

# 2026 Salesforce First-grade Plat-UX-102: Salesforce Certified Platform Strategy Designer Exam Tips



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## **Salesforce Certified Platform Strategy Designer Sample Questions (Q57-Q62):**

### NEW QUESTION # 57

A strategy designer proposes a multi-step strategy to reach the ultimate goal of making Cloud Kicks a net-zero company. The first step includes analyzing emissions and integrating data-driven insights into operational planning to reduce the carbon footprint of logistics. Each subsequent step builds on prior work and increases measurable progress until the goal is reached. Which tool should the designer use to connect short-term efforts with long-term impact goals?

- A. Project plan
- **B. Impact ladder**
- C. Service blueprint

**Answer: B**

Explanation:

An impact ladder is a strategic tool used to map out the connection between short-term actions and long-term goals. It helps in visualizing how initial steps, such as reducing emissions in logistics, contribute to the overarching objective of achieving net-zero status, ensuring that each phase of the strategy builds towards the ultimate goal.

### NEW QUESTION # 58

Cloud Kicks (CK) notices a significant customer churn due to a disconnect between product features and user needs. Which course of action should CK's strategy designer propose to improve the situation'?

- A. Clarify requirements and enable quality assurance teams with better acceptance criteria.
- B. Request product owners to envision future state and provide better requirements.
- **C. Facilitate a co-creation workshop to help generate ideas grounded in research insights.**

**Answer: C**

Explanation:

The strategy designer should propose facilitating a co-creation workshop to help generate ideas grounded in research insights, to improve the situation of customer churn due to a disconnect between product features and user needs. A co-creation workshop is a method that involves collaborating with stakeholders and users to ideate and prototype solutions based on research findings and user feedback. It helps create solutions that are aligned with user needs and expectations, and increase user engagement and satisfaction. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-co-creation-workshop>

### NEW QUESTION # 59

Cloud Kicks (CK) wants to launch a new application that change the processes and operating procedures within the organization propose a rollout of the new application, CK's design team plans on building and testing a Minimum Viable Product (MVP). Which outcome should the team focus on when defining the MVP?

- A. Testing an outline of all features and possibilities of the product.
- B. Assessing essential features of the product with a large group of users.
- **C. Validating or invalidating the essential features of the product.**

**Answer: C**

Explanation:

The purpose of building and testing a Minimum Viable Product (MVP) is to validate or invalidate the essential features of the product, that is, the features that deliver the core value proposition and solve the user's problem. Testing an outline of all features and possibilities of the product or assessing essential features of the product with a large group of users are not suitable outcomes for an MVP, as they may introduce unnecessary complexity or bias.

### NEW QUESTION # 60

Cloud Kicks has identified the following challenge statement regarding an opportunity for customer service transformation: How might we improve our automated online chat experience to be a preferred channel for our customers to seek information and self-service tools?

Which metric should define a successful transformation outcome?

- A. Increased goal completion rate
- B. Increased human takeover rate
- C. Decreased length of support calls

**Answer: A**

Explanation:

The metric that should define a successful transformation outcome is increased goal completion rate. This metric measures how often customers are able to complete their intended tasks or goals through the automated online chat experience, such as finding information or self-service tools. It indicates the effectiveness and satisfaction of the chat experience.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/measure-the-success-of-the-initiative>

#### NEW QUESTION # 61

A strategy designer wants to make a case to executive stakeholders to target a new, saturated market with the purpose of increasing new customer acquisition.

Which approach should the designer focus on?

- A. Create a clickable high fidelity prototype to assess feasibility and perform user research on
- B. Make a presentation on design best practices and have industry experts speak on new market
- C. Restate business goals and show how design could be used to de-risk exploration of this

**Answer: C**

Explanation:

The approach that the designer should focus on is to restate business goals and show how design could be used to de-risk exploration of this opportunity. This approach can help the designer align the new product vision with the executive stakeholders' expectations, needs, and priorities, and demonstrate how design methods and tools can help validate assumptions, identify risks, and test solutions in a saturated market. Making a presentation on design best practices or creating a clickable high fidelity prototype may not be enough to convince the executive stakeholders of the value proposition and feasibility of targeting a new market.

#### NEW QUESTION # 62

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