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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	- Leveraging Adjacent Roles - Skills: It is all about knowledge and skill infusions that are needed to create a vision, different technical and business capabilities, and a roadmap for implementation.
Topic 2	Value Design: This topic covers an effective challenge statement, the internal dynamics of the organization, the key external context for innovation, and strategic directions.

Topic 3	• Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.
Topic 4	• Intangible Deliverables: The topic includes sub-topics about key relationships that are essential for solving the challenge statement, the best presentation techniques for communicating a vision, and the tools for productive cross-discipline collaboration.

Salesforce Certified Strategy Designer Exam Sample Questions (Q149-Q154):

NEW QUESTION # 149
A start-up specializing in healthcare is beginning the research and development phases for an application intended for patients and doctors. The strategy designer wants to help both audiences evaluate and prioritize ideas, opportunities, and features toward a shared understanding of a new patient experience.
Which tool should be used to facilitate and share this vision"

- A. Creative brief
- B. Storyboard
- C. Cross-functional survey

Answer: B

Explanation:
Explanation
A storyboard is a tool that should be used to facilitate and share the vision of a new patient experience. A storyboard is a visual narrative that illustrates the user's journey with a product or service, using sketches, images, or text. It helps communicate the value proposition and key features of the solution, and how it addresses the user's needs and goals.
References:https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p

NEW QUESTION # 150
A strategy designer is hired to help service agents pool their shared knowledge, see the bigger picture, and understand what may be causing poor and disjointed support experiences, and where other pain points and opportunities may lie. Which method of co-design workshop should be used?

- A. Ideation
- B. Prototyping
- C. Journey mapping

Answer: C

Explanation:
Explanation
The best method of co-design workshop to help service agents pool their shared knowledge, see the bigger picture, and understand what may be causing poor and disjointed support experiences, and where other pain points and opportunities may lie is journey mapping, which is a visual representation of the user's journey across different touchpoints and channels. Ideation or prototyping may not be suitable for synthesizing and analyzing existing service experiences.

NEW QUESTION # 151
Cloud Kicks' product team is focused on a new business casual clothing line that they think will account for over half of the company's revenue in the future.
Which trend should influence desirability the most?

- A. Digital product passports' to help prevent counterfeiting
- B. Supply chain issues that delay product availability
- C. Hybrid work emphasizing the need for color and comfort

Answer: C

Explanation:
The most influential trend for desirability in designing a new business casual clothing line is hybrid work emphasizing the need for color and comfort, as this reflects the changing preferences and expectations of customers in a post-pandemic world. Digital product passports to help prevent counterfeiting or supply chain issues that delay product availability are not trends that affect desirability directly, but rather trust and availability.

NEW QUESTION # 152
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?

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

Answer: B

Explanation:
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

NEW QUESTION # 153
A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company.
What shouldtheydo to learn about the unique expectations of the company's customers?

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

Answer: A

Explanation:
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' needs, goals, pain points, and emotions.
References:https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-p

NEW QUESTION # 154
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