Salesforce Strategy Designer

1. A strategy designer and a UX team have recently workshopped and developed a plan around the team's purpose and how they will align with the rest of the organization's goals and objectives.
Which alignment and accountability document should be used after this workshop to bring the plan to reality?

A. V2MOM

B. RACI

C. UX vision

Answer(s): A

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2. Cloud Kicks (CK) wants to drive more business, brand loyalty, and product awareness at its retail partner stores. CK would like to have the ability to effectively run promotions and optimize in-store visits.
Which Salesforce product should be recommended for this business need?

A. Loyalty Cloud

B. Marketing Cloud

C. Consumer Goods Cloud

Answer(s): C

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3. 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. Priority matrix

B. Data analysis

C. Design critique

Answer(s): A

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4. The design team at Cloud Kicks is making the case for analogous research as part of the design process for a brand new experience.
What should analogous research help them accomplish?

A. Bring fun into an otherwise boring project.

B. Explain a complex strategy to varied stakeholders.

C. Generate unexpected ideas and increase empathy.

Answer(s): C

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5. A start-up specializing in creating healthcare apps for both patients and family caregivers is looking for ideas to develop new features. The company plans on organizing a brainstorming session with staff members from various teams.
What is a rule strategy designers should follow when facilitating a brainstorming session?

A. Emphasize critique of proposed ideas.

B. Explore qualitative assessment of proposed ideas.

C. Encourage participants to build on proposed ideas.

Answer(s): C

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6. Poll results reveal consumers would like to be future-ready through more inclusive products and experiences.
What should the strategy designer intentionally do to drive this outcome7

A. Design with exclusion experts.

B. Increase the design timeline.

C. Set customer acquisition targets for diverse audiences.

Answer(s): A

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7. Cloud Kicks (CK) is working on enhanced functionality for an existing sates application.
What should CK do to ensure the proposed design is compatible with the current data model7

A. Perform end user testing.

B. Run a technical design critique.

C. Create high fidelity prototypes.

Answer(s): B

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8. Cloud Kicks wants to start providing coupons to its digital consumers. In addition to Marketing Cloud, which product should be recommended?

A. B2C Commerce

B. Revenue Cloud

C. Service Cloud

Answer(s): A

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9. A strategy designer is teaching a marketing team how to use the How Might We format for challenge framing.
What is the reason the statement should sav "How might we" instead of "How will we"?

A. Marketing teams do not have the responsibility to drive design challenges.

B. It allows the team to explore solutions without committing to one right away.

C. "Will" assumes the problem can be solved without due diligence.

Answer(s): B

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10. Cloud Kicks learns that some website visitors, especially those who can't see high-contrast color palettes, do not convert into customers.
What should the strategy designer do to solve for this accessibility challenge"?

A. Ideate marketing concepts to reach new audiences.

B. Conduct an empathy workshop to understand the audience.

C. Invite users to co-create as accessibility experts.

Answer(s): C

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11. The call center at Cloud Kicks (CK) is receiving higher call volumes than usual, which is leading to longer wait times for customers. CK has decided to engage a team to address this. What should the strategy designer ask before framing the problem'?

A. How does a competitor solve for a similar problem?

B. What problem(s) is CK trying to solve?

C. What new technology trends exist for customer service?

Answer(s): B

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12. Cloud Kicks wants to design a new line of service and has decided to conduct a Consequence Scanning workshop to assess the planned service development roadmap.
Which types of outcomes should result from a Consequence Scanning workshop"?

A. Issues to act on, influence, or monitor

B. Issues to stop, start, or continue

C. Issues to accept, object., or withhold

Answer(s): A

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13. A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company.
What should they do to learn about the unique expectations of the company's customers?

A. Share prototypes of different interface directions with 100 people who regularly use their bank's app.

B. Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.

C. Interview 8-10 customers about how banking fits Into their lives and their ideal relationship with their bank.

Answer(s): C

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14. A strategy designer at Cloud Kicks is assigned to a new project team with mixed backgrounds from around the company.
How could a kickoff meeting help align the project team before they begin working together?

A. Create a social contract and promote a detailed plan for how to execute on the new teams charter.

B. Outline chain of command and set ground rules for how to properly execute design thinking methodologies.

C. Facilitate activities to gain an understanding of each others' skills, communication styles, and expectations.

Answer(s): C

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15. A strategy designer is facilitating a prioritization workshop, and there are strong differing opinions about the right solutions to the challenge.
What should the designer do?

A. Pause the conversation and work through the conflict in a private setting.

B. Take a vote among people in the room and pursue the winning opinion.

C. Work through the conflict in the workshop to reach a shared perspective.

Answer(s): C

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16. Executive stakeholders have a variety of projects they want to bring to the market across multiple priorities.
What is the most effective way a strategy designer could influence the stakeholders?

A. Invite stakeholders as optional to all design team reviews.

B. Create teambuilding events with stakeholders to build trust.

C. Orient around outcomes that matter to stakeholders.

Answer(s): C

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17. A car company gathers insights from recent buyers that reveal people are not sure whether buying electric vehicles helps the environment. A strategy designer from the car company developed this challenge statement: "How might we make electric car buyers feel confident they are having a positive impact on the environment by choosing our vehicles?" Which business goal is aligned with this challenge statement?

A. Increase positive environmental impact brand awareness

B. Increase online engagement with the company marketing site

C. Increase overall electric vehicle sales by 20% annually

Answer(s): A

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18. A strategy designer is working with a product team to reach more diverse audiences. How should the designer make a case for ensuring all future releases meet accessibility standards7

A. Evaluate competitors' accessibility standards.

B. Focus rationale on how refactoring later is more expensive.

C. Plot accessibility standards against impact and difficulty.

Answer(s): B

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19. Cloud Kicks' primary business goal for its new customer acquisition program is to increase diversity.
Which inclusive design tactic should help the company solve problems for the broadest possible audience?

A. Solve for one, extend to many through a persona spectrum.

B. Use Jobs to Be Done to increase empathy with the audience.

C. Hold focus groups with traditionally underrepresented participants.

Answer(s): A

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20. A design team presents their vision for a new product, and their executive team has some fundamental questions about how the product strategy will drive business outcomes.
What should the strategy designer do to address these concerns?

A. Collect feedback and use it to define constraints for a new co-creation activity with stakeholders.

B. Share stories from research that show the design team understands the customers' needs.

C. Provide a breakdown of the strategy, linking features with consumer benefits and outcomes.

Answer(s): C