

[2023 New Certified-Strategy-Designer exam dumps Use Updated Salesforce Exam [Q37-Q60]



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Verified Certified-Strategy-Designer Dumps Q&As - Certified-Strategy-Designer Test Engine with Correct Answers

Q37. 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>

Q38. Cloud Kicks (CK) has noticed that users struggle to find the information they are looking for via the company's website navigation menu. CK's strategy designer asks the design team to revise the menu by co-designing it with end users.

Which technique should be used to do this?

- * Consequence scanning
- * Card sorting
- * Heuristic review

Explanation

Card sorting is a technique that should be used to co-design the website navigation menu with end users. Card sorting is a method that involves asking users to organize items into groups or categories, and label them according to their preferences. It helps understand how users think about the information architecture and structure of a website, and design a menu that is intuitive and user-friendly.

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

Q39. A strategy designer creates a bridge from the project vision to product development through prioritization.

Which factor should be considered to minimize cost and maximize value?

- * Usability
- * Velocity
- * Effort

Explanation

Effort is a factor that should be considered to minimize cost and maximize value when prioritizing ideas or features. Effort refers to the amount of time, resources, or complexity required to implement a solution. It helps estimate the cost-benefit ratio of each solution, and select the ones that deliver the most value with the least effort.

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

Q40. 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>

Q41. Cloud Kicks wants to design a new line of service and has decided to conduct a Consequence Scanning workshop to assess the planned service development roadmap.

Which types of outcomes should result from a Consequence Scanning workshop?

- * Issues to act on, influence, or monitor
- * Issues to stop, start, or continue
- * Issues to accept, object., or withhold

Explanation

A Consequence Scanning workshop is a method that helps assess the potential positive and negative impacts of a planned service or product on different stakeholders and scenarios. The outcomes of this workshop are issues to act on, influence, or monitor, which help prioritize actions and mitigate risks. References:

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

Q42. A newly formed design team at Cloud Kicks is concerned their work will suffer if they are not better aligned.

Which tool should a strategy designer recommend for the team to begin alignment?

- * Brainstorm
- * Team agreement
- * Consequence Scanning workshop

Explanation

A team agreement is a tool that a strategy designer can recommend for the team to begin alignment. It is a document that defines the team's purpose, values, norms, roles, and expectations. It helps create a shared understanding and commitment among team members and foster a positive and productive team culture.

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

Q43. 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

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>

Q44. A strategy designer is teaching a marketing team how to use the How Might We format for challenge framing.

What is the reason the statement should say "How might we"; instead of "How will we"?

- * Marketing teams do not have the responsibility to drive design challenges.
- * It allows the team to explore solutions without committing to one right away.
- * "Will"; assumes the problem can be solved without due diligence.

Explanation

The How Might We format for challenge framing uses the word "might"; instead of "will"; because it implies a sense of possibility and curiosity, rather than certainty or obligation. It allows the team to explore solutions without committing to one right away, which encourages creativity and experimentation. References:

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

Q45. Cloud Kicks is making sustainability a new core value.

Which methodology should a strategy designer use to help stakeholders understand the impact of that decision on current products and services?

- * Heuristics evaluation
- * Business model canvas
- * Corporate integrity workshop

Explanation

A business model canvas is a methodology that a strategy designer should use to help stakeholders understand the impact of making sustainability a new core value on current products and services. A business model canvas is a tool that helps describe, design, and evaluate the key elements of a business model, such as value proposition, customer segments, revenue streams, cost structure, and key resources. It helps assess the desirability, viability, and feasibility of a product or service, and identify opportunities and risks for improvement or innovation.

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

Q46. 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-p>

Q47. 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?

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

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. References:

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

Q48. 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?

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

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.

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

Q49. In an effort to increase revenue, the Cloud Kicks design team proposes creating a new ecommerce tool where customers can easily search for products and access a bot that makes personalized recommendations. The team knows the cost to implement this new experience is significant.

Which tool should the team use to justify the strategy?

- * Business model canvas
- * Criteria scorecard
- * Prioritization matrix

Explanation

The team should use a prioritization matrix to justify the strategy. A prioritization matrix is a tool that helps evaluate and rank ideas or features based on two criteria, such as impact and effort. It helps determine the most valuable and viable solutions, and communicate the benefits and trade-offs of each option.

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

Q50. A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company.

What should they do to learn about the unique expectations of the company*s customers?

- * Share prototypes of different interface directions with 100 people who regularly use their bank*s app.
- * Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.
- * Interview 8-10 customers about how banking fits into their lives and their ideal relationship with their bank.

Explanation

Interviewing 8-10 customers about how banking fits into their lives and their ideal relationship with their bank is the best way to learn about the unique expectations of the company*s customers. This method provides qualitative and contextual insights

into the customers's needs, goals, pain points, and emotions.

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

Q51. 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's?

- * 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>

Q52. A strategy designer is facilitating a prioritization workshop, and there are strong differing opinions about the right solutions to the challenge.

What should the designer do?

- * Pause the conversation and work through the conflict in a private setting.
- * Take a vote among people in the room and pursue the winning opinion.
- * Work through the conflict in the workshop to reach a shared perspective.

Explanation

The strategy designer should work through the conflict in the workshop to reach a shared perspective, rather than avoiding or suppressing it. This helps surface different opinions and perspectives, foster constructive dialogue, and align on common goals and criteria.

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

Q53. 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-p>

Q54. 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>

Q55. 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

Explanation

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-p>

Q56. 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>

Q57. 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-p>

Q58. 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?

- * How would customers improve the experience?
- * What are customers willing to pay?
- * Would customers recommend this to a friend?

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.

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

Q59. 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?

- * Increased goal completion rate
- * Increased human takeover rate
- * Decreased length of support calls

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. References:

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

Q60. 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 initiative?

- * 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>

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