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## Salesforce Certified Platform Strategy Designer Sample Questions (Q115-Q120):

### NEW QUESTION # 115

A global retailer has received customer complaints because items that are advertised sell out too quickly. There is a disconnect between marketing and fulfilment teams and their systems.

Which tool should the strategy designer use to identify the root causes, dependencies, and opportunities for improvement?

- A. Journey map
- B. Stakeholder interviews
- C. Service blueprint

**Answer: B**

Explanation:

The best tool to identify the root causes, dependencies, and opportunities for improvement in a situation where items that are advertised sell out too quickly is stakeholder interviews, as this helps gather insights and feedback from different perspectives and roles involved in the marketing and fulfillment processes. A service blueprint or a journey map may not be able to diagnose the problem without first understanding the stakeholder needs and expectations.

#### NEW QUESTION # 116

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 non-designers do not have the skills needed to give effective critique on design work.
- B. The critique does not have the right participants in the room; there are too many dominant personalities.
- 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 # 117

A design team is following the design thinking process to create a vision for their new loyalty program. While design thinking is an iterative process, there are phases that follow a general order.

Which phase encompasses creating Jobs To Be Done?

- A. Prototype
- B. Define
- C. Deploy

**Answer: B**

Explanation:

Creating Jobs To Be Done is part of the define phase of the design thinking process. This phase involves synthesizing the insights from the empathize phase and framing the problem statement in a human-centered way. Jobs To Be Done are statements that describe what customers are trying to achieve or accomplish through a product or service.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-jobs-to-be-done>

#### NEW QUESTION # 118

Cloud Kicks wants to start providing coupons to its digital consumers.

In addition to Marketing Cloud, which product should be recommended?

- A. Revenue Cloud
- B. B2C Commerce
- C. Service Cloud

**Answer: B**

Explanation:

B2C Commerce is a Salesforce product that helps businesses create engaging and personalized online shopping experiences for their customers. It integrates with Marketing Cloud to enable coupon management, promotion tracking, and customer segmentation.

<https://www.salesforce.com/products/commerce-cloud/b2c-commerce/>

### NEW QUESTION # 119

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

**Answer: B**

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 # 120

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