Version: 6.1

Question: 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

E xpl anati on:
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

V2MOM is an acronym that stands for Vision, Values, Methods, Obstacles, and Measures. It is a tool used by Salesforce and recommended in their strategy design processes to align teams and bring strategic plans to fruition. After a workshop where a strategy designer and UX team develop a plan around the team's purpose and organizational alignment, using V2MOM helps to articulate the Vision of what they want to achieve, the Values that are most important to them, the Methods they will use to get there, the Obstacles they anticipate, and the Measures they will use to know whether they are successful. This framework ensures clarity and alignment, making it the ideal document to transition from planning to execution.

Question: 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 v i si ts.
Which Salesforce product should be recommended for this business need?

A. Loyalty Cloud
B. Marketing Cloud
C. Consumer Goods Cloud

Answer: C

E xpl anati on:
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/

For a business like Cloud Kicks looking to enhance brand loyalty, product awareness, and optimize in-store experiences, Consumer Goods Cloud is the recommended Salesforce product. It is designed specifically for the consumer goods industry to improve retail execution and drive more business through better in-store experiences, efficient route planning for sales reps, and promotion execution. Marketing Cloud is more suited for digital marketing campaigns across multiple channels, and Loyalty Cloud focuses on building customer loyalty programs, which doesn't directly address the need for optimizing in-store visits as Consumer Goods Cloud does.

Question: 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

E xpl anati on: 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- ce rti ficati on-pre p/ pri ori ti ze -i de as-w i th-a-pri ori ty -m atri x A Priority Matrix is a tool used in decision-making to help stakeholders prioritize tasks or ideas based on their urgency and importance. For Cloud Kicks, facing a challenge with customer dissatisfaction due to long waiting periods, a Priority Matrix will help the team to visually plot the ideas based on their potential impact on solving the issue and the effort required to implement them. This method allows for a structured comparison of ideas, making it easier to decide which ones to build on.

Question: 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.

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Answer: C
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E xpl anati on:
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-de si g ne r-ce rti ficati on-pre p/conduct-anal og ous-re se arch

Question: 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.

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Answer: C
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E xpl anati on:
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