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Salesforce Certified Strategy Designer

Salesforce Certified-Strategy-Designer

Version Demo

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Topic Break Down

Topic	No. of Questions
Topic 1, Discovery and Analysis	66
Topic 2, Strategy	57
Topic 3, Design	34
Topic 4, Alignment	44
Total	201

QUESTION NO: 1

A global consumer package goods company is about to engage in a digital transformation

effort to help siloed departments collaboratemore efficiently. The strategy designer and an

organizational designer partner to prototype new ways of cross-departmental collaboration

What is a key objective the team should focus on?

A. Create a single enterprise-wide digital governance model.

B. Havethe final say in all intra-departmental decisions.

C. Unify all organizational tech stacks under one platform

ANSWER: A

Explanation:

Create a single enterprise-wide digital governance model is the key objective because digital transformation across siloed departments requires a shared way to make decisions, set priorities, manage standards, and establish accountability. A governance model creates clear decision rights for cross-functional initiatives while connecting technology choices, data practices, investment priorities, and business outcomes to the organization's broader transformation strategy. It also provides an operating structure for resolving dependencies among departments and for ensuring that collaborative prototypes can be evaluated, scaled, and sustained consistently. The strategy designer and organizational designer should use prototyping to test how people, processes, roles, forums, and decision mechanisms work together—not merely how a particular tool is used. Enterprise governance does not require every team to work identically; rather, it establishes common guardrails and escalation paths that enable teams to collaborate effectively while retaining appropriate local ownership. Salesforce's architecture guidance describes governance as a foundational capability for aligning stakeholders and maintaining effective decision-making across an organization. See Salesforce Architects: Governance and Salesforce: Digital Transformation.

QUESTION NO: 2

A Sale5force Architect is asked to engage and help facilitate a journey mapping workshop with a strategy designer. The architect is unsure how it will help in the creation of deliverables they are required to produce.

What value should the architect get by engaging in this workshop?

A. A journey map allows for the creation of a solution architecture diagram.

B. A journey map will allow the developers to start building.

C. A journey mapping exercise will provide ail of their technical requirements.

ANSWER: A

Explanation:

A journey map allows for the creation of a solution architecture diagram because it gives the architect a structured, end-to-end view of the customer or user experience that the solution must support. Journey mapping identifies the stages a person moves through, the actions they take, the channels and touchpoints involved, their goals, pain points, and key moments that matter. Those insights help an architect translate desired business and experience outcomes into architectural considerations, such as required Salesforce capabilities, integrations, data flows, personas, channels, and service boundaries.

Rather than treating an architecture diagram as only a representation of systems and components, the architect can use the journey map to ensure that the proposed solution supports real user needs at the appropriate moments. This shared workshop also creates alignment between strategy, design, and technical teams, helping the architecture reflect the intended future-state experience and prioritize capabilities that deliver meaningful value. Salesforce describes customer journey mapping as a way to visualize and understand customer interactions across touchpoints: Salesforce: What Is Customer

Journey Mapping?. For broader guidance on designing cohesive, user-centered experiences, see the Salesforce Lightning Design System guidelines.

QUESTION NO: 3

Cloud Kicks (CK) set a goal to improve the sustainability of its business in the coming year. A strategy designer on CK"s team knows the importance of pushing for environmental impact in their latest designs.

What should they do to prepare to measure progress toward this goal?

A. Create a journey map that extends into pre-purchase and post-use disposal to uncover unseen impacts of the product's lifecycle.

B. Schedule a workshop with key product stakeholders to brainstorm "how might this new product be more sustainable?"

C. Only interview customers who value environmentalism to uncover needs from CK's desired customer base of ethical consumers.

ANSWER: A

Explanation:

Create a journey map that extends into pre-purchase and post-use disposal to uncover unseen impacts of the product's lifecycle. is the right preparation because environmental impact must be understood across the full lifecycle, not only at the moment a customer buys or uses a product. Extending the journey upstream can reveal impacts associated with material sourcing, manufacturing, packaging, transportation, and purchase decisions. Extending it downstream makes it possible to identify impacts and opportunities related to product longevity, repair, reuse, returns, recycling, and disposal. This broad view gives the team a baseline of the relevant touchpoints, actors, behaviors, and environmental consequences that should be measured. With those insights, CK can define meaningful measures of progress, such as reduced packaging, increased product durability, lower return rates, improved recovery or recycling rates, or lower emissions at key lifecycle stages. Journey mapping is especially useful for exposing activities that are not visible in a narrow product-focused view and for identifying where design interventions can have the greatest effect. Salesforce’s strategy design guidance describes journey mapping as a way to visualize end-to-end experiences and identify opportunities for improvement. See Salesforce Trailhead: Conduct a Journey Mapping Session and Salesforce Sustainability.

QUESTION NO: 4

A product team has mapped the stages customers go through when requesting a replacement product. The operations team now needs to understand the internal teams, systems, policies, and handoffs that support each customer-facing stage.

Which artifact should the strategy designer create?

A. Journey map

B. Ecosystem map

C. Service blueprint

ANSWER: C

Explanation:

A service blueprint is the appropriate artifact because it extends the customer experience view to show frontstage interactions, backstage processes, supporting systems, and responsible teams. It can expose where internal handoffs, policy decisions, or technology dependencies create friction in the replacement process.

A journey map focuses primarily on the customer's experience and does not provide the same operational detail. An ecosystem map identifies relevant actors and relationships at a broader level, but it does not trace service delivery across each stage.

QUESTION NO: 5

. Leadership at Cloud Kicks just approved a vision for a new digital commerce and service

strategy. They ask the Strategy Designer to create a roadmap to help them understand the rollout

process and implications.

What should be one of the initial steps to take when creating a program roadmap?

A. Start with a phased approach, then address foundational items early.

B. Develop a RACI diagram among internal stakeholders only.

C. Create a release plan matching calendar-based milestones

ANSWER: A

Explanation:

Start with a phased approach, then address foundational items early. is the appropriate initial roadmap step because a program roadmap translates a strategic vision into a sequenced, achievable path of outcomes. Establishing phases first gives the organization a high-level structure for deciding what must happen now, next, and later, while accommodating dependencies, organizational readiness, and the incremental delivery of business value. Identifying foundational work early is particularly important for a commerce and service transformation: core capabilities such as data, integration, governance, architecture, operating-model readiness, and essential platform configuration often enable later customer-facing enhancements. Addressing these enablers in the early phases reduces delivery risk and provides a stable base for subsequent releases. A phased roadmap also supports stakeholder alignment by making the rollout easier to communicate, validate, and adapt as assumptions, priorities, and constraints evolve. Salesforce's guidance on creating successful transformation initiatives emphasizes aligning work to business outcomes and planning a practical path to value, rather than treating implementation as a single undifferentiated launch. See Salesforce Strategy Designer Certification Prep and Salesforce's digital transformation strategy overview.

QUESTION NO: 6

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: C

Explanation:

Plot accessibility standards against impact and difficulty. This gives the product team a practical, evidence-based way to prioritize accessibility work and make its value visible in release planning. Mapping standards by the positive impact they have on people—such as enabling users with visual, hearing, motor, or cognitive disabilities to complete essential tasks—connects accessibility directly to audience reach, inclusion, and product outcomes. Considering implementation difficulty at the same time helps the team distinguish quick, high-value improvements from larger investments that require roadmap planning.

This approach supports strategy design because it turns a broad commitment to accessibility into an actionable prioritization framework. The designer can facilitate discussion across product, design, engineering, and legal stakeholders, identify foundational requirements to address early, and make trade-offs transparent without treating accessibility as an afterthought. It also encourages the team to build accessible patterns and acceptance criteria into future releases, making accessibility a repeatable part of delivery. Salesforce emphasizes designing for accessibility and aligning experiences with inclusive design

practices. The Salesforce accessibility guidance and the W3C Web Content Accessibility Guidelines provide useful foundations for identifying and assessing applicable standards.

QUESTION NO: 7

While conceptualizing a new footwear line, the design team gained feedback that both

employees and consumers are seeking more sustainable products. Leaders need more rationale to

justify the investment.

Which values-based design principle should be used to reinforce this feedback?

A. Create products from recycled materials.

B. Use energy from renewable resources.

C. Focus on creating enduring advantage

ANSWER: A

Explanation:

Create products from recycled materials. is the appropriate values-based design principle because it turns the stated sustainability expectations of employees and consumers into a specific product-design commitment. Choosing recycled inputs can reduce demand for virgin raw materials, support circular-economy practices, and provide a clear, credible sustainability attribute for the new footwear line. This gives leaders tangible rationale for investment: the decision is connected both to stakeholder values and to a product strategy that can strengthen trust, brand relevance, and long-term customer preference.

A values-based approach should guide decisions beyond immediate product features by considering the broader effects of what is designed, made, and sold. In this case, material selection is directly within the footwear team's design influence and visibly demonstrates progress toward environmental responsibility. It also creates a concrete basis for setting measurable goals, such as increasing recycled-material content, documenting sourcing, and communicating impact transparently. Salesforce describes sustainability as integrating environmental considerations into business decisions, and its design resources emphasize designing intentionally around human and organizational values. See Salesforce Sustainability and Salesforce Design.

QUESTION NO: 8

The design team at Cloud Kicks has designed a desirable solution for customers that is viable to the company's business model. The strategy designer on the team now needs to determine the feasibility of the solution.

Which three main areas should be focused on to assess feasibility?

A. User desirability, company viability, and deployment stability

B. Distribution channels, capabilities, and potential partners

C. Business ROI, data analytics, and customer engagement

ANSWER: B

Explanation:

Distribution channels, capabilities, and potential partners are the key areas for assessing whether a desirable and viable solution can realistically be delivered. Feasibility considers the practical conditions required to bring a concept to market and operate it successfully. Distribution channels establish how the solution will reach and be accessed by intended customers, including the channels through which it is delivered, sold, or supported. Capabilities address whether the organization has, or can develop or obtain, the people, skills, processes, technology, infrastructure, and operational capacity needed to execute the solution. Potential partners identify external organizations that may be necessary to supply

specialized expertise, technology, services, distribution reach, or other resources essential to delivery. Examining these areas helps a strategy designer identify delivery dependencies, implementation constraints, capability gaps, and opportunities to strengthen the operating model before investing further in the solution. This aligns with the Business Model Canvas approach, in which channels, key resources and activities, and key partnerships help define how an organization can create and deliver value in practice. Salesforce's strategy-design certification preparation material discusses using the Business Model Canvas to evaluate and shape a business model: Salesforce Trailhead: Create a Business Model Canvas. For the underlying canvas framework, see Strategyzer: The Business Model Canvas.

QUESTION NO: 9

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?

A. Process Mapping Workshop

B. Prioritization Workshop

C. Empathy Workshop

ANSWER: C

Explanation:

Empathy Workshop is the appropriate co-creation approach because it deliberately helps stakeholders understand the experience of the people they are designing for before they begin proposing features or solutions. In a human-centered strategy process, stakeholder knowledge, business goals, and user research need to be connected through an empathetic view of users' contexts, needs, motivations, behaviors, and pain points. An empathy workshop makes that user evidence tangible and shared across the group, often through activities such as reviewing research findings, discussing personas, mapping emotions, or considering a user's journey. This shared exercise moves the conversation away from assumptions about what should be built and toward the underlying user problem that needs to be addressed. It also creates alignment among participants with different roles and priorities, so subsequent ideation and decision-making are grounded in a common understanding of the user. Salesforce's Strategy Designer preparation material specifically identifies facilitating an empathy workshop as a way to build empathy with customers and establish a user-first perspective before moving into solution development. See Salesforce Trailhead's Facilitate an Empathy Workshop unit and the Salesforce Certified Strategy Designer Certification Prep module.

QUESTION NO: 10

Cloud Kicks has uncovered a trend in parents and children wearing similar, coordinated

fashion. A strategy designer is scoping a project to explore the potential of this opportunity. When

should families be invited to co-create with designers?

A. Concepting

B. Roadmapping

C. Prototyping

ANSWER: A

Explanation:

Concepting is the appropriate point to invite families to co-create with designers. Having prospective customers participate while concepts are being generated lets the team draw directly on families' needs, routines, preferences, and interpretations of coordinated fashion. Rather than treating families solely as research subjects, co-creation makes them active contributors

to the exploration of opportunity areas, product ideas, and the value a coordinated footwear or apparel experience could provide.

In a human-centered strategy and design process, concepting is a generative phase: the team expands the possible solution space, synthesizes what it has learned, and develops ideas that can later be prioritized and made tangible. Family participation at this stage can reveal meaningful use cases, such as occasions when matching matters, how parents and children want to balance coordination with individual expression, and what constraints affect purchase decisions. Those inputs help ensure that emerging concepts are desirable before the organization commits to a delivery direction.

Salesforce's design-thinking guidance emphasizes engaging people and using empathy to generate solutions grounded in real user needs. See Salesforce Trailhead: Introduction to Design Thinking and Salesforce: What Is Design Thinking?.

QUESTION NO: 11

When a strategy designer creates an empathy map based on research insights, their deep

understanding of the customer drives which outcome?

A. Viability

B. Feasibility

C. Desirability

ANSWER: C

Explanation:

Desirability is the outcome driven by a deep understanding of the customer. An empathy map synthesizes research into a shared view of what people say, think, do, and feel, helping a strategy designer recognize customer needs, motivations, context, and pain points. This insight guides the team toward products, services, and experiences that people find valuable and meaningful. In design strategy, desirability addresses the human dimension of an opportunity: whether a proposed solution solves a real problem and aligns with what customers want or need. A designer can use empathy-map findings to frame customer-centered problem statements, identify unmet needs, prioritize experience improvements, and test whether a concept resonates with its intended audience. This is particularly important before advancing a concept, because customer evidence provides a foundation for decisions about which opportunities merit further exploration. Salesforce's design approach emphasizes beginning with people and developing empathy for users so teams can create experiences that meet genuine needs. The Salesforce Lightning Design System also describes empathy as understanding people's perspectives and using that understanding to shape inclusive, useful experiences. See Salesforce's overview of design thinking and the Salesforce Lightning Design System guidelines.

QUESTION NO: 12

A strategy designer is working on an app for the financial industry and gets the sense that stakeholders don't share a common understanding of customer pain points.

What should the strategy designer create to align stakeholders on the most important customer issues'?

A. Service blueprint

B. Journey map

C. Data dashboard

ANSWER: B

Explanation:

A journey map is the appropriate artifact because it creates a shared, evidence-based view of a customer's end-to-end experience. The map lays out the stages a customer moves through while pursuing a goal, along with their actions, touchpoints, thoughts, feelings, needs, and pain points at each stage. This makes otherwise fragmented stakeholder

assumptions visible and gives the group a common language for discussing where the experience is difficult or unmet needs are most acute.

For a financial-industry app, a journey map can reveal critical moments such as onboarding, identity verification, making a payment, seeking support, or resolving a fraud concern. Stakeholders can then use the map to identify patterns, assess the severity and frequency of pain points, and prioritize the customer issues with the greatest impact on both customer outcomes and business goals. The collaborative mapping process is also valuable: it brings perspectives from product, service, operations, compliance, and customer-facing teams into one customer-centered narrative. Salesforce describes journey mapping as a way to understand customer interactions and identify opportunities to improve their experience. See Salesforce Trailhead's journey mapping session guidance and customer journey map overview.

QUESTION NO: 13

Cloud Kicksâ€™ stakeholders da strategy designer to help with their business goal of reducing support costs. After a series of interviews, the designer recommends self-service in Experience Cloud as a way to address the goal.

Which capability should drive self-service in Experience Cloud?

A. @ Allowing customers to see their open cases

B. Exposing their knowledge base to customers

C. Providing dashboards of orders to customers

ANSWER: B

Explanation:

Exposing their knowledge base to customers is the core capability for an effective Experience Cloud self-service strategy. Salesforce Knowledge centralizes approved answers, troubleshooting guidance, product documentation, and frequently asked questions into articles that customers can search and consume independently. When relevant knowledge is available in an authenticated or public Experience Cloud site, customers can resolve common issues at the moment they need help rather than opening a support case or contacting an agent. This directly supports the stated business objective of reducing support costs by deflecting routine service demand and allowing support staff to focus on more complex, higher-value requests.

A strategy designer should also view knowledge as a managed service capability rather than simply content publishing. Article quality, findability, audience targeting, feedback, and regular maintenance determine whether customers can successfully self-serve. Experience Cloud is designed to surface Knowledge content in a branded digital experience, while Salesforce's service guidance identifies self-service and knowledge as key mechanisms for helping customers find answers independently. See Salesforce's Experience Cloud Knowledge documentation and customer self-service overview.

QUESTION NO: 14

Claud Kicks (CK) has launched a new online store with special emphasis on improving user

experience.

Which metric should be used to measure user experience improvements achieved as on outcome of

the redesign?

A. Increased transaction volume

B. Net Adoption Score (NAS)

C. Customer Satisfaction Score (CSAT)

ANSWER: C

Explanation:

Customer Satisfaction Score (CSAT) is the most appropriate metric because it directly captures customers' stated satisfaction with their experience of the redesigned online store. A redesign intended to improve user experience should be evaluated against a user-centered outcome: whether people feel the experience met their expectations, was easy to complete, and supported their goals. CK can ask customers a short satisfaction question immediately after key journeys, such as finding a product, completing checkout, or receiving order confirmation, then compare the resulting score with the baseline collected before the redesign. Segmenting CSAT by journey, device type, customer group, or support-contact reason can also identify where the redesign is creating the strongest experience improvements and where further iteration is needed. This makes CSAT useful as an outcome measure rather than simply a measure of site activity. Salesforce describes CSAT as a metric for measuring customer satisfaction with a specific interaction, product, or service, which aligns closely with assessing a new store experience. Pairing this score with qualitative feedback gives the team actionable context for prioritizing subsequent design refinements. See Salesforce: What Is CSAT? and Salesforce: Customer Satisfaction.

QUESTION NO: 15

Cloud Kicksâ€™ product team is working with the sales team to identify a new feature to add to their next product release. A developer on the team believes it may be on an upcoming Salesforce Release.

Which resource should be used to verify this?

A. Salesforce Lightning Design System Release Notes

B. Salesforce Architects Product Roadmaps

C. Salesforce Developer Release Notes

ANSWER: C

Explanation:

Salesforce Developer Release Notes is the appropriate resource because Salesforce publishes release-specific documentation describing new features, enhancements, changed behavior, availability considerations, and setup or development implications. A product team can use these notes to confirm whether a capability is included in a named upcoming release and understand what the feature does before incorporating it into planning, requirements, or release communications. The notes are organized by Salesforce release and product area, making them useful for validating a developer's expectation against the functionality Salesforce has announced for that release. They also identify details that affect whether and when the team can use the capability, such as rollout timing, edition availability, permissions, configuration, or required actions. This allows Cloud Kicks to make an evidence-based decision about whether the proposed product feature can rely on the Salesforce platform capability in the next release cycle. Salesforce's central Release Notes documentation provides the release content, while the Salesforce Releases site provides release-level information and resources.

QUESTION NO: 16

Cloud Kicks would like to use a business model canvas to evaluate thedesirability, viability, and feasibility of a new service and identify a business model that will justify pursuing the idea.

Which part of the business model canvas represents desirability?

A. Key activities

B. Value proposition

C. Customer segments

ANSWER: B

Explanation:

Value proposition represents desirability in a business model canvas. Desirability concerns whether a service addresses a genuine customer need, solves an important problem, or creates benefits customers value. The value proposition captures

the specific products, services, pain relievers, and gain creators offered to a defined group of customers. It therefore articulates why customers would choose the service and what makes the offering meaningful to them.

When Cloud Kicks evaluates a new service, the value proposition helps the team test assumptions about the customer problem, the intended outcome, and the differentiated value the service is expected to deliver. This customer-centered view is essential before determining whether the service can be delivered effectively or generate sustainable returns. Salesforce's Strategy Designer guidance uses the business model canvas to connect customer value with the wider operating and financial model, and identifies the value proposition as the central expression of the value delivered to customers. See Salesforce Trailhead's Create a Business Model Canvas unit and Strategyzer's overview of the Business Model Canvas.

QUESTION NO: 17

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: B

Explanation:

Run a technical design critique. This is the appropriate activity for confirming that an enhancement design can work within an existing Salesforce application's data model. A technical design critique brings together the relevant technical stakeholders, such as architects, developers, administrators, and data specialists, to evaluate the proposed solution before implementation. They can examine how the functionality will use existing objects, fields, relationships, validation rules, integrations, automation, sharing, and data-governance constraints. This review identifies feasibility concerns early, including whether the design requires data-model changes, creates unintended dependencies, or conflicts with established architectural standards. It also allows the team to document technical decisions and refine the solution while changes are still relatively inexpensive. For a strategy designer, this activity is particularly useful because it connects the experience and business design to the realities of the current platform architecture, ensuring that the recommended path is both valuable to users and viable to deliver. Salesforce's Strategy Designer certification preparation material specifically describes technical design critiques as a way to gain expert feedback and assess compatibility with the existing data model. See Salesforce Trailhead: Run a Technical Design Critique and Salesforce Architectural Principles.

QUESTION NO: 18

During the ideation stage, a Cloud Kicks team developed a low fidelity prototype to help the company hone its strategy.

Which question should the strategy designer focus on next to ensure success?

A. Whet ere the team's technical capabilities to deliver on the solution?

B. What are the assumptions about market conditions that would have to be true?

C. What user experience success metrics should be included in the product?

ANSWER: B

Explanation:

"What are the assumptions about market conditions that would have to be true?" is the right question because a low-fidelity prototype is intended to make a strategic idea tangible enough to test its most important assumptions before significant investment is made. At this point, the strategy designer should identify the external conditions on which the proposed solution depends, such as customer demand, competitor behavior, channel availability, willingness to pay, regulatory conditions, or the scale and timing of a market opportunity. Making these assumptions explicit enables the team to prioritize

learning, formulate hypotheses, and conduct research or experiments that reduce uncertainty. This is especially important in strategy work because an attractive prototype alone does not establish that the surrounding market will support a viable and sustainable solution. Salesforce's design-thinking guidance emphasizes using prototypes to learn through feedback and iteration, rather than treating them as finished products. Connecting prototype learning to the assumptions behind the strategy helps Cloud Kicks refine its direction based on evidence and make better-informed decisions about where to invest next. See Salesforce Trailhead's UX Design Basics and Design Thinking resources.

QUESTION NO: 19

The team at Cloud Kicks is spending too much time curating dashboards of the company's

sales pipeline for multiple different levels of leadership, who are interested in different views of the

same data.

What should the strategy designer recommend to help the team efficiently share the right data?

A. Develop reports in Sales Cloud.

B. Provide Kanban view in Revenue Cloud

C. Create dashboards in Tableau.

ANSWER: C

Explanation:

Create dashboards in Tableau is the appropriate recommendation because Tableau is designed to turn a shared underlying dataset into interactive, audience-specific visual analytics. The team can establish governed connections to sales-pipeline data, create reusable dashboards, and give leadership users the ability to focus on the measures, segments, territories, time periods, and pipeline stages that matter to them. Dashboard filters, parameters, and interactive actions reduce the need for the team to manually curate a separate static view whenever a stakeholder needs a different perspective on the same information.

Tableau also supports secure, scalable distribution of insights. Content can be published to Tableau Cloud or Tableau Server, where permissions and row-level security can ensure each leadership audience sees only the data it is authorized to access. Subscriptions and data-driven alerts can further automate delivery, helping leaders receive timely pipeline visibility without repeatedly requesting manually assembled dashboards. This approach improves consistency because all views can use common definitions and governed data while still meeting distinct executive, regional, and operational needs. Salesforce documents Tableau dashboards as interactive views that can combine worksheets and enable users to explore data through filtering and other interactions. See Tableau Help: Dashboards and Tableau Help: Permissions.

QUESTION NO: 20

A strategy designer is working with a group of developers who have yet to buy into the team

design process.

What should the strategy designer to do to engage them more?

A. Conduct interviews with developers to gather insights on process approaches.

B. Invite the developers to lead the conversation for synthesis and persona development.

C. Facilitate a workshop on ideating and sketching with the core team members.

ANSWER: C

Explanation:

Facilitate a workshop on ideating and sketching with the core team members. This is the most effective way to build developers' engagement because it brings them directly into a hands-on, collaborative design activity. Ideation creates space for participants to contribute possibilities, technical perspectives, and implementation knowledge, while sketching makes early concepts visible and easy to discuss. Rather than positioning design as a process imposed on the development team, the workshop makes developers active contributors to shaping the solution.

Involving the core team early also creates shared understanding and ownership. Developers can help identify constraints, dependencies, and opportunities while concepts are still inexpensive to explore and change. Their participation can improve feasibility, strengthen collaboration across disciplines, and make the resulting direction feel like a team decision. This approach reflects Salesforce's human-centered design practice, which emphasizes working collaboratively, generating ideas broadly, and using tangible artifacts to move conversations forward. See Salesforce Trailhead's overview of design thinking and its guidance on using the design-thinking process.