Free Questions for Certified-Strategy-Designer

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Question 1

Question Type: MultipleChoice

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?

Options:

A- Usability
B- Velocity
C- Effort

Answer:

C

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. Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/prioritize-ideas-with-a-priority-matrix

Question 2

Question Type: MultipleChoice

Claud Kicks (CK) has launched a new online store with special emphasis on improving user

experience.

Which metric should be used to measure user experience improvements achieved as on outcome of

the redesign?

Options:

A- Increased transaction volume
B- Net Adoption Score (NAS)
C- Customer Satisfaction Score (CSAT)

Answer:

C

Explanation:

The best metric to measure user experience improvements achieved as an outcome of the redesign is Customer Satisfaction Score (CSAT), which is a simple and direct way of gauging how satisfied customers are with the product or service. Increased transaction volume or Net Adoption Score (NAS) may not reflect the user experience aspects of the redesign.

Question 3

Question Type: MultipleChoice

A strategy designer is working on a project with budget constraints. Many of the variables and decisions are unclear in the early stages of design What should be their approach in terms of bringing skills and talent?

Options:

A- Define additional leads for each functional area.
B- Staff heavily from the development phase until the go to market phase.
C- Bring in team members with strong problem solving skills.

Answer:

C

Explanation:

The best approach in terms of bringing skills and talent for a project with budget constraints and unclear variables and decisions is to bring in team members with strong problem solving skills, as

this helps tackle ambiguity and uncertainty, and generate creative and effective solutions. Defining additional leads for each functional area or staffing heavily from the development phase may not be feasible or optimal for the project.

Question 4

Question Type: MultipleChoice

While conceptualizing a new footwear line, the design team gained feedback that both

employees and consumers are seeking more sustainable products. Leaders need more rationale to

justify the investment.

Which values-based design principle should be used to reinforce this feedback?

Options:

A- Create products from recycled materials.
B- Use energy from renewable resources.
C- Focus on creating enduring advantage

Answer:

A

Explanation:

The best values-based design principle to use to reinforce the feedback that both employees and consumers are seeking more sustainable products is to create products from recycled materials, as this helps reduce environmental impact, conserve resources, and demonstrate social responsibility. Using energy from renewable resources or focusing on creating enduring advantage may not be directly related to the product design.

Question 5

Question Type: MultipleChoice

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

What should the designer focus on when engaging technical stakeholders7

Options:

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.

Answer:

C

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 6

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 7

Question Type: MultipleChoice

Claud Kicks (CK) wants to launch a new application that change the processes and operating

procedures within the organization propose a rollout of the new application, CK's design team plans

on building and testing a Minimum Viable Product (MVP).

Which outcome should the team focus on when defining the MVP?

Options:

A- Testing an outline of all features and possibilities of the product.
B- Validating or invalidating the essential features of the product.
C- Assessing essential features of the product with a large group of users.

Answer:

B

Explanation:

The purpose of building and testing a Minimum Viable Product (MVP) is to validate or invalidate the essential features of the product, that is, the features that deliver the core value proposition and solve the user's problem. Testing an outline of all features and possibilities of the product or assessing essential features of the product with a large group of users are not suitable outcomes for an MVP, as they may introduce unnecessary complexity or bias.

Question 8

Question Type: MultipleChoice

Cloud Kicks' (CK) product teams are well-led, productive, and meet their KPIs. However, the teams tend to become siloed and focused on their individual team priorities, occasionally leaving CK's customer experience fragmented.

Which tool should CK's strategy designer recommend to grow and nurture cross-departmental collaboration?

Options:

A- V2MOM with shared methods.
B- Roadmap of cross-product features
C- Annual leadership summit

Answer:

A

Explanation:

The best tool to grow and nurture cross-departmental collaboration is V2MOM with shared methods, as this helps align the teams around a common vision, values, methods, obstacles, and measures. A roadmap of cross-product features or an annual leadership summit may not be enough to foster ongoing collaboration and communication.

Question 9

Question Type: MultipleChoice

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?

Options:

A- Concepting
B- Roadmapping
C- Prototyping

Answer:

A

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.

Question 10

Question Type: MultipleChoice

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?

Options:

A- What constraints would we have to overcome?
B- Why is this insight valuable?

C- Do we have the capability to develop this?

Answer:

B

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 11

Question Type: MultipleChoice

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

Options:

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.

Answer:

B

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

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