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Salesforce Certified Platform Strategy Designer Sample Questions (Q14-Q19):

NEW QUESTION # 14

A start-up specializing in creating healthcare apps for both patients and family caregivers is looking for ideas to develop new features. The company plans on organizing a brainstorming session with staff members from various teams. What is a rule strategy designers should follow when facilitating a brainstorming session?

- A. Explore qualitative assessment of proposed ideas.
- B. Emphasize critique of proposed ideas.
- C. Encourage participants to build on proposed ideas.

Answer: C

Explanation:

One of the rules of facilitating a brainstorming session is to encourage participants to build on proposed ideas, rather than criticize or dismiss them. This fosters a collaborative and creative environment where ideas can be improved and refined.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-brainstorming-session>

NEW QUESTION # 15

A strategy designer and a UX team have recently workshoped and developed a plan around the team's purpose and how they will align with the rest of the organization's goals and objectives.

Which alignment and accountability document should be used after this workshop to bring the plan to reality?

- A. RACI
- B. V2MOM
- C. UX vision

Answer: B

Explanation:

V2MOM stands for Vision, Values, Methods, Obstacles, and Measures. It is a tool that helps align teams around common goals and objectives, and track progress and results. It is used by Salesforce to bring plans to reality after workshops and ideation sessions. <https://trailhead.salesforce.com/en/content/learn/modules/align-your-team-with-v2mom> V2MOM is an acronym that stands for Vision, Values, Methods, Obstacles, and Measures. It is a tool used by Salesforce and recommended in their strategy design processes to align teams and bring strategic plans to fruition. After a workshop where a strategy designer and UX team develop a plan around the team's purpose and organizational alignment, using V2MOM helps to articulate the Vision of what they want to achieve, the Values that are most important to them, the Methods they will use to get there, the Obstacles they anticipate, and the Measures they will use to know whether they are successful. This framework ensures clarity and alignment, making it the ideal document to transition from planning to execution.

NEW QUESTION # 16

The design team at Cloud Kicks is making the case for analogous research as part of the design process for a brand new experience.

What should analogous research help them accomplish?

- A. Bring fun into an otherwise boring project.
- B. Explain a complex strategy to varied stakeholders.
- C. Generate unexpected ideas and increase empathy.

Answer: C

Explanation:

Analogous research is a type of research that involves looking at examples from other domains or industries that have similar challenges or goals as the design project. It helps generate unexpected ideas and increase empathy by exposing the design team to

different perspectives and solutions. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-analogous-research>

NEW QUESTION # 17

Cloud Kicks wants to start providing coupons to its digital consumers. In addition to Marketing Cloud, which product should be recommended?

- **A. B2C Commerce**
- B. Service Cloud
- C. Revenue Cloud

Answer: A

Explanation:

B2C Commerce is a Salesforce product that helps businesses create engaging and personalized online shopping experiences for their customers. It integrates with Marketing Cloud to enable coupon management, promotion tracking, and customer segmentation. <https://www.salesforce.com/products/commerce-cloud/b2c-commerce/>

NEW QUESTION # 18

A strategy designer at Cloud Kicks conducted a series of interviews with business stakeholders and customers to gain insights into existing customer support operations and wrote the design challenge statement. Which option reflects the format of the design challenge statement?

- **A. How might we save our existing customers time by preemptively serving the info they need to deflect the customer support calls.**
- B. Unify platforms and centralize support operations to save customers time and reduce business costs.
- C. As a user, I want to see trending support resources upon the first login to customer support so I can save my time.

Answer: A

Explanation:

This option reflects the format of the design challenge statement. A design challenge statement is a statement that frames the problem to be solved in a human-centered and open-ended way. It typically follows the format of "How might we (HMW) + user + need + outcome". It helps inspire and guide the ideation and solution generation process.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/write-a-design-challenge-statement>

NEW QUESTION # 19

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