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Salesforce Certified Platform Strategy Designer Sample Questions (Q32-Q37):

NEW QUESTION # 32

A strategy designer at Cloud Kicks is assigned to a new project team with mixed backgrounds from around the company.

How could a kickoff meeting help align the project team before they begin working together?

- A. Outline chain of command and set ground rules for how to properly execute design thinking methodologies.
- B. Create a social contract and promote a detailed plan for how to execute on the new teams charter.
- C. Facilitate activities to gain an understanding of each others' skills, communication styles, and expectations.

Answer: C

Explanation:

A kickoff meeting can help align the project team before they begin working together by facilitating activities to gain an understanding of each others' skills, communication styles, and expectations. This helps build trust, rapport, and collaboration among team members with different backgrounds and perspectives. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-kickoff-meeting>

NEW QUESTION # 33

Cloud Kicks (CK) wants to prototype and test the value proposition for a potential new business venture.

When gathering customer feedback on the prototype, which question should CK seek answers to when determining if the business model is viable?

- A. What are customers willing to pay?
- B. Would customers recommend this to a friend?
- C. How would customers improve the experience?

Answer: A

Explanation:

The question that CK should seek answers to when determining if the business model is viable is what are customers willing to pay? This question helps evaluate the value proposition and revenue streams of the new service, and whether customers perceive the service as worth paying for. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-business-model-canvas>

NEW QUESTION # 34

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

Answer: B

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 # 35

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

Answer: C

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 # 36

Cloud Kicks has designed two new features for its online shopping experience. Feature A is a tracker to show existing customers when their footwear will arrive, feature B gives the option to invite friends to purchase, too, focusing on acquiring new customers. Which criteria should the strategy designer use to determine which feature to build first?

- A. Outcome and bandwidth
- B. Resourcing and budget
- C. Value and effort

Answer: C

Explanation:

The criteria that the strategy designer should use to determine which feature to build first is value and effort. Value and effort are two dimensions that can help evaluate and compare features based on their impact on achieving the desired outcomes and their difficulty or complexity to implement. Features that have high value and low effort are usually prioritized, while features that have low value and high effort are usually deprioritized or eliminated. Outcome and bandwidth or resourcing and budget may not be sufficient criteria for determining which feature to build first, as they do not account for both value and effort.

NEW QUESTION # 37

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