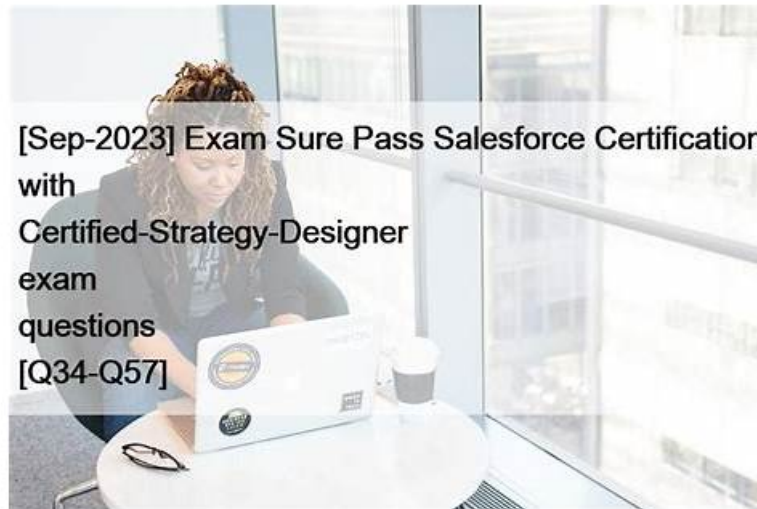


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Salesforce Certified-Strategy-Designer Exam Syllabus Topics:

Topic	Details
Topic 1	Tools and Artifacts: It focuses on high-level Salesforce capabilities, methods of co-creation, and the criteria for feasibility, desirability, and viability.
Topic 2	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.

Topic 3	• 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 4	• Value Design: This topic covers an effective challenge statement, the internal dynamics of the organization, the key external context for innovation, and strategic directions.

Salesforce Certified Strategy Designer Exam Sample Questions (Q63-Q68):

NEW QUESTION # 63

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

Answer: B

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. Reference:

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

NEW QUESTION # 64

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?

- A. What constraints would we have to overcome?
- B. Do we have the capability to develop this?
- C. Why is this insight valuable?

Answer: C

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.

NEW QUESTION # 65

Cloud Kicks has generated a handful of ideas to solve the challenge of customer dissatisfaction over long waiting periods between order placement and delivery.

Which method should the strategy designer use to help stakeholders decide which ideas to build-

- A. Data analysis
- B. Design critique
- C. Priority matrix

Answer: C

Explanation:

Explanation

A priority matrix is a method that helps stakeholders decide which ideas to build by evaluating them based on two criteria, such as impact and feasibility. It helps prioritize the most valuable and viable solutions and eliminate the ones that are not worth pursuing. References:

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

NEW QUESTION # 66

The team at Cloud Kicks is spending too much time curating dashboards of the company's sales pipeline for multiple different levels of leadership, who are interested in different views of the same data.

What should the strategy designer recommend to help the team efficiently share the right data?

- **A. Create dashboards in Tableau.**
- B. Develop reports in Sales Cloud.
- C. Provide Kanban view in Revenue Cloud

Answer: A

Explanation:

Explanation

The best recommendation to help the team efficiently share the right data is to create dashboards in Tableau, as this allows them to visualize and analyze data from different sources, customize and filter views, and share insights with different audiences. Developing reports in Sales Cloud or providing Kanban view in Revenue Cloud may not offer the same level of flexibility and functionality as Tableau.

NEW QUESTION # 67

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives which outcome?

- **A. Desirability**
- B. Feasibility
- C. Viability

Answer: A

Explanation:

Explanation

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives desirability as an outcome. Desirability is the degree to which a product or service meets or exceeds the expectations, needs, and desires of the customers. By creating an empathy map, a strategy designer can gain a holistic and empathetic view of the customer's thoughts, feelings, actions, and pain points.

This can help the designer create solutions that are more attractive, satisfying, and meaningful for the customers. Viability and feasibility are not driven by empathy maps, as they relate to the business and technical aspects of a solution.

NEW QUESTION # 68

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