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Salesforce Certified Platform Strategy Designer Sample Questions (Q16-Q21):

NEW QUESTION # 16

A strategy designer at Cloud Kicks discovered a complex UX problem with its online shopping platform and now needs to effectively describe the problem in the customer context. This description should speak to the urgency of the problem, be a call-to-action for others to be involved, and inspire hope for change. Which type of statement should the designer make?

- A. Mission
- B. Needs
- **C. Challenge**

Answer: C

Explanation:

A challenge statement effectively articulates a complex UX problem by framing it in a way that highlights its significance, encourages involvement, and inspires action. It positions the issue as an opportunity for improvement, motivating the team to engage in finding solutions and driving positive change.

NEW QUESTION # 17

A strategy designer and a UX team have recently workshopped and developed a plan around the team's purpose and how they will align with the rest of the organization's goals and objectives. Which alignment and accountability document should be used after this workshop to bring the plan to reality?

- A. RACI
- **B. V2MOM**
- C. UX vision

Answer: B

Explanation:

V2MOM stands for Vision, Values, Methods, Obstacles, and Measures. It is a tool that helps align teams around common goals and objectives, and track progress and results. It is used by Salesforce to bring plans to reality after workshops and ideation sessions. <https://trailhead.salesforce.com/en/content/learn/modules/align-your-team-with-v2mom> V2MOM is an acronym that stands for Vision, Values, Methods, Obstacles, and Measures. It is a tool used by Salesforce and recommended in their strategy design processes to align teams and bring strategic plans to fruition. After a workshop where a strategy designer and UX team develop a plan around the team's purpose and organizational alignment, using V2MOM helps to articulate the Vision of what they want to achieve, the Values that are most important to them, the Methods they will use to get there, the Obstacles they anticipate, and the Measures they will use to know whether they are successful. This framework ensures clarity and alignment, making it the ideal document to transition from planning to execution.

NEW QUESTION # 18

Cloud Kicks' users demonstrated behaviors and shared quotes on their excitement to use a new offering, as well as how it would influence their purchasing habits., during feedback sessions. What do these qualitative findings indicate about the new offering'?

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

Answer: A

Explanation:

These qualitative findings indicate desirability of the new offering. Desirability refers to how much customers want or need a product or service, and how it meets their expectations and emotions. It can be measured by observing customers' behaviors and reactions, such as excitement, interest, engagement, satisfaction, or recommendation.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/measure-the-success-of-the-initiative>

NEW QUESTION # 19

Cloud Kicks (CK) notices a significant customer churn due to a disconnect between product features and user needs.

Which course of action should CK's strategy designer propose to improve the situation"?

- A. Clarify requirements and enable quality assurance teams with better acceptance criteria.
- B. Request product owners to envision future state and provide better requirements.
- **C. Facilitate a co-creation workshop to help generate ideas grounded in research insights.**

Answer: C

Explanation:

The strategy designer should propose facilitating a co-creation workshop to help generate ideas grounded in research insights, to improve the situation of customer churn due to a disconnect between product features and user needs. A co-creation workshop is a method that involves collaborating with stakeholders and users to ideate and prototype solutions based on research findings and user feedback. It helps create solutions that are aligned with user needs and expectations, and increase user engagement and satisfaction. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-co-creation-workshop>

NEW QUESTION # 20

A project team at Cloud Kicks have this challenge statement: How might we increase the adaptability?
What information is missing that belongs for well written challenge statement?

- A. The hypothesis of the solution
- **B. The desired outcome**
- C. The persona being designed for

Answer: B

Explanation:

The information that is missing from this challenge statement is the desired outcome. A well-written challenge statement should include three elements: who (the persona being designed for), what (the need or problem to be solved), and why (the desired outcome or benefit). For example, a better challenge statement could be: How might we increase the adaptability of our sales team to generate more revenue in a changing market? The hypothesis of the solution is not part of the challenge statement, as it is a proposed answer that needs to be tested and validated.

NEW QUESTION # 21

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The Salesforce Certified Platform Strategy Designer (Plat-UX-102) certification is one of the hottest career advancement credentials in the modern Salesforce world. The Plat-UX-102 certification can help you to demonstrate your expertise and knowledge level. With only one badge of Plat-UX-102 certification, successful candidates can advance their careers and increase their earning potential. The Salesforce Plat-UX-102 Certification Exam also enables you to stay updated and competitive in the market which will help you to gain more career opportunities.

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