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Salesforce Certified Platform Strategy Designer Sample Questions (Q154-Q159):

NEW QUESTION # 154

A strategy designer leads a new UX project and needs to align with stakeholders who have varying degrees of interest and influences the project. The designer wants to understand each stakeholder's potential negative and positive impacts on the project.

Which tactic should be used?

- **A. Stakeholder Analysis**
- B. Stakeholder Focus Group
- C. Stakeholder KPIs

Answer: A

Explanation:

The best tactic to understand the potential impacts of stakeholders on a project is stakeholder analysis, which is a systematic way of identifying and assessing the interests, expectations, and influences of various stakeholders. A stakeholder focus group or stakeholder KPIs may not capture the full spectrum of stakeholder perspectives and impacts.

NEW QUESTION # 155

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 non-designers do not have the skills needed to give effective critique on design work.
- **C. The designer has not properly defined the guidelines for the critique session.**

Answer: C

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 # 156

A job listing company has launched a campaign around the adoption of its social app for professional networking.

What should the team measure to gain the most trustworthy perspective and discourage artificially increasing (or "hacking") the company success metrics?

- A. New account activations
- B. Number of times a user opens the app per day
- **C. New connections made between users**

Answer: C

Explanation:

The best way to measure the success of a social app for professional networking is to track the new connections made between users, as this reflects the value proposition and user engagement of the app. Measuring the number of times a user opens the app per day or the new account activations may not capture the true impact of the app, as users may open the app without interacting with others or create accounts without using them.

NEW QUESTION # 157

Cloud Kicks (CK) has gone through a comprehensive redesign of its internal sales process to better embed it into the capabilities of Sales Cloud. CK's executive stakeholders are concerned there will be limited adoption by the sales team, as Sales Cloud is too new to them and their processes were mostly based on guided documents within Excel.

Which approach should the strategy designer recommend to aid the sales team in onboarding to Sales Cloud?

- **A. Use In-App Guidance and invest in change management.**
- B. Customize Sales Cloud to mimic existing sales process.
- C. Sync an Excel file with Salesforce Connect.

Answer: A

Explanation:

The strategy designer should recommend using In-App Guidance and investing in change management to aid the sales team in onboarding to Sales Cloud. In-App Guidance is a feature that allows creating prompts and walkthroughs within Salesforce to guide users through new features or processes. Change management is a process that involves planning, communicating, and supporting users through organizational changes, such as adopting new technologies or workflows.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/use-in-app-guidance-and-invest-in-change-management>

NEW QUESTION # 158

Cloud Kicks wants to improve its digital commerce experience because it is losing prominence in the market. What should a strategy designer rely on to get stakeholder buy-in for a redesign?

- A. Wireframes and a total addressable market (TAM) calculation
- **B. Research findings and a competitive analysis.**
- C. Inspiring graphics and personas

Answer: B

Explanation:

The best thing to rely on to get stakeholder buy-in for a redesign of digital commerce experience is research findings and a competitive analysis, as this helps demonstrate the user needs and pain points, and the market opportunities and threats. Wireframes and a total addressable market calculation or inspiring graphics and personas may not be persuasive or comprehensive enough for stakeholder buy-in.

NEW QUESTION # 159

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