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Salesforce

Plat-UX-102

Salesforce Certified Platform Strategy
Designer Exam Dumps

QUESTION & ANSWERS

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Salesforce Certified Platform Strategy Designer Sample Questions (Q42-Q47):

NEW QUESTION # 42

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. Release the project as intended knowing customer feedback will force the concerns to be
- C. Design a workshop for the team to slow down and think through the potential consequences of

Answer: C

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 # 43

Cloud Kicks (CK) has developed a successful commerce solution for its customers in the health space o creation of an artificial intelligence (AI)-based recommendation engine. There are privacy concerns.

What should a strategy designer suggest that would provide a focus on AI concerns?

- A. Create a focus group among internal stakeholders to advocate consideration of bias.
- B. Publish a publicly accessible set of ethical principles and guides
- C. Evaluate multiple AI vendors with commerce solutions that must be ethical.

Answer: B

Explanation:

The best suggestion that would provide a focus on AI concerns for a company that develops an AI-based recommendation engine is to publish a publicly accessible set of ethical principles and guides, as this demonstrates transparency, accountability, and commitment to ethical AI practices. Creating a focus group among internal stakeholders or evaluating multiple AI vendors may not address the privacy concerns of the customers or the public.

NEW QUESTION # 44

A tech company that specializes in mobile app development is looking to innovate and launch a new app that helps users manage their mental health. The company's target audience is young adults aged 18-35.

What external factor might impact the strategy for this development?

- A. Push notifications
- B. HIPAA regulations

Answer: B

Explanation:

For a mobile app managing mental health, HIPAA (Health Insurance Portability and Accountability Act) regulations are a crucial external factor. These regulations govern the privacy and security of health information, which is especially pertinent for apps handling sensitive mental health data. Ensuring compliance is essential to protect user information and avoid legal issues.

NEW QUESTION # 45

A financial technology company develops an app for wealth management firms and receives initial success upon launch.

Which metric should be used to measure the longevity of the product and long-term growth potential?

- **A. Customer retention rate**
- B. Annual app downloads
- C. App sales over time

Answer: A

Explanation:

The customer retention rate is a key metric for assessing the long-term growth potential and sustainability of a product. High retention rates indicate that the product continues to meet customer needs over time, contributing to a stable and growing user base and reflecting the product's enduring value.

NEW QUESTION # 46

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.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-vision-statements>

NEW QUESTION # 47

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