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Salesforce Certified Platform Strategy Designer Sample Questions (Q68-Q73):

NEW QUESTION # 68

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. Deploy
- **B. Define**
- C. Prototype

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 # 69

Cloud Kicks (CK) works with various technology platforms built up over decades of acquisitions. Each platform has a different level of design maturity, which creates a very inconsistent user experience. To prioritize what to address first, CK needs to assess the business impact.

Which method is typically used to Quantify design debt?

- A. NPS or CSAT
- B. User interviews
- **C. Heuristic analysis**

Answer: C

Explanation:

Card sorting is a user-centered design technique ideal for optimizing website navigation. By involving end-users in organizing topics into categories that make sense to them, card sorting helps uncover user mental models and preferences for information architecture. This direct involvement ensures the revised navigation menu is intuitive and user-friendly, addressing the issues users face in finding information.

NEW QUESTION # 70

Cloud Kicks (CK) is committed to making its new Commerce Cloud accessible to everyone.

Which consideration should CK make when delivering this solution?

- **A. Accessibility needs to be integrated throughout the entire project lifecycle.**
- B. Integrated accessibility evaluation methodologies are not helpful in this context.
- C. Adequate accessibility measures make usability testing redundant.

Answer: A

Explanation:

The consideration that CK should make when delivering this solution is that accessibility needs to be integrated throughout the entire project lifecycle. Accessibility refers to the design and development of products or services that are usable by everyone, regardless of their abilities or disabilities. Accessibility needs to be considered and incorporated from the beginning to the end of the project, not as an afterthought or a separate process. This helps ensure that the solution meets the standards and guidelines for accessibility, and provides a positive and inclusive experience for all users. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/integrate-accessibility-throughout-the-entire-project-lifecycle>

NEW QUESTION # 71

The design team at Cloud Kicks is in the early stages of exploring an idea for a wearable device to track customers activity during workouts.

They employ footwear designers and manufacturing experts, but they lack an engineer experienced in consumer hardware, What should the strategy designer do to determine whether or not to pursue this product idea?

- A. Perform secondary research on common hardware issues.
- B. Hire an engineer with experience in consumer devices.
- C. Conduct an expert interview in consumer device engineering.

Answer: C

Explanation:

The strategy designer should conduct an expert interview in consumer device engineering to determine whether or not to pursue this product idea. An expert interview is a way to gather information and insights from someone who has specialized knowledge or experience in a relevant domain. It can help validate assumptions, identify risks, and explore opportunities for innovation. Performing secondary research may not provide enough depth or specificity for this product idea. Hiring an engineer may be premature and costly at this stage.

NEW QUESTION # 72

The design team at Cloud Kicks has designed a desirable solution for customers that is viable to the company's business model. The strategy designer on the team now needs to determine the feasibility of the solution.

Which three main areas should be focused on to assess feasibility?

- A. Distribution channels, capabilities, and potential partners
- B. User desirability, company viability, and deployment stability
- C. Business ROI, data analytics, and customer engagement

Answer: A

Explanation:

The three main areas that should be focused on to assess feasibility of the solution are distribution channels, capabilities, and potential partners. Distribution channels are the ways or methods that a product or service reaches the customers, such as online, in-store, or direct. Capabilities are the skills, resources, or technologies that are required or available to implement a solution, such as platform features, integrations, or tools. Potential partners are the external entities or organizations that can help or support the delivery or operation of a solution, such as suppliers, vendors, or consultants. These areas help evaluate the technical and operational feasibility of the solution, and identify the gaps or opportunities for improvement or innovation.

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NEW QUESTION # 73

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