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Salesforce

Plat-UX-102

Salesforce Certified Platform Strategy
Designer Exam Dumps

QUESTION & ANSWERS

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Salesforce Certified Platform Strategy Designer Sample Questions (Q41-Q46):

NEW QUESTION # 41

Cloud Kicks' product team is focused on a new business casual clothing line that they think will account for over half of the company's revenue in the future.

Which trend should influence desirability the most?

- A. Supply chain issues that delay product availability
- **B. Hybrid work emphasizing the need for color and comfort**
- C. Digital product passports' to help prevent counterfeiting

Answer: B

Explanation:

The most influential trend for desirability in designing a new business casual clothing line is hybrid work emphasizing the need for color and comfort, as this reflects the changing preferences and expectations of customers in a post-pandemic world. Digital product passports to help prevent counterfeiting or supply chain issues that delay product availability are not trends that affect desirability directly, but rather trust and availability.

NEW QUESTION # 42

At a project kickoff, the strategy designer wants to get ideas from all stakeholders to use as hypotheses. The designer runs a sketching activity with the multi-disciplinary group, asking everyone to sketch. They give everyone fat markers and sticky notes, and set a timer for 5 minutes of sketching.

What is the reason why marker choice is important?

- **A. They enable stakeholders to focus on generating ideas rather than detailing UI.**
- B. They ensure stakeholders can fit detailed sketches on a sticky note in the allotted time.
- C. They anonymize the sketches so that stakeholders cannot judge others' drawing abilities.

Answer: A

Explanation:

The reason why marker choice is important is that they enable stakeholders to focus on generating ideas rather than detailing UI. Fat markers are thick pens that limit the level of detail that can be drawn on a sticky note. They help stakeholders concentrate on the concept or idea behind the sketch, rather than the user interface or visual design.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/sketch-with-fat-markers>

NEW QUESTION # 43

Cloud Kicks (CK) is launching a new online store and wants to get a better understanding of its market wants and needs to create compelling customer experience. CK's strategy designer recommends utilizing the Jobs to Be Gone framework.

What are the core principles of the Jobs to Be Gone framework?

- A. Customer-centric, Values driven, Flexible, Revenue focused
- B. Customer-centric, Effective Communication, Organizational Strategy, Success Criteria
- **C. Customer-centric, Solution Agnostic, Stable Over Time, Measurable Outcomes**

Answer: C

Explanation:

The core principles of the Jobs to Be Gone framework are customer-centric, solution agnostic, stable over time, and measurable outcomes, as this framework helps understand the customer's specific goal or job, and the thought processes that would lead them to hire a product or service to complete the job. Customer-centric means focusing on the customer's needs and desires, solution agnostic means not prescribing or implying any specific solution, stable over time means not changing with customer attributes or preferences, and measurable outcomes means having clear and quantifiable indicators of success.

NEW QUESTION # 44

A start-up specializing in healthcare is beginning the research and development phases for an application intended for patients and doctors. The strategy designer wants to help both audiences evaluate and prioritize ideas, opportunities, and features toward a shared understanding of a new patient experience.

Which tool should be used to facilitate and share this vision?"

- **A. Storyboard**
- B. Cross-functional survey
- C. Creative brief

Answer: A

Explanation:

A storyboard is a tool that should be used to facilitate and share the vision of a new patient experience. A storyboard is a visual narrative that illustrates the user's journey with a product or service, using sketches, images, or text. It helps communicate the value proposition and key features of the solution, and how it addresses the user's needs and goals.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-storyboard>

NEW QUESTION # 45

The brand team has spotted some customers sharing their personalized Cloud Kicks footwear on social networks. The strategy designer wants to invite these customers to a co-creation workshop for a new loyalty program being developed.

What is a direct outcome of co-creating with customers?

- A. Increased sales of custom footwear
- B. Increased speed of the design process
- **C. Increased adoption of the loyalty program**

Answer: C

Explanation:

Co-creating with customers, especially those already engaged with the brand, can lead to a loyalty program that resonates more closely with user needs and preferences, increasing the likelihood of its adoption. This collaborative approach ensures the program's features and rewards are aligned with what customers value most.

NEW QUESTION # 46

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