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## Salesforce Certified Strategy Designer Exam Sample Questions (Q23-Q28):

### NEW QUESTION # 23

A newly formed design team at Cloud Kicks is concerned their work will suffer if they are not better aligned. Which tool should a strategy designer recommend for the team to begin alignment?

- A. Team agreement
- B. Brainstorm

- C. Consequence Scanning workshop

**Answer: A**

Explanation:

A team agreement is a tool that a strategy designer can recommend for the team to begin alignment. It is a document that defines the team's purpose, values, norms, roles, and expectations. It helps create a shared understanding and commitment among team members and foster a positive and productive team culture.

References:

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

**NEW QUESTION # 24**

A strategy designer at Cloud Kicks conducted a series of interviews with business stakeholders and customers to gain insights into existing customer support operations and wrote the design challenge statement.

Which option reflects the format of the design challenge statement?"?

- A. As a user, I want to see trending support resources upon the first login to customer support so I can save my time.
- B. Unify platforms and centralize support operations to save customers time and reduce business costs.
- C. **How might we save our existing customers time by preemptively serving the info they need to deflect the customer support calls.**

**Answer: C**

Explanation:

This option reflects the format of the design challenge statement. A design challenge statement is a statement that frames the problem to be solved in a human-centered and open-ended way. It typically follows the format of "How might we (HMW) + user + need + outcome". It helps inspire and guide the ideation and solution generation process. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/write-a-design-challenge-statement>

**NEW QUESTION # 25**

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

**Answer: C**

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-vision-statements>

**NEW QUESTION # 26**

The design team is working on a high-fidelity prototype to create a more enjoyable user experience. The development team is busy and focused on the build, so the design team wants to engage them efficiently.

What is a key reason why they would engage the developer team?

- A. **To validate technical limitations**
- B. To provide design feedback
- C. To research new features

**Answer: A**

#### Explanation:

The key reason why the design team would engage the developer team is to validate technical limitations.

Technical limitations are constraints or challenges that affect the feasibility or viability of a solution, such as platform capabilities, integrations, performance, security, or scalability. The design team should consult with the developer team to understand and address these limitations, and ensure that the solution is realistic and achievable. References:

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

#### NEW QUESTION # 27

Cloud Kicks (CK) notices a significant customer churn due to a disconnect between product features and user needs.

Which course of action should CK's strategy designer propose to improve the situation?"

- A. Clarify requirements and enable quality assurance teams with better acceptance criteria.
- B. **Facilitate a co-creation workshop to help generate ideas grounded in research insights.**
- C. Request product owners to envision future state and provide better requirements.

#### Answer: B

#### Explanation:

The strategy designer should propose facilitating a co-creation workshop to help generate ideas grounded in research insights, to improve the situation of customer churn due to a disconnect between product features and user needs. A co-creation workshop is a method that involves collaborating with stakeholders and users to ideate and prototype solutions based on research findings and user feedback. It helps create solutions that are aligned with user needs and expectations, and increase user engagement and satisfaction.

References:

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

#### NEW QUESTION # 28

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