, they learned that customers wanted an entirely different type of product.

How should the design team present this information knowing they would challenge a stakeholder’s hypothesis?
* In a walking deck with video clips from research sessions
* In a ‘How Might We” statement to encourage new ideas
* In an insights workshop with plenty of time for group discussion
The design team should present the information that challenges a stakeholder’s hypothesis in an insights workshop with plenty of time for group discussion. This helps create a safe and collaborative space where the stakeholder can ask questions, share feedback, and understand the research findings and implications.

References:

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

QUESTION 22

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QUESTION 23

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 24

Cloud Kicks (CK) set a goal to improve the sustainability of its business in the coming year. A strategy designer on CK”s team knows the importance of pushing for environmental impact in their latest designs.

What should they do to prepare to measure progress toward this goal?
* Create a journey map that extends into pre-purchase and post-use disposal to uncover unseen impacts of the product’s lifecycle.
* Schedule a workshop with key product stakeholders to brainstorm “how might this new product be more sustainable
* Only interview customers who value environmentalism to uncover needs from CK’s desired customer base of ethical consumers.
Explanation

The strategy designer should create a journey map that extends into pre-purchase and post-use disposal to uncover unseen impacts of the product’s lifecycle, to prepare to measure progress toward the goal of improving the sustainability of the business. This helps identify the environmental touchpoints and opportunities for improvement across the entire customer journey, not just during the use phase.

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

QUESTION 25

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
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.

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