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# Question 1

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**Question Type:** MultipleChoice

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A strategy designer is leading a project to reimagine in-app communication form. The CIO is a key decision maker but appears to be neutral-and even, at times, a detractor to the project.

What should the designer do to gain their alignment?

## Options:

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- A-** Set up a conversation with the CIO to name the challenge and listen to their objections
- B-** Ask the sponsor to speak to the CIO on behalf of the project and explain how it meets team needs.
- C-** Email the stakeholders reiterating project status and asking for any objections to the approach.

## Answer:

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A

## Explanation:

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The best way to gain alignment from a key decision maker who is neutral or detracting from a project is to set up a conversation with them to name the challenge and listen to their objections, as this shows respect and empathy and allows for mutual understanding and feedback. Asking the sponsor to speak to them on behalf of the project or emailing them reiterating project status may not address their concerns or motivations effectively.

## Question 2

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**Question Type:** MultipleChoice

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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?

### Options:

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- 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:**

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C

**Explanation:**

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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.

## Question 3

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**Question Type: MultipleChoice**

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Cloud Kicks' sales representatives are complaining that some Lightning webs components developed as part of the partner onboarding process are slow to load and often unresponsive. What would be the best recommendation to the team to identify the challenges and remediate the issue?

### Options:

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- A- Run the Salesforce Optimizer.
- B- Utilize the Lightning Usage App.
- C- Create a case with Salesforce support.

### Answer:

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B

### Explanation:

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The best recommendation to identify and remediate the issue of slow and unresponsive Lightning web components is to utilize the Lightning Usage App, which provides insights into how users interact with Lightning Experience and helps optimize performance and usability. Running the Salesforce Optimizer or creating a case with Salesforce support may not address the specific issue of Lightning web components.

## Question 4

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**Question Type:** MultipleChoice

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Claud Kicks (CK) wants to launch a new application that change the processes and operating procedures within the organization propose a rollout of the new application, CK's design team plans on building and testing a Minimum Viable Product (MVP).

Which outcome should the team focus on when defining the MVP?

### Options:

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- A- Testing an outline of all features and possibilities of the product.
- B- Validating or invalidating the essential features of the product.
- C- Assessing essential features of the product with a large group of users.

### Answer:

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B

### Explanation:

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The purpose of building and testing a Minimum Viable Product (MVP) is to validate or invalidate the essential features of the product, that is, the features that deliver the core value proposition and solve the user's problem. Testing an outline of all features and possibilities of the product or assessing essential features of the product with a large group of users are not suitable outcomes for an MVP, as they may introduce unnecessary complexity or bias.

## Question 5

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**Question Type:** MultipleChoice

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A job listing company has launched a campaign around the adoption of its social app for professional networking.

What should the team measure to gain the most trustworthy perspective and discourage artificially increasing (or "hacking") the company success metrics?

### Options:

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- A- Number of times a user opens the app per day
- B- New account activations
- C- New connections made between users

### Answer:

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C

### **Explanation:**

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The best way to measure the success of a social app for professional networking is to track the new connections made between users, as this reflects the value proposition and user engagement of the app. Measuring the number of times a user opens the app per day or the new account activations may not capture the true impact of the app, as users may open the app without interacting with others or create accounts without using them.

## **Question 6**

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### **Question Type: MultipleChoice**

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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?

### **Options:**

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

**Answer:**

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C

**Explanation:**

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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. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/sketch-with-fat-markers>

## Question 7

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**Question Type:** MultipleChoice

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The design team at Cloud Kicks used qualitative research to uncover an opportunity to create a new line of sustainable footwear.

What should the strategy designer do to build a shared understanding and agreement among business leaders to move forward with this new initiative?

**Options:**

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- A- Select the most senior stakeholder's goal as a path forward.
- B- Share customer needs and tie them to business goals.
- C- Complete a competitive analysis collaboratively in a workshop.

**Answer:**

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B

**Explanation:**

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The strategy designer should share customer needs and tie them to business goals to build a shared understanding and agreement among business leaders to move forward with the new initiative of creating a new line of sustainable footwear. This helps demonstrate the value and relevance of the initiative, and how it aligns with the business vision and objectives. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/share-customer-needs-and-tie-them-to-business-goals>

## Question 8

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### Question Type: MultipleChoice

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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"?

#### Options:

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- 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:

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C

#### Explanation:

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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>

## Question 9

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**Question Type:** MultipleChoice

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A strategy designer is working on a future digital commerce vision for Cloud Kicks.

What should the designer focus on when engaging technical stakeholders?

### Options:

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- A- Minimize technical stakeholders' input at this early stage.
- B- Ensure all ideas have buy-in from technical stakeholders.
- C- Explore feasibility and opportunities for future innovation.

### Answer:

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C

### **Explanation:**

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The designer should focus on exploring feasibility and opportunities for future innovation when engaging technical stakeholders. Feasibility refers to how possible or realistic it is to implement a solution, given the technical constraints or requirements. Opportunities for future innovation refer to the potential or possibilities for creating new or improved solutions, leveraging the latest technologies or trends. Both aspects help foster a collaborative and creative dialogue between the designer and the technical stakeholders, and ensure that the solution is both viable and desirable. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/engage-technical-stakeholders>

## **Question 10**

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### **Question Type: MultipleChoice**

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Cloud Kicks (CK) is designing an in-person experience for customers who purchase its products. This will include the ability to schedule and manage appointments as well as see when the delivery vehicle is on the way.

Which Salesforce product should CK invest in to efficiently enable the desired experience?

**Options:**

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A- Scheduler

B- Service Goud

C- Field Service

**Answer:**

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C

**Explanation:**

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Field Service is a Salesforce product that CK should invest in to efficiently enable the desired experience of scheduling and managing appointments and seeing when the delivery vehicle is on the way. Field Service is a product that helps manage and optimize the entire field service operation, from scheduling and dispatching to tracking and reporting. It integrates with other Salesforce products, such as Service Cloud and Experience Cloud, to provide a seamless and connected experience for customers and field workers. Reference: <https://www.salesforce.com/products/service-cloud/field-service/>

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