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## Salesforce Certified Platform Strategy Designer Sample Questions (Q36-Q41):

### NEW QUESTION # 36

A strategy designer is facilitating a cross-functional critique on a concept for their company's new loyalty program. What should the designer do to ensure all voices are heard, regardless of position?

- A. Only collect written feedback from those who are comfortable providing it.
- B. Hold separate critiques so everyone feels comfortable speaking.
- C. Use a round-robin format, where everyone can share equally.

**Answer: C**

Explanation:

A round-robin format ensures that each participant has an equal opportunity to provide feedback, regardless of their role or seniority. This structured approach promotes inclusivity and diversity of thought by giving all participants a voice in the critique process.

#### NEW QUESTION # 37

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. Field Service
- B. Scheduler
- C. Service Cloud

**Answer: A**

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 # 38

At a project kickoff, the strategy designer wants to get ideas from all stakeholders to use as hypotheses. The designer runs a sketching activity with the multi-disciplinary group, asking everyone to sketch. They give everyone fat markers and sticky notes, and set a timer for 5 minutes of sketching.

What is the reason why marker choice is important?

- A. They enable stakeholders to focus on generating ideas rather than detailing UI.
- B. They ensure stakeholders can fit detailed sketches on a sticky note in the allotted time.
- C. They anonymize the sketches so that stakeholders cannot judge others' drawing abilities.

**Answer: A**

Explanation:

The reason why marker choice is important is that they enable stakeholders to focus on generating ideas rather than detailing UI. Fat markers are thick pens that limit the level of detail that can be drawn on a sticky note. They help stakeholders concentrate on the concept or idea behind the sketch, rather than the user interface or visual design.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/sketch-with-fat-markers>

#### NEW QUESTION # 39

The strategy designer is creating a new loyalty program for Cloud Kicks and wants to map the key people who may influence or be impacted by the program.

Which mapping process should the designer use to achieve this goal?

- A. Ecosystem Mapping
- B. Journey Mapping
- C. Service Mapping

**Answer: A**

Explanation:

Ecosystem Mapping is an appropriate tool for identifying key stakeholders, influencers, and entities that will interact with or be affected by the new loyalty program. This method helps in visualizing the broader context and relationships within the program's ecosystem, aiding in strategic planning and stakeholder management.

#### NEW QUESTION # 40

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

Answer: A

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 # 41

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