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Salesforce Certified Platform Strategy Designer Sample Questions (Q57-Q62):

NEW QUESTION # 57

Cloud Kicks (CK) is working on enhanced functionality for an existing sales application. What should CK do to ensure the proposed design is compatible with the current data model?

- A. Run a technical design critique.
- B. Perform end user testing.
- C. Create high fidelity prototypes.

Answer: A

Explanation:

A technical design critique is a method that helps ensure the proposed design is compatible with the current data model by inviting feedback from technical experts, such as developers or architects. It helps identify potential issues or gaps in the design and suggest improvements or alternatives. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/run-a-technical-design-critique>

NEW QUESTION # 58

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. Prioritization Matrix
- B. SWOT Analysis
- C. Journey Mapping

Answer: A

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 # 59

A strategy designer is working with a group of developers who have yet to buy into the team design process. What should the strategy designer do to engage them more?

- A. Facilitate a workshop on ideating and sketching with the core team members.
- B. Invite the developers to lead the conversation for synthesis and persona development.
- C. Conduct interviews with developers to gather insights on process approaches.

Answer: A

Explanation:

The strategy designer should facilitate a workshop on ideating and sketching with the core team members to engage them more. A workshop is a collaborative session where participants work together to generate ideas, solve problems, or make decisions. Ideating and sketching are techniques to stimulate creativity and visualize concepts. By involving the developers in these activities, the strategy designer can help them understand the value of design thinking, foster their ownership of the process, and leverage their skills and perspectives. Conducting interviews may provide some insights on process approaches, but it does not engage them in design work. Inviting them to lead the conversation for synthesis and persona development may put too much pressure on them if they are not familiar with these methods.

NEW QUESTION # 60

The strategy designers at Cloud Kicks are leading a large number of projects initiated by various stakeholders. They implement an Impact & Effort matrix to help them prioritize their work.

What is the purpose of an Impact & Effort matrix?

- A. To classify projects according to their level of urgency.
- B. To compare products based on predefined criteria to enable stakeholder discussion
- C. To prioritize projects based on key goals outlined in project framing

Answer: C

Explanation:

The purpose of an Impact & Effort matrix is to prioritize projects based on key goals outlined in project framing. An Impact & Effort matrix is a tool to evaluate and compare projects based on two criteria: the impact they have on achieving the desired outcomes, and the effort they require to implement. Projects that have high impact and low effort are usually prioritized, while projects that have low impact and high effort are usually deprioritized. An Impact & Effort matrix does not compare products based on predefined criteria or classify projects according to their level of urgency.

NEW QUESTION # 61

A strategy designer is facilitating a critique on a concept for their company's new loyalty program, and they're getting a lot of subjective feedback representing personal opinions.

What is the most common reason for this, assuming good intent from all participants?

- A. The critique does not have the right participants in the room; there are too many dominant personalities.
- B. The designer has not properly defined the guidelines for the critique session.
- C. The non-designers do not have the skills needed to give effective critique on design work.

Answer: B

Explanation:

Subjective feedback often occurs when the parameters of a critique are not clearly established. Providing clear guidelines helps participants understand the context, objectives, and specific areas where feedback is needed, focusing the discussion on constructive and objective observations rather than personal preferences.

NEW QUESTION # 62

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