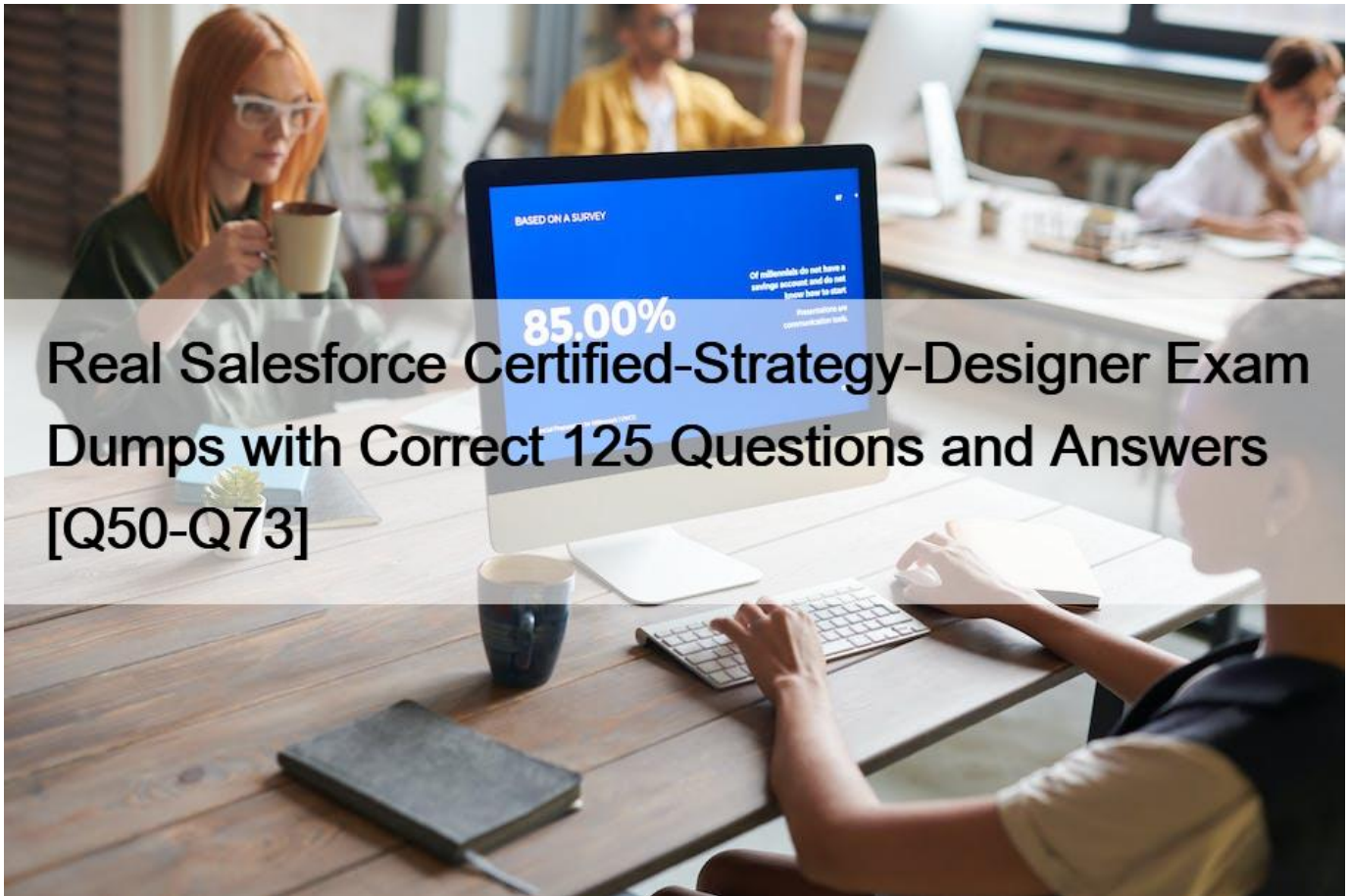


## Real Salesforce Certified-Strategy-Designer Exam Dumps with Correct 125 Questions and Answers [Q50-Q73]



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Valid Certified-Strategy-Designer Test Answers & Salesforce Certified-Strategy-Designer Exam PDF

### Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

TopicDetailsTopic 1- 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 2- 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 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- 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

**NO.50** The call center at Cloud Kicks (CK) is receiving higher call volumes than usual, which is leading to longer wait times for customers. CK has decided to engage a team to address this.

What should the strategy designer ask before framing the problem?

- \* How does a competitor solve for a similar problem?
- \* What problem(s) is CK trying to solve?
- \* What new technology trends exist for customer service?

Explanation

Before framing the problem, the strategy designer should ask what problem(s) CK is trying to solve, rather than jumping to solutions or assumptions. This helps clarify the scope and context of the challenge and identify the root causes and effects of the issue.

References:

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

**NO.51** A design team presents their vision for a new product, and their executive team has some fundamental questions about how the product strategy will drive business outcomes.

What should the strategy designer do to address these concerns?

- \* Collect feedback and use it to define constraints for a new co-creation activity with stakeholders.
- \* Share stories from research that show the design team understands the customers' needs.
- \* Provide a breakdown of the strategy, linking features with consumer benefits and outcomes.

Explanation

The design team should provide a breakdown of the strategy, linking features with consumer benefits and outcomes, to address the concerns of the executive team. This helps communicate the value proposition and rationale of the product vision, and how it aligns with the business goals and objectives.

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

**NO.52** 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.

**NO.53** Cloud Kicks (CK) is committed to making its new Commerce Cloud accessible to everyone.

Which consideration should CK make when delivering this solution?

- \* Accessibility needs to be integrated throughout the entire project lifecycle.
- \* Integrated accessibility evaluation methodologies are not helpful in this context.
- \* Adequate accessibility measures make usability testing redundant.

Explanation

The consideration that CK should make when delivering this solution is that accessibility needs to be integrated throughout the

entire project lifecycle. Accessibility refers to the design and development of products or services that are usable by everyone, regardless of their abilities or disabilities. Accessibility needs to be considered and incorporated from the beginning to the end of the project, not as an afterthought or a separate process. This helps ensure that the solution meets the standards and guidelines for accessibility, and provides a positive and inclusive experience for all users. References:

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

**NO.54** 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.

Explanation

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.

**NO.55** Cloud Kicks has designed two new features for its online shopping experience. Feature A is a tracker to show existing customers when their footwear will arrive, feature B gives the option to invite friends to purchase, too, focusing on acquiring new customers. Which criteria should the strategy designer use to determine which feature to build first?

- \* Outcome and bandwidth
- \* Resourcing and budget
- \* Value and effort

Explanation

The criteria that the strategy designer should use to determine which feature to build first is value and effort.

Value and effort are two dimensions that can help evaluate and compare features based on their impact on achieving the desired outcomes and their difficulty or complexity to implement. Features that have high value and low effort are usually prioritized, while features that have low value and high effort are usually deprioritized or eliminated. Outcome and bandwidth or resourcing and budget may not be sufficient criteria for determining which feature to build first, as they do not account for both value and effort.

**NO.56** A strategy designer is working with a product team to reach more diverse audiences.

How should the designer make a case for ensuring all future releases meet accessibility standards?

- \* Evaluate competitors' accessibility standards.
- \* Focus rationale on how refactoring later is more expensive.
- \* Plot accessibility standards against impact and difficulty.

Explanation

The designer should make a case for ensuring all future releases meet accessibility standards by focusing rationale on how refactoring later is more expensive than designing for accessibility from the start. This argument appeals to the business logic and

cost-benefit analysis of the stakeholders. References:

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

**NO.57** The strategy designer at Cloud Kicks has worked with the development team to create a cross-cloud 360 prototype based on a concept to create a better customer experience and help drive revenue.

What should the designer produce to get buy-in from the business stakeholders?

- \* Business user flow and journey map
- \* Business case and roadmap
- \* Business metrics and ROI map

Explanation

The designer should produce a business case and a roadmap to get buy-in from the business stakeholders. A business case is a document that outlines the rationale, benefits, costs, risks, and alternatives of a proposed project or solution. A roadmap is a visual representation of the plan, timeline, milestones, and dependencies of a project or solution. Together, they can help communicate the value proposition, feasibility, viability, and desirability of the cross-cloud 360 prototype to the business stakeholders. A business user flow and journey map may show how the prototype works and what pain points it solves, but they do not provide enough information on the strategic aspects of the project. Business metrics and ROI map may quantify some aspects of the project, but they do not explain how or why the prototype was created.

**NO.58** A strategy designer leads a new UX project and needs to align with stakeholders who have varying degrees of interest and influences the project. The designer wants to understand each stakeholder's potential negative and positive impacts on the project.

Which tactic should be used?

- \* Stakeholder Focus Group
- \* Stakeholder Analysis
- \* Stakeholder KPIs

Explanation

The best tactic to understand the potential impacts of stakeholders on a project is stakeholder analysis, which is a systematic way of identifying and assessing the interests, expectations, and influences of various stakeholders. A stakeholder focus group or stakeholder KPIs may not capture the full spectrum of stakeholder perspectives and impacts.

**NO.59** 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

Explanation

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.60** Cloud Kicks (CK) understands that all members of its cross-functional remote team can contribute to the design of a product through collaborative activities.

Which tools should CK use while conducting the next synchronous journey mapping session?

- \* Design creation tools
- \* Whiteboarding tools
- \* Presentation tools

Explanation

Whiteboarding tools are tools that enable collaborative drawing, brainstorming, and mapping on a virtual board. They are useful for conducting synchronous journey mapping sessions with remote teams, as they allow everyone to participate and contribute in real time. References:

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

**NO.61** 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>

**NO.62** Cloud Kicks has envisioned an omnichannel experience for its customers that lets them seamlessly move across devices and select from multiple communication channels when reaching out to the company. The strategy designer creates a go-to-market (GTM) strategy for this concept.

What is a core component of a successful GTM strategy?

- \* Test-driven development
- \* Product value proposition
- \* Digital marketing plan

Explanation

A product value proposition is a core component of a successful go-to-market (GTM) strategy. A product value proposition is a statement that summarizes the benefits and value that a product or service offers to customers, and how it solves their problems or satisfies their needs. It helps communicate the unique selling points and differentiation of the product or service, and attract and retain customers. References:

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

**NO.63** A strategy designer is working on an app for the financial industry and gets the sense that stakeholders don't share a common understanding of customer pain points.

What should the strategy designer create to align stakeholders on the most important customer issues?

- \* Service blueprint
- \* Journey map

\* Data dashboard

Explanation

A journey map is a tool that the strategy designer should create to align stakeholders on the most important customer issues. A journey map is a visual representation of the customer's experience with a product or service, from their perspective. It helps identify the customer's needs, goals, pain points, emotions, and touchpoints across different stages of their journey. It also helps prioritize and address the most critical customer problems or opportunities for improvement. References:

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

**NO.64** 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.

**NO.65** 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.

Explanation

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-p>

**NO.66** 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.67** The design team is working on a high-fidelity prototype to create a more enjoyable user experience. The development team is busy and focused on the build, so the design team wants to engage them efficiently.

What is a key reason why they would engage the developer team?

- \* To research new features
- \* To provide design feedback
- \* To validate technical limitations

Explanation

The key reason why the design team would engage the developer team is to validate technical limitations.

Technical limitations are constraints or challenges that affect the feasibility or viability of a solution, such as platform capabilities, integrations, performance, security, or scalability. The design team should consult with the developer team to understand and address these limitations, and ensure that the solution is realistic and achievable. References:

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

**NO.68** 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-prep/influenc>

**NO.69** The design team at Cloud Kicks is making the case for analogous research as part of the design process for a brand new experience.

What should analogous research help them accomplish?

- \* Bring fun into an otherwise boring project.
- \* Explain a complex strategy to varied stakeholders.
- \* Generate unexpected ideas and increase empathy.

Explanation

Analogous research is a type of research that involves looking at examples from other domains or industries that have similar challenges or goals as the design project. It helps generate unexpected ideas and increase empathy by exposing the design team to different perspectives and solutions. References:

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

**NO.70** Cloud Kicks (CK) works with various technology platforms built up over decades of acquisitions. Each platform has a

different level of design maturity, which creates a very inconsistent user experience. To prioritize what to address first, CK needs to assess the business impact.

Which method is typically used to Quantify design debt?

- \* User interviews
- \* Heuristic analysis
- \* NPS or CSAT

Explanation

NPS or CSAT are methods that are typically used to quantify design debt. NPS stands for Net Promoter Score, which measures how likely customers are to recommend a product or service to others. CSAT stands for Customer Satisfaction Score, which measures how satisfied customers are with a product or service. Both methods help evaluate the impact of design debt on customer loyalty and satisfaction, and prioritize areas for improvement or redesign. References:

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

**NO.71** Cloud Kicks (CK) is creating a high-priority loyalty program as part of a larger engagement strategy for the company. Several top leaders want to remain involved but don't have much time to invest.

What should CK's strategy designer do to keep these leaders informed and invested, avoiding project disruption due to a lack of alignment?

- \* Create three moments that matter, where top leaders will be invited to provide feedback.
- \* Create a communication plan based on leaders' interest, influence, and level of support for the work.
- \* Create individual plans for working with top leaders based on their preferred cadence and type of involvement.

Explanation

The strategy designer should create a communication plan based on leaders' interest, influence, and level of support for the work, to keep them informed and invested, avoiding project disruption due to a lack of alignment. This helps tailor the communication frequency, format, and content to the needs and preferences of each leader, and ensure they are engaged and aligned throughout the project.

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

**NO.72** 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.

**NO.73** 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>

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