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The third and last format is the Salesforce Plat-UX-102 desktop practice exam software form that can be used without an active internet connection. This software works offline on the Windows operating system. The practice exams benefit your preparation because you can attempt them multiple times to improve yourself for the Salesforce Plat-UX-102 Certification test. Our Salesforce Certified Platform Strategy Designer (Plat-UX-102) exam dumps are customizable, so you can set the time and questions according to your needs.

Salesforce Certified Platform Strategy Designer Sample Questions (Q115-Q120):

NEW QUESTION # 115

Cloud Kicks wants to improve its digital commerce experience because it is losing prominence in the market. What should a strategy designer rely on to get stakeholder buy-in for a redesign?

- A. Wireframes and a total addressable market (TAM) calculation
- B. Research findings and a competitive analysis.
- C. Inspiring graphics and personas

Answer: B

Explanation:

The best thing to rely on to get stakeholder buy-in for a redesign of digital commerce experience is research findings and a competitive analysis, as this helps demonstrate the user needs and pain points, and the market opportunities and threats. Wireframes and a total addressable market calculation or inspiring graphics and personas may not be persuasive or comprehensive enough for stakeholder buy-in.

NEW QUESTION # 116

Cloud Kicks' existing customers are loyal, but the company believes its total addressable market is larger. What should their strategy designer explore to increase market share?

- A. Deepening customer engagement
- **B. Diversifying product offerings**
- C. Reinvesting in existing products

Answer: B

Explanation:

The strategy designer should explore diversifying product offerings to increase market share. This means creating new products or services that appeal to different customer segments or needs, and expanding the customer base and revenue potential of the business. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/diversify-product-offerings>

NEW QUESTION # 117

A design team is working on the challenge: "How might we provide tools to enable customers to resolve service issues by themselves rather than escalating to human representatives?" Which bot metrics should the strategy designer suggest to assess the impact of their work?

- A. Human takeover rate
- **B. Customer satisfaction rate**
- C. Total conversations

Answer: B

Explanation:

The customer satisfaction rate is a critical metric for assessing the effectiveness of self-service tools in resolving issues. It measures users' satisfaction with their interactions and outcomes, providing insight into the bot's impact on improving the self-service experience and reducing the need for escalation.

NEW QUESTION # 118

A job listing company has launched a campaign around the adoption of its social app for professional networking. What should the team measure to gain the most trustworthy perspective and discourage artificially increasing (or "hacking") the company success metrics?

- A. Number of times a user opens the app per day
- B. New account activations
- **C. New connections made between users**

Answer: C

Explanation:

The best way to measure the success of a social app for professional networking is to track the new connections made between users, as this reflects the value proposition and user engagement of the app. Measuring the number of times a user opens the app per day or the new account activations may not capture the true impact of the app, as users may open the app without interacting with others or create accounts without using them.

NEW QUESTION # 119

A cross disciplinary team is starting a new design initiative for Cloud Kicks, and the strategy designer is leading the effort. What is one way to increase the team's psychological safety to encourage productive collaboration?

- A. Ask everyone to share a personal experience.
- B. Ask everyone to introduce themselves via title and greatest success
- C. Ask everyone their expected level of project involvement.

Answer: A

Explanation:

One way to increase the team's psychological safety to encourage productive collaboration is to ask everyone to share a personal experience, as this helps build trust, empathy, and rapport among team members. Asking everyone their expected level of project involvement or introducing themselves via title and greatest success may not foster psychological safety, as they may create hierarchy, pressure, or competition.

NEW QUESTION # 120

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