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Salesforce Certified Platform Strategy Designer Sample Questions (Q140-

Q145):

NEW QUESTION # 140

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 # 141

Cloud Kick's sales representatives are complaining about lack of flexibility when they need to create complex quotes and configure product solutions What should the Strategy Designer recommend to streamline their sales cycle?

- A. Implement Revenue Cloud
- B. Create a custom sales cycle that maps exactly to their needs
- C. Suggest to simplify the complex sales cycle to make it fit the standard setup

Answer: A

Explanation:

The Strategy Designer should recommend implementing Revenue Cloud to streamline their sales cycle. Revenue Cloud is a Salesforce product that enables companies to create flexible and scalable revenue models, automate complex billing and revenue recognition processes, and provide a unified buying experience across channels. Revenue Cloud includes CPQ (Configure, Price, Quote) and B2B Commerce solutions that can help Cloud Kicks' sales representatives create complex quotes and configure product solutions more easily and accurately.

NEW QUESTION # 142

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives which outcome?

- A. Viability
- B. Feasibility
- C. Desirability

Answer: C

Explanation:

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives desirability as an outcome. Desirability is the degree to which a product or service meets or exceeds the expectations, needs, and desires of the customers. By creating an empathy map, a strategy designer can gain a holistic and empathetic view of the customer's thoughts, feelings, actions, and pain points. This can help the designer create solutions that are more attractive, satisfying, and meaningful for the customers. Viability and feasibility are not driven by empathy maps, as they relate to the business and technical aspects of a solution.

NEW QUESTION # 143

Cloud Kicks' strategy designer is writing a challenge statement to inspire team ideation.

What should they avoid in the challenge statement?

- A. Basing the statement on a problem identified in research
- B. Focusing on the root cause of current issues
- C. **implying solutions to the challenge**

Answer: C

Explanation:

A challenge statement should define the problem space without suggesting specific solutions, to encourage creative and open-ended ideation. Suggesting solutions within the statement can limit thinking and prevent the exploration of diverse and innovative ideas.

NEW QUESTION # 144

The strategy designer at Cloud Kicks has worked with the development team to create a cross-cloud 360 prototype based on a concept to create a better customer experience and help drive revenue.

What should the designer produce to get buy-in from the business stakeholders?

- A. Business metrics and ROI map
- **B. Business case and roadmap**
- C. Business user flow and journey map

Answer: B

Explanation:

The designer should produce a business case and a roadmap to get buy-in from the business stakeholders. A business case is a document that outlines the rationale, benefits, costs, risks, and alternatives of a proposed project or solution. A roadmap is a visual representation of the plan, timeline, milestones, and dependencies of a project or solution. Together, they can help communicate the value proposition, feasibility, viability, and desirability of the cross-cloud 360 prototype to the business stakeholders. A business user flow and journey map may show how the prototype works and what pain points it solves, but they do not provide enough information on the strategic aspects of the project. Business metrics and ROI map may quantify some aspects of the project, but they do not explain how or why the prototype was created.

NEW QUESTION # 145

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