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Salesforce Certified Platform Strategy Designer Sample Questions (Q136-Q141):

NEW QUESTION # 136

A strategy designer is planning a remote workshop with a team from their partner company using a new digital collaboration tool. Many employees at the partner company have much less experience with technology. Which activity should ensure the workshop is accessible to all participants?

- A. Ask a friend to test the tools first and give feedback on how user-friendly the activities are.
- **B. Allow access to the tool ahead of time and make sure participants are familiar before getting started.**
- C. Conduct an in-person session with the partner company; collaboration is best when done face-to-face.

Answer: B

Explanation:

Providing early access to digital collaboration tools and ensuring all participants are comfortable using them before the workshop starts can enhance accessibility and participation. This preparation helps level the playing field, especially for those less experienced with technology, ensuring a productive and inclusive session.

NEW QUESTION # 137

A design team is following the design thinking process to create a vision for their new loyalty program. While design thinking is an iterative process, there are phases that follow a general order. Which phase encompasses creating Jobs To Be Done?

- **A. Define**
- B. Prototype
- C. Deploy

Answer: A

Explanation:

Creating Jobs To Be Done is part of the define phase of the design thinking process. This phase involves synthesizing the insights from the empathize phase and framing the problem statement in a human-centered way. Jobs To Be Done are statements that describe what customers are trying to achieve or accomplish through a product or service.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-jobs-to-be-done>

NEW QUESTION # 138

A cross-disciplinary design team is looking at an affinity map of insights. Which question should the team use to prioritize and turn them into design opportunities?

- **A. Why is this insight valuable?**
- B. What constraints would we have to overcome?
- C. Do we have the capability to develop this?

Answer: A

Explanation:

The question that the team should use to prioritize and turn insights into design opportunities is "Why is this insight valuable?" This question can help the team evaluate the relevance, significance, and impact of each insight, and how it relates to the user needs, pain points, goals, and motivations. The question also helps the team frame the insights in terms of benefits and outcomes, rather than features or solutions. The other questions may be useful for assessing feasibility or viability, but they do not prioritize insights based on value.

NEW QUESTION # 139

Cloud Kicks (CK) is launching a new online store and wants to get a better understanding of its market wants and needs to create compelling customer experience. CK's strategy designer recommends utilizing the Jobs to Be Done framework. What are the core principles of the Jobs to Be Done framework?

- A. Customer-centric, Values driven, Flexible, Revenue focused
- B. Customer-centric, Effective Communication, Organizational Strategy, Success Criteria
- **C. Customer-centric, Solution Agnostic, Stable Over Time, Measurable Outcomes**

Answer: C

Explanation:

The core principles of the Jobs to Be Done framework are customer-centric, solution agnostic, stable over time, and measurable outcomes, as this framework helps understand the customer's specific goal or job, and the thought processes that would lead them to hire a product or service to complete the job. Customer-centric means focusing on the customer's needs and desires, solution agnostic means not prescribing or implying any specific solution, stable over time means not changing with customer attributes or preferences, and measurable outcomes means having clear and quantifiable indicators of success.

NEW QUESTION # 140

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

Answer: A

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 # 141

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