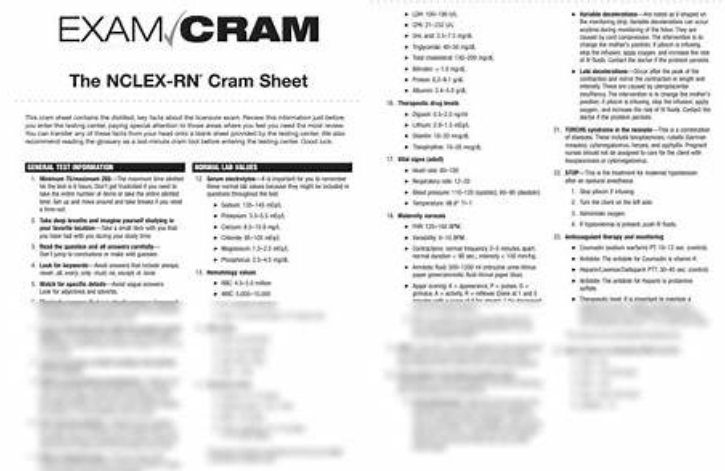


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Salesforce Certified Platform Strategy Designer Sample Questions (Q95-Q100):

NEW QUESTION # 95

Cloud Kicks has released a wearable device for athletes but struggles to find product market fit. The design team begins an initiative to better understand user needs and improve the device.

What should the strategy designer do to engage with internal stakeholders invested in the project?

- A. Align stakeholders on what success for the looks like and throughout the project,
- B. Assign specific tasks to each stakeholder so they each add something important to the project,
- C. Survey stakeholders for insights and ideas, as their diverse perspectives are likely to uncover unmet needs.

Answer: A

Explanation:

Ensuring all stakeholders have a unified vision of success is crucial for maintaining project alignment and momentum. Regular involvement and clear communication about project goals and progress help keep stakeholders engaged and supportive, fostering a collaborative environment.

NEW QUESTION # 96

Cloud Kicks wants to improve its business model to be closer to its customers and provide quantifiable improvements to business efficiency.

Which framework should be used to drive the success of the new business model?

- A. Desirable, Feasible, Viable
- B. Usable, Feasible, Cost-Effective
- C. Feasible, Viable, Impactful

Answer: A

Explanation:

The Desirable, Feasible, Viable framework is essential for ensuring a new business model's success. It ensures the model is customer-centric (Desirable), technically and organizationally achievable (Feasible), and financially sustainable (Viable), aligning the innovation with customer needs, operational capabilities, and business objectives.

NEW QUESTION # 97

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. <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.

NEW QUESTION # 98

Cloud Kicks (CK) designs innovative footwear for site athletes. Manufacturing the footwear is possible but expensive.

What should CK focus testing efforts on to determine whether to produce at scale?

- A. Competitive advantage, impact, and own ability
- B. Novelty, privacy, and potential to go viral
- C. Desirability, viability, and feasibility

Answer: C

Explanation:

The best focus for testing efforts to determine whether to produce a product at scale is desirability, viability, and feasibility, which are the three key dimensions of design thinking that evaluate whether a product is desirable for users, viable for business, and feasible for technology. Novelty, privacy, and potential to go viral or competitive advantage, impact, and own ability are not comprehensive enough to cover all aspects of design thinking.

NEW QUESTION # 99

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?

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

Answer: B

Explanation:

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. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/establish-kpis-and-instill-checkpoints-in-the-product-development-process>

NEW QUESTION # 100

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