EXAMGOOD

QUESTION & ANSWER

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Exam : **Strategy Designer**

Title : Salesforce Certified
Strategy Designer

Version : DEMO

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: A
Explanation:
V2MOM stands for Vision, Values, Methods, Obstacles, and Measures. It is a tool that helps align teams around common goals and objectives, and track progress and results. It is used by Salesforce to bring plans to reality after workshops and ideation sessions.
Reference: https://trailhead.salesforce.com/en/content/learn/modules/align-your-team-with-v2mom

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: C
Explanation:
Consumer Goods Cloud is a Salesforce product that helps consumer goods companies optimize in-store visits, run promotions, increase sales, and improve customer loyalty. It is designed for businesses that sell products through retail partners and want to enhance their relationships with them.
Reference: https://www.salesforce.com/products/consumer-goods-cloud/overview/

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

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: C

Explanation:

Analogous research is a type of research that involves looking at examples from other domains or industries that have similar challenges or goals as the design project. It helps generate unexpected ideas and increase empathy by exposing the design team to different perspectives and solutions.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-analogous-research

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: C

Explanation:

One of the rules of facilitating a brainstorming session is to encourage participants to build on proposed ideas, rather than criticize or dismiss them. This fosters a collaborative and creative environment where ideas can be improved and refined.

Reference: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-brainstorming-session