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## **Salesforce Certified Platform Strategy Designer Sample Questions (Q114-Q119):**

### **NEW QUESTION # 114**

During requirements discovery for a new mobile app for Cloud Kicks, different business units are proposing conflicting requirements for some of the key use cases. Which methodology should be used to resolve conflicts and promote consensus?

- A. SWOT Analysis
- B. Journey Mapping
- C. Prioritization Matrix

**Answer: C**

Explanation:

The methodology that should be used to resolve conflicts and promote consensus among different business units is a prioritization matrix. A prioritization matrix is a tool to evaluate and compare requirements based on two or more criteria, such as impact, effort, urgency, or importance. Requirements that score high on the chosen criteria are usually prioritized, while requirements that score low are usually deprioritized or eliminated. A prioritization matrix can help different business units reach a common understanding and agreement on the most critical and valuable requirements for the key use cases. A journey map or a SWOT analysis may not be effective for resolving conflicts or promoting consensus, as they do not provide a clear and objective way to rank requirements.

**NEW QUESTION # 115**

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

**Answer: C**

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 # 116**

Cloud Kicks (CX) has spent several months working to align the entire company around a vision based on inclusivity in the digital age. Because this project will span several years, the design team is concerned the vision will eventually be lost.

What should CK do to maintain the vision and create transformative change?

- A. Align the vision to current industry trends.
- B. Realize the vision must be driven by business goals.
- **C. Continuously align business goals to the vision.**

**Answer: C**

Explanation:

CK should continuously align business goals to the vision to maintain the vision and create transformative change. Business goals are the specific and measurable objectives that support the vision. By aligning business goals to the vision, CK can ensure that every decision and action is consistent with the desired future state, and that the vision is not diluted or distorted over time. Aligning the vision to current industry trends may not be relevant or sustainable for CK's unique value proposition. Realizing that the vision must be driven by business goals may undermine the purpose and direction of the vision.

**NEW QUESTION # 117**

A strategy designer at Cloud Kicks leads a development team whose stakeholders are notorious for misunderstanding and undervaluing research-driven UX design.

Which approach should the designer propose to increase the desire for research-driven decisions?

- **A. Align UX research goals with stakeholders' goals**
- B. Create high-fidelity prototypes to gain design buy-in.
- C. Strictly align to stakeholders' business requirements.

**Answer: A**

Explanation:

The best approach to increase the desire for research-driven decisions among stakeholders who misunderstand and undervalue research-driven UX design is to align UX research goals with stakeholders' goals, as this helps demonstrate the value and relevance

of research for achieving business outcomes. Creating high-fidelity prototypes or strictly aligning to stakeholders' business requirements may not address the root cause of the lack of desire for research.

### NEW QUESTION # 118

Cloud Kicks (CK) is a company of operational excellence. However, CK has a hard time bringing innovative ideas to market, because investing in unproven tactics seems risky to its leaders who are used to making decisions based on metrics.

Which approach should a strategy designer take when presenting a new product vision to this group?

- A. Conduct a competitive analysis of other products in the same market as the product vision.
- **B. Identify the biggest questions about the product vision and collect data on prototypes.**
- C. Run qualitative user research on the product vision and share key feedback with stakeholders.

**Answer: B**

Explanation:

The best approach to presenting a new product vision to a group of leaders who are used to making decisions based on metrics is to identify the biggest questions about the product vision and collect data on prototypes, as this helps validate or invalidate the assumptions and hypotheses behind the vision, and provide evidence-based arguments for its feasibility and viability. Running qualitative user research or conducting a competitive analysis may not be persuasive or relevant enough for this group.

### NEW QUESTION # 119

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