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Salesforce Certified Platform Strategy Designer Sample Questions (Q92-Q97):

NEW QUESTION # 92

Cloud Kicks' primary business goal for its new customer acquisition program is to increase diversity. Which inclusive design tactic should help the company solve problems for the broadest possible audience?

- A. Hold focus groups with traditionally underrepresented participants.
- **B. Solve for one, extend to many through a persona spectrum**
- C. Use Jobs to Be Done to increase empathy with the audience.

Answer: B

Explanation:

Solving for one, extending to many through a persona spectrum is an inclusive design tactic that helps solve problems for the broadest possible audience. It involves creating personas that represent different levels of ability, context, and preference, and designing solutions that meet the needs of the most extreme cases, which can benefit everyone else as well.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/solve-for-one-extend-to-many-through-a-persona-spectrum>

NEW QUESTION # 93

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives which outcome?

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

Answer: C

Explanation:

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives desirability as an outcome. Desirability is the degree to which a product or service meets or exceeds the expectations, needs, and desires of the customers. By creating an empathy map, a strategy designer can gain a holistic and empathetic view of the customer's thoughts, feelings, actions, and pain points. This can help the designer create solutions that are more attractive, satisfying, and meaningful for the customers. Viability and feasibility are not driven by empathy maps, as they relate to the business and technical aspects of a solution.

NEW QUESTION # 94

A start-up specializing in healthcare is beginning the research and development phases for an application intended for patients and doctors. The strategy designer wants to help both audiences evaluate and prioritize ideas, opportunities, and features toward a shared understanding of a new patient experience.

Which tool should be used to facilitate and share this vision?"

- A. Creative brief
- B. Cross-functional survey
- **C. Storyboard**

Answer: C

Explanation:

A storyboard is a tool that should be used to facilitate and share the vision of a new patient experience. A storyboard is a visual narrative that illustrates the user's journey with a product or service, using sketches, images, or text. It helps communicate the value proposition and key features of the solution, and how it addresses the user's needs and goals.

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

NEW QUESTION # 95

Cloud Kicks (CK) is designing an in-person experience for customers who purchase its products. This will include the ability to schedule and manage appointments as well as see when the delivery vehicle is on the way.

Which Salesforce product should CK invest in to efficiently enable the desired experience?

- A. Scheduler
- B. Service Goud
- **C. Field Service**

Answer: C

Explanation:

Field Service is a Salesforce product that CK should invest in to efficiently enable the desired experience of scheduling and managing appointments and seeing when the delivery vehicle is on the way. Field Service is a product that helps manage and optimize the entire field service operation, from scheduling and dispatching to tracking and reporting. It integrates with other Salesforce products, such as Service Cloud and Experience Cloud, to provide a seamless and connected experience for customers and field workers. <https://www.salesforce.com/products/service-cloud/field-service/>

NEW QUESTION # 96

At a project kickoff, a stakeholder shared the hypothesis that the price point was the reason their product was failing in the market. But when the design team conducted qualitative research, they learned that customers wanted an entirely different type of product. How should the design team present this information knowing they would challenge a stakeholder's hypothesis?

- **A. In an insights workshop with plenty of time for group discussion**
- B. In a walking deck with video clips from research sessions
- C. In a "How Might We" statement to encourage new ideas

Answer: A

Explanation:

The design team should present the information that challenges a stakeholder's hypothesis in an insights workshop with plenty of time for group discussion. This helps create a safe and collaborative space where the stakeholder can ask questions, share feedback, and understand the research findings and implications. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/present-insights-to-stakeholders>

NEW QUESTION # 97

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