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Salesforce Certified Platform Strategy Designer Sample Questions (Q90-Q95):

NEW QUESTION # 90

A tech company that specializes in mobile app development is looking to innovate and launch a new app that helps users manage their mental health. The company's target audience is young adults aged 18-35.

What external factor might impact the strategy for this development?

- A. HIPAA regulations
- B. Push notifications

Answer: A

Explanation:

For a mobile app managing mental health, HIPAA (Health Insurance Portability and Accountability Act) regulations are a crucial external factor. These regulations govern the privacy and security of health information, which is especially pertinent for apps.

handling sensitive mental health data. Ensuring compliance is essential to protect user information and avoid legal issues.

NEW QUESTION # 91

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives which outcome?

- A. Feasibility
- **B. Desirability**
- C. Viability

Answer: B

Explanation:

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives desirability as an outcome. Desirability is the degree to which a product or service meets or exceeds the expectations, needs, and desires of the customers. By creating an empathy map, a strategy designer can gain a holistic and empathetic view of the customer's thoughts, feelings, actions, and pain points. This can help the designer create solutions that are more attractive, satisfying, and meaningful for the customers. Viability and feasibility are not driven by empathy maps, as they relate to the business and technical aspects of a solution.

NEW QUESTION # 92

Customer service surveys and user feedback reveal Cloud Kicks' users desire new features on the sales platform. How should the strategy designer collaborate with the UX designer to ensure those features are both viable and feasible?

- A. Co-create a journey map with users
- B. Identify user quotes to make the case.
- **C. Align design implications to business goals.**

Answer: C

Explanation:

The best way to collaborate with the UX designer to ensure that new features on the sales platform are both viable and feasible is to align design implications to business goals, as this helps justify the value proposition and return on investment of the new features. Co-creating a journey map with users or identifying user quotes may not address the viability or feasibility aspects of the new features.

NEW QUESTION # 93

A strategy designer is hired to help service agents pool their shared knowledge, see the bigger picture, and understand what may be causing poor and disjointed support experiences, and where other pain points and opportunities may lie.

Which method of co-design workshop should be used?

- A. Prototyping
- B. Ideation
- **C. Journey mapping**

Answer: C

Explanation:

Journey mapping is the most effective co-design workshop method for helping service agents understand the customer support experience comprehensively. It visually represents the customer's end-to-end journey, highlighting pain points, opportunities for improvement, and areas causing disjointed experiences, fostering a shared understanding among agents.

NEW QUESTION # 94

An insurance company has a calc banding process that involves multiple team members, different departments, and many disparate systems. Which Salesforce automation tool should a strategy designer recommend to improve business process efficiency?

- A. Services Cloud
- **B. MuleSoft**
- C. Financial

Answer: B

Explanation:

The best Salesforce automation tool to recommend to improve business process efficiency for an insurance company that has a complex underwriting process is MuleSoft, as this helps integrate and orchestrate data and applications across different systems and platforms. Financial Services Cloud or Service Cloud may not be able to automate the underwriting process effectively.

NEW QUESTION # 95

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