



Free Questions for Certified-Strategy-Designer

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Question 1

Question Type: MultipleChoice

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?

Options:

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

Answer:

A

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 2

Question Type: MultipleChoice

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?

Options:

- A- Phases of feature development

- B- Instrumentation and POC prototypes
- C- Effort sizing and user story points

Answer:

A

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 3

Question Type: MultipleChoice

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'?

Options:

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

Answer:

B

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 4

Question Type: MultipleChoice

Cloud Kicks (CK) is interested in collecting data passively from customers while they are exercising in the company's latest tours plans to collect heart rate and activity levels and then overlay

this data with self-reported weight, age, and health behavior information to provide fitness recommendations

What should a strategy designer recommend before CK commits to this project?

Options:

- A- User Acceptance Testing
- B- Consequence Scanning Workshop
- C- Global Trend Analysis

Answer:

B

Explanation:

A strategy designer should recommend a Consequence Scanning workshop before CK commits to this project. 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. User Acceptance Testing or Global Trend Analysis may provide some insights, but they do not address the ethical implications in a systematic and proactive way.

Question 5

Question Type: MultipleChoice

A cross disciplinary team is starting a new design initiative for Cloud Kicks, and the strategy designer is leading the effort.

What is one way to increase the team's psychological safety to encourage productive collaboration?

Options:

- A- Ask everyone to share a personal experience.
- B- Ask everyone their expected level of project involvement.
- C- Ask everyone to introduce themselves via title and greatest success

Answer:

A

Explanation:

One way to increase the team's psychological safety to encourage productive collaboration is to ask everyone to share a personal experience, as this helps build trust, empathy, and rapport among team members. Asking everyone their expected level of project involvement or introducing themselves via title and greatest success may not foster psychological safety, as they may create hierarchy, pressure, or competition.

Question 6

Question Type: MultipleChoice

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?

Options:

- A- Business user flow and journey map
- B- Business case and roadmap
- C- Business metrics and ROI map

Answer:

B

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.

Question 7

Question Type: MultipleChoice

A cross-disciplinary team at Cloud Kicks has to synthesize top customer quotes and insights from research and turn them into design opportunities.

Which question should the team use to prioritize insights?

Options:

- A- How will this improve the customer experience?
- B- Is our technology capable of supporting this need?
- C- What will bring in the most revenue?

Answer:

A

Explanation:

The best question to prioritize insights from customer research is how will this improve the customer experience, as this focuses on the value proposition and user needs of the design. Asking if the technology is capable of supporting the need or what will bring in the most revenue may not reflect the user-centric approach of design thinking.

Question 8

Question Type: MultipleChoice

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?

Options:

- 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.

Answer:

B

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 9

Question Type: MultipleChoice

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?

Options:

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

Answer:

B

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>

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