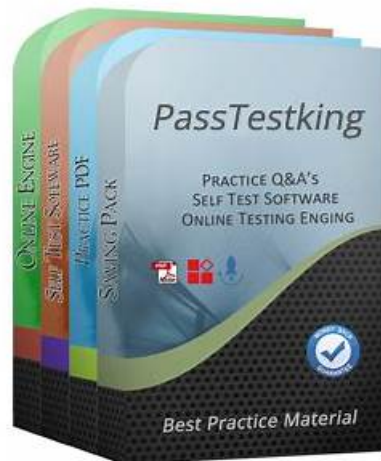


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## Salesforce Certified Platform Strategy Designer Sample Questions (Q42-Q47):

#### NEW QUESTION # 42

A strategy designer is working with a team to assess and prioritize potential opportunities for an upcoming product release using the Design Thinking methodology.

Which next step should the designer recommend to assist with prioritization?

- A. Analyze the feature feasibility and let technology drive future designs.
- **B. Test for desirability and refine ideas based on feasibility**
- C. Survey users and prioritize building their most desired features.

**Answer: B**

Explanation:

In the Design Thinking process, testing for desirability ensures that ideas meet user needs and preferences. Refining these ideas based on feasibility takes into account the practical aspects of implementation, ensuring that the prioritized opportunities are both desirable to users and achievable by the team.

#### NEW QUESTION # 43

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 # 44

A newly formed design team at Cloud Kicks is concerned their work will suffer if they are not better aligned.

Which tool should a strategy designer recommend for the team to begin alignment?

- **A. Team agreement**
- B. Consequence Scanning workshop
- C. Brainstorm

**Answer: A**

Explanation:

A team agreement is a tool that a strategy designer can recommend for the team to begin alignment. It is a document that defines the team's purpose, values, norms, roles, and expectations. It helps create a shared understanding and commitment among team members and foster a positive and productive team culture. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-team-agreement>

#### NEW QUESTION # 45

Cloud Kicks feels confident about its vision for a new loyalty program and has received approval from leadership to begin development.

What is needed from the strategy designer to inform a roadmap from MVP to mature offering?

- A. Effort sizing and user story points
- B. Instrumentation and POC prototypes
- **C. Phases of feature development**

**Answer: C**

Explanation:

Phases of feature development are needed from the strategy designer to inform a roadmap from MVP to mature offering. Phases of feature development are stages or steps that define how a feature or solution will evolve over time, from its initial version to its final version. They help plan and prioritize the scope and sequence of work, and communicate the vision and value proposition of the product or service. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-phases-of-feature-development>

#### **NEW QUESTION # 46**

A Cloud Kicks (CK) strategy designer is leading a project to create a new customer experience with digital and environmental touchpoints. The stakeholders want to understand how the designer is proposing CK will deliver the experience. which tool should they use to explore the collaboration, structure, and processes that will be required?

- **A. Service blueprint**
- B. Journey map
- C. Empathy map

**Answer: A**

Explanation:

The best tool to explore the collaboration, structure, and processes that will be required to deliver a new customer experience with digital and environmental touchpoints is a service blueprint, as this helps illustrate how different actors, touchpoints, channels, activities, and resources interact and support each other in delivering the service. A journey map or an empathy map may not be able to capture the backstage aspects of service delivery.

#### **NEW QUESTION # 47**

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