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# Question 1

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**Question Type:** MultipleChoice

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Cloud Kicks' users demonstrated behaviors and shared quotes on their excitement to use a new offering, as well as how it would influence their purchasing habits., during feedback sessions.

What do these qualitative findings Indicate about the new offering"?

## Options:

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A- Feasibility

B- Viability

C- Desirability

## Answer:

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C

## Explanation:

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These qualitative findings indicate desirability of the new offering. Desirability refers to how much customers want or need a product or service, and how it meets their expectations and emotions. It can be measured by observing customers' behaviors and reactions, such

as excitement, interest, engagement, satisfaction, or recommendation. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/measure-the-success-of-the-initiative>

## Question 2

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**Question Type:** MultipleChoice

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A strategy designer has noticed that stakeholder perspectives often take a features-first mindset when discussing the problem space and user insights.

Which co-creation approach should help stakeholders shift to a users-first mindset before discussing solutions?

### Options:

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**A-** Process Mapping Workshop

**B-** Prioritization Workshop

**C-** Empathy Workshop

**Answer:**

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C

**Explanation:**

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An empathy workshop is a co-creation approach that should help stakeholders shift to a users-first mindset before discussing solutions. An empathy workshop is a method that involves engaging stakeholders in activities that help them understand and empathize with the users' needs, goals, pain points, and emotions. It helps foster a human-centered perspective and mindset among stakeholders, and inspire them to generate ideas that address the users' problems or desires. Reference:

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

## Question 3

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**Question Type: MultipleChoice**

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Cloud Kicks has envisioned an omnichannel experience for its customers that lets them seamlessly move across devices and select from multiple communication channels when reaching out to the company. The strategy designer creates a go-to-market (GTM) strategy for this concept.

What is a core component of a successful GTM strategy?

### Options:

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- A- Test-driven development
- B- Product value proposition
- C- Digital marketing plan

### Answer:

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B

### Explanation:

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A product value proposition is a core component of a successful go-to-market (GTM) strategy. A product value proposition is a statement that summarizes the benefits and value that a product or service offers to customers, and how it solves their problems or satisfies their needs. It helps communicate the unique selling points and differentiation of the product or service, and attract and retain customers.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-product-value-proposition>

## Question 4

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**Question Type:** MultipleChoice

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A strategy designer at Cloud Kicks (CK) has crafted a vision for a sustainable future digital commerce strategy, with an emphasis on efficiency for both users and business logistics.

As they design and develop CK\*s new mobile app, how should the designer ensure alignment to the vision?

**Options:**

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- A- Design a usability testing recruit plan that leans heavily on environmentalists.
- B- Research design patterns applicable to digital commerce and business logistics.
- C- Establish KPIs and instill checkpoints in the product development process.

**Answer:**

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C

**Explanation:**

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The designer should establish KPIs and instill checkpoints in the product development process to ensure alignment to the vision of a sustainable future digital commerce strategy. KPIs stand for Key Performance Indicators, which are metrics that measure the progress and success of a product or service against predefined goals and objectives. Checkpoints are moments in the product development process where the team reviews the work done so far, validates the assumptions and hypotheses, and adjusts the plan or direction as needed. Both methods help monitor and evaluate the alignment of the product with the vision, and ensure that the product delivers value to both users and business. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer->

## Question 5

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**Question Type:** MultipleChoice

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Cloud Kicks (CK) has noticed that users struggle to find the information they are looking for via the company's website navigation menu. CK's strategy designer asks the design team to revise the menu by co-designing it with end users.

Which technique should be used to do this?

### Options:

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- A- Consequence scanning
- B- Card sorting
- C- Heuristic review

### Answer:

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B

### **Explanation:**

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Card sorting is a technique that should be used to co-design the website navigation menu with end users. Card sorting is a method that involves asking users to organize items into groups or categories, and label them according to their preferences. It helps understand how users think about the information architecture and structure of a website, and design a menu that is intuitive and user-friendly.

Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-a-card-sorting-session>

## **Question 6**

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### **Question Type: MultipleChoice**

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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?

### **Options:**

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**A-** User interviews

**B-** Heuristic analysis

**C-** NPS or CSAT

**Answer:**

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C

**Explanation:**

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NPS or CSAT are methods that are typically used to quantify design debt. NPS stands for Net Promoter Score, which measures how likely customers are to recommend a product or service to others. CSAT stands for Customer Satisfaction Score, which measures how satisfied customers are with a product or service. Both methods help evaluate the impact of design debt on customer loyalty and satisfaction, and prioritize areas for improvement or redesign. Reference:

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

## Question 7

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**Question Type:** MultipleChoice

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Cloud Kicks is making sustainability a new core value.

Which methodology should a strategy designer use to help stakeholders understand the impact of that decision on current products and services?

**Options:**

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- A- Heuristics evaluation
- B- Business model canvas
- C- Corporate integrity workshop

**Answer:**

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B

**Explanation:**

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A business model canvas is a methodology that a strategy designer should use to help stakeholders understand the impact of making sustainability a new core value on current products and services. A business model canvas is a tool that helps describe, design, and evaluate the key elements of a business model, such as value proposition, customer segments, revenue streams, cost structure, and key resources. It helps assess the desirability, viability, and feasibility of a product or service, and identify opportunities and risks for improvement or innovation. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-business-model-canvas>

## Question 8

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**Question Type:** MultipleChoice

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A start-up specializing in healthcare is beginning the research and development phases for an application intended for patients and doctors. The strategy designer wants to help both audiences evaluate and prioritize ideas, opportunities, and features toward a shared understanding of a new patient experience.

Which tool should be used to facilitate and share this vision"

**Options:**

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- A- Cross-functional survey
- B- Storyboard
- C- Creative brief

**Answer:**

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B

**Explanation:**

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A storyboard is a tool that should be used to facilitate and share the vision of a new patient experience. A storyboard is a visual narrative that illustrates the user's journey with a product or service, using sketches, images, or text. It helps communicate the value proposition and key features of the solution, and how it addresses the user's needs and goals. Reference:

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

## Question 9

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**Question Type:** MultipleChoice

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A strategy designer creates a bridge from the project vision to product development through prioritization.

Which factor should be considered to minimize cost and maximize value?

**Options:**

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**A-** Usability

**B-** Velocity

**C-** Effort

**Answer:**

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C

**Explanation:**

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Effort is a factor that should be considered to minimize cost and maximize value when prioritizing ideas or features. Effort refers to the amount of time, resources, or complexity required to implement a solution. It helps estimate the cost-benefit ratio of each solution, and select the ones that deliver the most value with the least effort. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/prioritize-ideas-with-a-priority-matrix>

## Question 10

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**Question Type: MultipleChoice**

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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"?

### Options:

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

### Answer:

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C

### Explanation:

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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. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-co-creation-workshop>

## Question 11

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**Question Type:** MultipleChoice

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As part of Cloud Kicks' new self-service strategy, researchers want to collect personally identifiable information to share in an aggregate format.

Which considerations should a strategy designer share\*?

**Options:**

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- A- Applicable privacy acts
- B- Globally-accepted privacy act
- C- Cookie consent requirements

**Answer:**

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A

**Explanation:**

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The strategy designer should share applicable privacy acts as a consideration when collecting personally identifiable information to share in an aggregate format. Privacy acts are laws or regulations that protect the privacy and security of personal data collected by organizations. They vary by country or region, and may have different requirements or restrictions for data collection, processing, storage, and sharing. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/consider-applicable-privacy-acts>

## Question 12

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**Question Type:** MultipleChoice

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In an effort to increase revenue, the Cloud Kicks design team proposes creating a new ecommerce tool where customers can easily search for products and access a bot that makes personalized recommendations. The team knows the cost to implement this new experience is significant.

Which tool should the team use to justify the strategy?

### Options:

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- A- Business model canvas
- B- Criteria scorecard
- C- Prioritization matrix

### Answer:

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C



**Explanation:**

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The team should use a prioritization matrix to justify the strategy. A prioritization matrix is a tool that helps evaluate and rank ideas or features based on two criteria, such as impact and effort. It helps determine the most valuable and viable solutions, and communicate the benefits and trade-offs of each option. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/prioritize-ideas-with-a-priority-matrix>

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