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Salesforce Certified Platform Strategy Designer Sample Questions (Q58-Q63):

NEW QUESTION # 58

Cloud Kicks has designed two new features for its online shopping experience. Feature A is a tracker to show existing customers when their footwear will arrive, feature B gives the option to invite friends to purchase, too, focusing on acquiring new customers. Which criteria should the strategy designer use to determine which feature to build first?

- A. Value and effort
- B. Outcome and bandwidth
- C. Resourcing and budget

Answer: A

Explanation:

The criteria that the strategy designer should use to determine which feature to build first is value and effort. Value and effort are two dimensions that can help evaluate and compare features based on their impact on achieving the desired outcomes and their difficulty

or complexity to implement. Features that have high value and low effort are usually prioritized, while features that have low value and high effort are usually deprioritized or eliminated. Outcome and bandwidth or resourcing and budget may not be sufficient criteria for determining which feature to build first, as they do not account for both value and effort.

NEW QUESTION # 59

A strategy designer proposes a multi-step strategy to reach the ultimate goal of making Cloud Kicks a net-zero company. The first step includes analyzing emissions and integrating data-driven insights into operational planning to reduce the carbon footprint of logistics. Each subsequent step builds on prior work and increases measurable progress until the goal is reached.

Which tool should the designer use to connect short-term efforts with long-term impact goals?

- A. Project plan
- B. Service blueprint
- C. Impact ladder

Answer: C

Explanation:

An impact ladder is a strategic tool used to map out the connection between short-term actions and long-term goals. It helps in visualizing how initial steps, such as reducing emissions in logistics, contribute to the overarching objective of achieving net-zero status, ensuring that each phase of the strategy builds towards the ultimate goal.

NEW QUESTION # 60

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

Answer: C

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 # 61

A strategy designer is pitching a vision presentation to their customer's lead to get final approval for a new project. The lead is not comfortable or familiar with design thinking and has been distrustful of the process so far. Investing in this new initiative will put their reputation on the line.

Which strategy should the designer employ to communicate the vision?

- A. Ask the customer to participate in the presentation pitch the vision to their lead to signal buy-in and shared ownership of the project work.
- B. Ask a master presenter to stand in on the project and deliver the vision; they know how to sway any hesitant executive
- C. Ask each team member to present a few slides to signal the presentation is the result of many people's ideas and consensus.

Answer: A

Explanation:

Involving the customer in the presentation can demonstrate internal support and shared commitment to the project, helping to alleviate the lead's concerns. This collaboration can foster trust in the design thinking process and the project's potential impact, facilitating approval.

NEW QUESTION # 62

A strategy designer at Cloud Kicks discovered a complex UX problem with its online shopping platform and now needs to effectively describe the problem in the customer context. This description should speak to the urgency of the problem, be a call-to-action for others to be involved, and inspire hope for change.

Which type of statement should the designer make?

- A. Mission
- B. Challenge
- C. Needs

Answer: B

Explanation:

A challenge statement effectively articulates a complex UX problem by framing it in a way that highlights its significance, encourages involvement, and inspires action. It positions the issue as an opportunity for improvement, motivating the team to engage in finding solutions and driving positive change.

NEW QUESTION # 63

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