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Salesforce Certified Platform Strategy Designer Sample Questions (Q150-Q155):

NEW QUESTION # 150
Cloud Kicks (CK) wants to drive more business, brand loyalty, and product awareness at its retail partner stores. CK would like to have the ability to effectively run promotions and optimize in-store visits.
Which Salesforce product should be recommended for this business need?

- A. Marketing Cloud

- B. Loyalty Cloud
- C. Consumer Goods Cloud

Answer: C

Explanation:
Consumer Goods Cloud is a Salesforce product that helps consumer goods companies optimize in-store visits, run promotions, increase sales, and improve customer loyalty. It is designed for businesses that sell products through retail partners and want to enhance their relationships with them. https://www.salesforce.com/products/consumer-goods-cloud/overview/ For a business like Cloud Kicks looking to enhance brand loyalty, product awareness, and optimize in-store experiences, Consumer Goods Cloud is the recommended Salesforce product. It is designed specifically for the consumer goods industry to improve retail execution and drive more business through better in-store experiences, efficient route planning for sales reps, and promotion execution. Marketing Cloud is more suited for digital marketing campaigns across multiple channels, and Loyalty Cloud focuses on building customer loyalty programs, which doesn't directly address the need for optimizing in-store visits as Consumer Goods Cloud does.

NEW QUESTION # 151
During the ideation stage, a Cloud Kicks team developed a low fidelity prototype to help the company hone its strategy.
Which question should the strategy designer focus on next to ensure success?

- A. Whet ere the team's technical capabilities to deliver on the solution?
- B. What user experience success metrics should be included in the product?
- C. What are the assumptions about market conditions that would have to be true?

Answer: C

Explanation:
After developing a prototype, it's crucial to examine the underlying assumptions about the market that need to hold true for the solution to succeed. This helps in identifying potential risks and validating the strategy's alignment with market realities, guiding further development and refinement.

NEW QUESTION # 152
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. As a user, I want to see trending support resources upon the first login to customer support so I can save my time.
- C. Unify platforms and centralize support operations to save customers time and reduce business costs.

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 # 153
A strategy designer at Cloud Kicks is working on a strategic vision for a new movement tracking app that integrates with their footwear.
Which approach should validate the market for this concept?

- A. Meat with developers to estimate the effort required to deliver the proposed experience.
- B. Recruit target users to test price points at which they would be willing to purchase the app.
- C. Gather an team to ideas and craft that stretch the 's current

Answer: B

Explanation:
Validating the market for a new app involves understanding the target audience's willingness to pay. Recruiting target users to test various price points provides direct insights into the app's perceived value and the price range acceptable to potential customers, informing pricing strategy and market viability.

NEW QUESTION # 154
A strategy designer collaborated with the product design team at Cloud kicks and is now coming to the end of their discovery. Which technique should be used to frame the design challenge on the right problems?

- A. Design "For an optimal experience..." questions.
- B. Construct "How might we..." questions.
- C. Create "As a user, I should..." questions.

Answer: B

Explanation:
The technique that should be used to frame the design challenge on the right problems is to construct "How might we..." questions. "How might we..." questions are a way to reframe problems into opportunities for innovation. They are open-ended, optimistic, and user-centered, and they help define the scope and direction of the design project. Designing "For an optimal experience..." questions or creating "As a user, I should..." questions may not be effective for framing the design challenge, as they may imply or limit potential solutions.

NEW QUESTION # 155
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