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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	• Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.
Topic 3	• 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 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 (Q133-Q138):

NEW QUESTION # 133
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. What are customers willing to pay?
- B. Would customers recommend this to a friend?
- C. How would customers improve the experience?

Answer: A

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

NEW QUESTION # 134
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 ensure stakeholders can fit detailed sketches on a sticky note in the allotted time.
- B. They enable stakeholders to focus on generating ideas rather than detailing UI.
- C. They anonymize the sketches so that stakeholders cannot judge others' drawing abilities.

Answer: B

Explanation:
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

NEW QUESTION # 135
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. Journey mapping
- B. Prototyping
- C. Ideation

Answer: A

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 # 136
Cloud Kicks (CK) works with various technology platforms built up over decades of acquisitions. Each platform has a different level of design maturity, which creates a very inconsistent user experience. To prioritize what to address first, CK needs to assess the business impact.
Which method is typically used to Quantify design debt?

- A. User interviews
- B. Heuristic analysis
- C. NPS or CSAT

Answer: B

Explanation:
Card sorting is a user-centered design technique ideal for optimizing website navigation. By involving end-users in organizing topics into categories that make sense to them, card sorting helps uncover user mental models and preferences for information architecture. This direct involvement ensures the revised navigation menu is intuitive and user-friendly, addressing the issues users face in finding information.

NEW QUESTION # 137
Cloud Kicks wants to create a loyalty program to deepen the engagement of its customers.
When evaluating ideas for this program, which criteria should strategy designers use?

- A. Desirability, viability, and feasibility
- B. Novelty, privacy, and
- C. Competitive advantage, impact, and own ability

Answer: A

Explanation:
When evaluating ideas for a loyalty program, considering desirability (customer appeal), viability (business sustainability), and feasibility (practical implementation) ensures a balanced assessment. These criteria help in selecting ideas that are not only attractive to customers but also align with business goals and can be realistically executed.

NEW QUESTION # 138
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