

Salesforce.Certified Strategy Designer.by,Rian.22q

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**Exam Code: Certified Strategy Designer**



## Exam A

### QUESTION 1

A strategy designer at Cloud Kicks (CK) has crafted a vision for a sustainable future digital commerce strategy, with an emphasis on efficiency for both users and business logistics. As they design and develop CK\*s new mobile app, how should the designer ensure alignment to the vision?

- A. Design a usability testing recruit plan that leans heavily on environmentalists.
- B. Research design patterns applicable to digital commerce and business logistics.
- C. Establish KPIs and instill checkpoints in the product development process.

**Correct Answer: C**

**Section:**

**Explanation:**

The designer should establish KPIs and instill checkpoints in the product development process to ensure alignment to the vision of a sustainable future digital commerce strategy. KPIs stand for Key Performance Indicators, which are metrics that measure the progress and success of a product or service against predefined goals and objectives. Checkpoints are moments in the product development process where the team reviews the work done so far, validates the assumptions and hypotheses, and adjusts the plan or direction as needed. Both methods help monitor and evaluate the alignment of the product with the vision, and ensure that the product delivers value to both users and business.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/establish-kpis-and-instill-checkpoints-in-the-product-development-process>

### QUESTION 2

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?

- A. Test-driven development
- B. Product value proposition
- C. Digital marketing plan

**Correct Answer: B**

**Section:**

**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.

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

### QUESTION 3

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?

- A. Process Mapping Workshop
- B. Prioritization Workshop
- C. Empathy Workshop

**Correct Answer: C**

**Section:**

**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.

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

### QUESTION 4

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'?

- A. Feasibility
- B. Viability
- C. Desirability

**Correct Answer: C**

**Section:**

**Explanation:**

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.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/measure-the-success-of-the-initiative>

#### QUESTION 5

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?

- A. Scheduler
- B. Service Goud
- C. Field Service

**Correct Answer: C**

**Section:**

**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.

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

#### QUESTION 6

A strategy designer is working on a future digital commerce vision for Cloud Kicks.

What should the designer focus on when engaging technical stakeholders?

- A. Minimize technical stakeholders' input at this early stage.
- B. Ensure all ideas have buy-in from technical stakeholders.
- C. Explore feasibility and opportunities for future innovation.

**Correct Answer: C**

**Section:**

**Explanation:**

The designer should focus on exploring feasibility and opportunities for future innovation when engaging technical stakeholders. Feasibility refers to how possible or realistic it is to implement a solution, given the technical constraints or requirements. Opportunities for future innovation refer to the potential or possibilities for creating new or improved solutions, leveraging the latest technologies or trends. Both aspects help foster a collaborative and creative dialogue between the designer and the technical stakeholders, and ensure that the solution is both viable and desirable.

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

#### QUESTION 7

A strategy designer at Cloud Kicks conducted a series of interviews with business stakeholders and customers to gain insights into existing customer support operations and wrote the design challenge statement.

Which option reflects the format of the design challenge statement'?

- A. As a user, I want to see trending support resources upon the first login to customer support so I can save my time.
- B. Unify platforms and centralize support operations to save customers time and reduce business costs.
- C. How might we save our existing customers time by preemptively serving the info they need to deflect the customer support calls.

**Correct Answer: C**

**Section:**

**Explanation:**

This option reflects the format of the design challenge statement. A design challenge statement is a statement that frames the problem to be solved in a human-centered and open-ended way. It typically follows the format of "How might we (HMW) + user + need + outcome". It helps inspire and guide the ideation and solution generation process.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/write-a-design-challenge-statement>

**QUESTION 8**

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?

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

**Correct Answer: B**

**Section:**

**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.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/share-customer-needs-and-tie-them-to-business-goals>

**QUESTION 9**

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?

- A. They anonymize the sketches so that stakeholders cannot judge others' drawing abilities.
- B. They ensure stakeholders can fit detailed sketches on a sticky note in the allotted time.
- C. They enable stakeholders to focus on generating ideas rather than detailing UI.

**Correct Answer: C**

**Section:**

**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.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/sketch-with-fat-markers>

**QUESTION 10**

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'?

- A. Service blueprint
- B. Journey map
- C. Data dashboard

**Correct Answer: B**

**Section:**

**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.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-a-journey-mapping-session>

**QUESTION 11**

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?

- A. Desirability
- B. Feasibility
- C. Viability

**Correct Answer: C**

**Section:**

**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.

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

#### QUESTION 12

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?

- A. To research new features
- B. To provide design feedback
- C. To validate technical limitations

**Correct Answer: C**

**Section:**

**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.

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

#### QUESTION 13

Cloud Kicks feels confident about its vision for a new loyalty program and has received approval from leadership to begin development.

What is needed from the strategy designer to inform a roadmap from MVP to mature offering?

- A. Phases of feature development
- B. Instrumentation and POC prototypes
- C. Effort sizing and user story points

**Correct Answer: A**

**Section:**

**Explanation:**

Phases of feature development are needed from the strategy designer to inform a roadmap from MVP to mature offering. Phases of feature development are stages or steps that define how a feature or solution will evolve over time, from its initial version to its final version. They help plan and prioritize the scope and sequence of work, and communicate the vision and value proposition of the product or service.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-phases-of-feature-development>

#### QUESTION 14

Cloud Kicks (CK) is committed to making its new Commerce Cloud accessible to everyone.

Which consideration should CK make when delivering this solution?

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

**Correct Answer: A**

**Section:**

**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.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/integrate-accessibility-throughout-the-entire-project-lifecycle>

#### QUESTION 15

Cloud Kicks asks to see a roadmap denoting how the design team will turn their product vision into reality.

What should the team do when developing their roadmap?

- A. Focus on features, including detailed outputs associated with each one.
- B. Ensure stakeholders stay connected and aligned during roadmap development
- C. Set expectations that once the roadmap is approved It will not be modified.

**Correct Answer: B**

**Section:**

**Explanation:**

The team should ensure stakeholders stay connected and aligned during roadmap development, when creating their roadmap to turn their product vision into reality. This helps avoid misalignment or confusion among stakeholders, and ensure that the roadmap reflects their feedback and expectations.

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

#### QUESTION 16

A strategy designer leading a UX team needs to articulate their team's purpose and value to the rest of the company. The designer decides to create vision statements using a collaborative, research-backed process to increase team members' understanding and alignment of UX efforts.

What should be the steps taken to achieve this goal?

- A. Hypothesize, Empathize, Optimize
- B. Define, Design, Deploy
- C. Gather, Envision, Plan



**Correct Answer: C**

**Section:**

**Explanation:**

The steps that should be taken to achieve the goal of creating vision statements using a collaborative, research-backed process are Gather, Envision, Plan. These steps involve gathering data and insights from research, envisioning possible future states based on insights, and planning how to communicate and execute the vision.

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

#### QUESTION 17

Cloud Kicks has expanded its business recently by offering customizable footwear and the ability to price by customer. Along with Sales Cloud, they are looking into additional product options that would help sales reps configure their orders easily.

Which Salesforce product should be considered for this business need?

- A. Revenue Cloud
- B. Commerce Cloud
- C. Marketing Cloud

**Correct Answer: A**

**Section:**

**Explanation:**

Revenue Cloud is a Salesforce product that should be considered for this business need. It helps sales reps configure their orders easily by providing guided selling, dynamic pricing, contract management, billing automation, and revenue recognition features. It integrates with Sales Cloud to enable seamless quote-to-cash processes.

Reference: <https://www.salesforce.com/products/revenue-cloud/overview/>

#### QUESTION 18



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 tools?

Which metric should define a successful transformation outcome?

- A. Increased goal completion rate
- B. Increased human takeover rate
- C. Decreased length of support calls

**Correct Answer: A**

**Section:**

**Explanation:**

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.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/measure-the-success-of-the-initiative>

#### QUESTION 19

A project team led by a strategy designer has just facilitated 3 weeks of user research.

What should they do to identify key insights?

- A. Plot insights on a 2x2 diagram of effort and impact, and align with stakeholders.
- B. Ask each team member to create insights based on their expertise and support with collected quotes.
- C. As a team, spend time affinity mapping, spotting patterns, and surfacing surprises.

**Correct Answer: C**

**Section:**

**Explanation:**

The project team should spend time affinity mapping, spotting patterns, and surfacing surprises, to identify key insights after conducting user research. This method involves grouping data points into themes or categories, finding connections or trends among them, and highlighting unexpected or surprising findings.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/identify-key-insights>

#### QUESTION 20

A Salesforce Architect is asked to engage and help facilitate a journey mapping workshop with a strategy designer. The architect is unsure how it will help in the creation of deliverables they are required to produce.

What value should the architect get by engaging in this workshop?

- A. A journey map allows for the creation of a solution architecture diagram.
- B. A journey map will allow the developers to start building.
- C. A journey mapping exercise will provide all of their technical requirements.

**Correct Answer: C**

**Section:**

**Explanation:**

A journey map is a tool that helps the architect engage and facilitate a journey mapping workshop with a strategy designer. 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 inform the design and development of solutions that meet the customer's expectations and improve their satisfaction.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-a-journey-mapping-session>

#### QUESTION 21

Cloud Kicks (CK) has gone through a comprehensive redesign of its internal sales process to better embed it into the capabilities of Sales Cloud. CK's executive stakeholders are concerned there will be limited adoption by the sales team, as Sales Cloud is too new to them and their processes were mostly based on guided documents within Excel.

Which approach should the strategy designer recommend to aid the sales team in onboarding to Sales Cloud?

- A. Sync an Excel file with Salesforce Connect.
- B. Use In-App Guidance and invest in change management.
- C. Customize Sales Cloud to mimic existing sales process.

**Correct Answer: B**

**Section:**

**Explanation:**

The strategy designer should recommend using In-App Guidance and investing in change management to aid the sales team in onboarding to Sales Cloud. In-App Guidance is a feature that allows creating prompts and walkthroughs within Salesforce to guide users through new features or processes. Change management is a process that involves planning, communicating, and supporting users through organizational changes, such as adopting new technologies or workflows.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/use-in-app-guidance-and-invest-in-change-management>

**QUESTION 22**

Cloud Kicks (CK) wants to prototype and test the value proposition for a potential new business venture.

When gathering customer feedback on the prototype, which question should CK seek answers to when determining if the business model is viable?

- A. Would customers recommend this to a friend?
- B. How would customers improve the experience?
- C. What are customers willing to pay?

**Correct Answer: C**

**Section:**

**Explanation:**

The question that CK should seek answers to when determining if the business model is viable is what are customers willing to pay? This question helps evaluate the value proposition and revenue streams of the new service, and whether customers perceive the service as worth paying for.

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

