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Salesforce Certified Platform Strategy Designer Sample Questions (Q109-Q114):

NEW QUESTION # 109

A car company gathers insights from recent buyers that reveal people are not sure whether buying electric vehicles helps the environment. A strategy designer from the car company developed this challenge statement: "How might we make electric car buyers feel confident they are having a positive impact on the environment by choosing our vehicles?" Which business goal is aligned with this challenge statement?

- A. Increase positive environmental impact brand awareness
- B. Increase overall electric vehicle sales by 20% annually
- C. Increase online engagement with the company marketing site

Answer: A

Explanation:

The business goal that is aligned with this challenge statement is to increase positive environmental impact brand awareness. This goal reflects the desired outcome of making electric car buyers feel confident they are having a positive impact on the environment by choosing the company's vehicles. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/align-challenge-statements-with-business-goals>

NEW QUESTION # 110

Cloud Kicks (CK) is committed to making its new Commerce Cloud accessible to everyone. Which consideration should CK make when delivering this solution?

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

Answer: C

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 # 111

Cloud Kicks wants to launch a campaign that rewards customer behavior by giving away free merchandise, which key business criteria should be ensured?

- A. Viability
- B. Desirability
- C. Feasibility

Answer: A

Explanation:

The key business criteria that should be ensured for launching a campaign that rewards customer behavior by giving away free merchandise is viability. Viability is the degree to which a product or service is profitable and sustainable for the business. By giving away free merchandise, Cloud Kicks should ensure that the campaign is viable in terms of costs, revenues, risks, and benefits. Desirability or feasibility may not be the key criteria for this campaign, as they relate to the customer or technical aspects of the product or service.

NEW QUESTION # 112

A strategy designer is presenting the results of a design sprint including sketches of new concepts for an upcoming release. Several business stakeholders were not aligned on the priorities driving the design sprint outcomes and spent the meeting arguing about new directions in which they would like to take the product. What should the strategy designer do to gain alignment?

- A. Refine the ideas to a higher fidelity so the stakeholders get a better sense of the vision,
- B. Add the stakeholders' ideas and agree to pursue both; it is more important to keep the peace on the team.
- C. Share research insights to build a deeper understanding and urgency around the problems to solve.

Answer: C

Explanation:

Grounding discussions in user research insights can refocus stakeholder conversations on user needs and the underlying problems the project aims to solve. This approach can help align stakeholders by emphasizing the importance of addressing these user-centered issues, moving beyond personal preferences or directions.

NEW QUESTION # 113

A strategy designer leads a new UX project and needs to align with stakeholders who have varying degrees of interest and influences the project. The designer wants to understand each stakeholder's potential negative and positive impacts on the project. Which tactic should be used?

- A. Stakeholder KPIs
- B. Stakeholder Analysis
- C. Stakeholder Focus Group

Answer: B

Explanation:

The best tactic to understand the potential impacts of stakeholders on a project is stakeholder analysis, which is a systematic way of identifying and assessing the interests, expectations, and influences of various stakeholders. A stakeholder focus group or stakeholder KPIs may not capture the full spectrum of stakeholder perspectives and impacts.

NEW QUESTION # 114

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