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Plat-UX-102

Salesforce Certified Platform Strategy
Designer Exam Dumps

QUESTION & ANSWERS

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Salesforce Certified Platform Strategy Designer Sample Questions (Q48-Q53):

NEW QUESTION # 48

Cloud Kicks' (CK) stakeholders have some concerns about a newly created CX vision because they struggle with imagining how it will impact CK's current product.

What should a strategy designer do to alleviate the stakeholders' concerns?

- A. **Prototype an aspect of the vision that interact with the current product and share insights**
- B. Share associated Objectives & Key with stakeholders to put the vision in a business context.
- C. Organize a brainstorming session to provide stakeholders with a chance to reassess the vision.

Answer: A

Explanation:

A CX vision is a statement that describes the desired future state of the customer experience. It should be inspiring, aspirational, and feasible. To alleviate stakeholders' concerns about how it will impact the current product, a strategy designer should prototype an aspect of the vision that interacts with the current product and share insights with stakeholders. This can help them visualize and understand how the vision can be realized and what benefits it can bring. A brainstorming session may not be helpful if the stakeholders are already skeptical about the vision. Sharing objectives and key results may provide some context, but they do not show how the vision will affect the product.

NEW QUESTION # 49

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. **Perception shift: Feelings toward the efficacy of wellness products in the next 10 years**
- C. Market shift: The stability of the economy and consumers buying power in the next 10 years

Answer: B

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 # 50

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. **Consumer Goods Cloud**
- C. Loyalty Cloud

Answer: B

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 # 51

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

Answer: A

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 # 52

Cloud Kicks asks to see a roadmap denoting how the design team will turn their product vision into reality.

What should the team do when developing their roadmap?

- A. Set expectations that once the roadmap is approved It will not be modified.
- B. Focus on features, including detailed outputs associated with each one.
- C. Ensure stakeholders stay connected and aligned during roadmap development

Answer: C

Explanation:

The team should ensure stakeholders stay connected and aligned during roadmap development, when creating their roadmap to turn their product vision into reality. This helps avoid misalignment or confusion among stakeholders, and ensure that the roadmap reflects their feedback and expectations. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-roadmap>

NEW QUESTION # 53

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