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Salesforce Certified Platform Strategy Designer Sample Questions (Q28-Q33):

NEW QUESTION # 28

A strategy designer leading a UX team needs to articulate their team's purpose and value to the rest of the company. The designer decides to create vision statements using a collaborative, research-backed process to increase team members' understanding and alignment of UX efforts.

What should be the steps taken to achieve this goal?

- A. Hypothesize, Empathize, Optimize
- B. Define, Design, Deploy
- C. Gather, Envision, Plan

Answer: C

Explanation:

The steps that should be taken to achieve the goal of creating vision statements using a collaborative, research-backed process are Gather, Envision, Plan. These steps involve gathering data and insights from research, envisioning possible future states based on insights, and planning how to communicate and execute the vision.

NEW QUESTION # 29

Cloud Kicks' stakeholders da strategy designer to help with their business goal of reducing support costs. After a series of interviews, the designer recommends self-service in Experience Cloud as a way to address the goal. Which capability should drive self-service in Experience Cloud?

- A. Exposing their knowledge base to customers
- B. Providing dashboards of orders to customers
- C. @ Allowing customers to see their open cases

Answer: A

Explanation:

Exposing a knowledge base to customers in Experience Cloud allows for effective self-service by providing easy access to information, solutions, and guidance. This capability empowers customers to resolve their inquiries independently, contributing to the reduction of support costs by decreasing the demand on direct support channels.

NEW QUESTION # 30

A strategy designer is working with a team to assess and prioritize potential opportunities for an upcoming product release using the Design Thinking methodology.

Which next step should the designer recommend to assist with prioritization?

- A. Test for desirability and refine ideas based on feasibility
- B. Analyze the feature feasibility and let technology drive future designs.
- C. Survey users and prioritize building their most desired features.

Answer: A

Explanation:

In the Design Thinking process, testing for desirability ensures that ideas meet user needs and preferences. Refining these ideas based on feasibility takes into account the practical aspects of implementation, ensuring that the prioritized opportunities are both desirable to users and achievable by the team.

NEW QUESTION # 31

An online retailer developing a new sales strategy that releases a new, limited time promotion every 10 minutes to keep shoppers engaged.

The retailer's strategy designer has concerns that the promotion falls into an ethical risk zone around addiction.

Which strategy should be used to bring potential issues to light?

- A. Create a provocative presentation showing how strategies like these will lead to unhealthy
- B. Design a workshop for the team to slow down and think through the potential consequences of
- C. Release the project as intended knowing customer feedback will force the concerns to be

Answer: B

Explanation:

The best strategy to use to bring potential issues to light for a sales strategy that falls into an ethical risk zone around addiction is to design a workshop for the team to slow down and think through the potential consequences of the strategy and uncover stakeholder perspectives, as this helps foster ethical awareness, reflection, and dialogue. Releasing the project as intended or creating a provocative presentation may not address the ethical risk or create alignment.

NEW QUESTION # 32

Cloud Kicks (CK) designs innovative footwear for site athletes. Manufacturing the footwear is possible but expensive. What should CK focus testing efforts on to determine whether to produce at scale?

- A. Novelty, privacy, and potential to go viral
- B. Competitive advantage, impact, and own ability
- **C. Desirability, viability, and feasibility**

Answer: C

Explanation:

The best focus for testing efforts to determine whether to produce a product at scale is desirability, viability, and feasibility, which are the three key dimensions of design thinking that evaluate whether a product is desirable for users, viable for business, and feasible for technology. Novelty, privacy, and potential to go viral or competitive advantage, impact, and own ability are not comprehensive enough to cover all aspects of design thinking.

NEW QUESTION # 33

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