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Salesforce Certified Platform Strategy Designer Sample Questions (Q68-Q73):

NEW QUESTION # 68

The design team at Cloud Kicks used qualitative research to uncover an opportunity to create a new line of sustainable footwear.

What should the strategy designer do to build a shared understanding and agreement among business leaders to move forward with this new initiative?

- A. Complete a competitive analysis collaboratively in a workshop.
- **B. Share customer needs and tie them to business goals.**
- C. Select the most senior stakeholder's goal as a path forward.

Answer: B

Explanation:

The strategy designer should share customer needs and tie them to business goals to build a shared understanding and agreement among business leaders to move forward with the new initiative of creating a new line of sustainable footwear. This helps demonstrate the value and relevance of the initiative, and how it aligns with the business vision and objectives.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/share-customer-needs-and-tie-them-to-business-goals>

NEW QUESTION # 69

A health and wellness company wants to create a 10-year vision for its business. Which external context for innovation is the least risky trend to influence the company's strategy?

- A. Demographic shift: Number of affluent and educated young professionals in the U.S. in the next
- B. Market shift: The stability of the economy and consumers buying power in the next 10 years
- **C. Perception shift: Feelings toward the efficacy of wellness products in the next 10 years**

Answer: C

Explanation:

The least risky trend to influence the company's strategy for a health and wellness company that wants to create a 10-year vision for its business is perception shift: feelings toward the efficacy of wellness products in the next 10 years, as this is more likely to be stable and predictable than market shift or demographic shift, which are more volatile and uncertain.

NEW QUESTION # 70

In an effort to increase revenue, the Cloud Kicks design team proposes creating a new ecommerce tool where customers can easily search for products and access a bot that makes personalized recommendations. The team knows the cost to implement this new experience is significant.

Which tool should the team use to justify the strategy?

- A. Criteria scorecard
- **B. Business model canvas**
- C. Prioritization matrix

Answer: B

Explanation:

The Business Model Canvas is a strategic management tool that helps in visualizing and assessing various aspects of a business model. For justifying the strategy behind a significant investment like a new e-commerce tool, the canvas provides a structured way to evaluate the value proposition, customer segments, revenue streams, and cost structure, among other elements. This holistic view supports decision-making by clearly illustrating how the new tool aligns with the company's strategic goals and financial considerations.

NEW QUESTION # 71

A cross-disciplinary team at Cloud Kicks has to synthesize top customer quotes and insights from research and turn them into design opportunities.

Which question should the team use to prioritize insights?

- A. What will bring in the most revenue?
- **B. How will this improve the customer experience?**
- C. Is our technology capable of supporting this need?

Answer: B

Explanation:

The best question to prioritize insights from customer research is how will this improve the customer experience, as this focuses on the value proposition and user needs of the design. Asking if the technology is capable of supporting the need or what will bring in the most revenue may not reflect the user-centric approach of design thinking.

NEW QUESTION # 72

Cloud Kicks has released a wearable device for athletes but struggles to find product market fit. The design team begins an initiative to better understand user needs and improve the device.

What should the strategy designer do to engage with internal stakeholders invested in the project?

- **A. Align stakeholders on what success for the looks like and throughout the project,**
- B. Survey stakeholders for insights and ideas, as their diverse perspectives are likely to uncover unmet needs.
- C. Assign specific tasks to each stakeholder so they each add something important to the project,

Answer: A

Explanation:

Ensuring all stakeholders have a unified vision of success is crucial for maintaining project alignment and momentum. Regular involvement and clear communication about project goals and progress help keep stakeholders engaged and supportive, fostering a collaborative environment.

NEW QUESTION # 73

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