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SALESFORCE STRATEGY DESIGNER

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Salesforce Certified Strategy Designer Exam Sample Questions (Q100-Q105):

NEW QUESTION # 100

A strategy designer is working with a group of developers who have yet to buy into the team design process. What should the strategy designer do to engage them more?

- **A. Facilitate a workshop on ideating and sketching with the core team members.**
- B. Invite the developers to lead the conversation for synthesis and persona development.
- C. Conduct interviews with developers to gather insights on process approaches.

Answer: A

Explanation:

Explanation

The strategy designer should facilitate a workshop on ideating and sketching with the core team members to engage them more. A workshop is a collaborative session where participants work together to generate ideas, solve problems, or make decisions. Ideating and sketching are techniques to stimulate creativity and visualize concepts. By involving the developers in these activities, the strategy designer can help them understand the value of design thinking, foster their ownership of the process, and leverage their skills and perspectives.

Conducting interviews may provide some insights on process approaches, but it does not engage them in design work. Inviting them to lead the conversation for synthesis and persona development may put too much pressure on them if they are not familiar with these methods.

NEW QUESTION # 101

In listening to its customer and influencers Cloud Kicks (CK) identifies a design opportunity to create a more sustainable sneaker. Which additional topics should CK consider before framing the design challenge as a How Might We question?

- A. Potential market size and supply chain costs
- B. Business drivers and signals of success
- C. Shareholder priorities and design team capabilities

Answer: A

Explanation:

The additional topics that Cloud Kicks should consider before framing the design challenge as a How Might We question are potential market size and supply chain costs, as these help evaluate the viability and feasibility of the design opportunity. Shareholder priorities and design team capabilities or business drivers and signals of success may not be relevant or important for framing the design challenge.

NEW QUESTION # 102

A strategy designer leading a UX team needs to articulate their team's purpose and value to the rest of the company. The designer decides to create vision statements using a collaborative, research-backed process to increase team members' understanding and alignment of UX efforts.

What should be the steps taken to achieve this goal?

- A. Gather, Envision, Plan
- B. Hypothesize, Empathize, Optimize
- C. Define, Design, Deploy

Answer: A

Explanation:

The steps that should be taken to achieve the goal of creating vision statements using a collaborative, research-backed process are Gather, Envision, Plan. These steps involve gathering data and insights from research, envisioning possible future states based on insights, and planning how to communicate and execute the vision. References:

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

NEW QUESTION # 103

The design team at Cloud Kicks is in the early stages of exploring an idea for a wearable device to track customers activity during workouts.

They employ footwear designers and manufacturing experts, but they lack an engineer experienced in consumer hardware. What should the strategy designer do to determine whether or not to pursue this product idea?

- A. Perform secondary research on common hardware issues.
- B. Hire an engineer with experience in consumer devices.
- C. Conduct an expert interview in consumer device engineering.

Answer: C

Explanation:

Explanation

The strategy designer should conduct an expert interview in consumer device engineering to determine whether or not to pursue this product idea. An expert interview is a way to gather information and insights from someone who has specialized knowledge or experience in a relevant domain. It can help validate assumptions, identify risks, and explore opportunities for innovation. Performing secondary research may not provide enough depth or specificity for this product idea. Hiring an engineer may be premature and costly at this stage.

NEW QUESTION # 104

Cloud Kicks (CX) has spent several months working to align the entire company around a vision based on inclusivity in the digital age. Because this project will span several years, the design team is concerned the vision will eventually be lost.

What should CK do to maintain the vision and create transformative change?

- A. Continuously align business goals to the vision.
- B. Realize the vision must be driven by business goals.
- C. Align the vision to current industry trends.

Answer: A

Explanation:

Explanation

CK should continuously align business goals to the vision to maintain the vision and create transformative change. Business goals are the specific and measurable objectives that support the vision. By aligning business goals to the vision, CK can ensure that every decision and action is consistent with the desired future state, and that the vision is not diluted or distorted over time. Aligning the vision to current industry trends may not be relevant or sustainable for CK's unique value proposition. Realizing that the vision must be driven by business goals may undermine the purpose and direction of the vision.

NEW QUESTION # 105

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