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Plat-UX-102

Salesforce Certified Platform Strategy
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QUESTION & ANSWERS

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Salesforce Certified Platform Strategy Designer Sample Questions (Q44-Q49):

NEW QUESTION # 44

The brand team has spotted some customers sharing their personalized Cloud Kicks footwear on social networks. The strategy designer wants to invite these customers to a co-creation workshop for a new loyalty program being developed.

What is a direct outcome of co-creating with customers?

- A. Increased adoption of the loyalty program
- B. Increased speed of the design process
- C. Increased sales of custom footwear

Answer: A

Explanation:

Co-creating with customers, especially those already engaged with the brand, can lead to a loyalty program that resonates more closely with user needs and preferences, increasing the likelihood of its adoption. This collaborative approach ensures the program's features and rewards are aligned with what customers value most.

NEW QUESTION # 45

Cloud Kicks learns that some website visitors, especially those who can't see high-contrast color palettes, do not convert into customers.

What should the strategy designer do to solve for this accessibility challenge?"

- A. Conduct an empathy workshop to understand the audience.
- B. Invite users to co-create as accessibility experts.
- C. Ideate marketing concepts to reach new audiences.

Answer: B

Explanation:

Inviting users to co-create as accessibility experts means involving users who have accessibility needs or challenges in the design process as collaborators and consultants. This helps solve for the accessibility challenge by ensuring that the design meets the standards and expectations of the target audience. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/invite-users-to-co-create-as-accessibility-experts>

NEW QUESTION # 46

Cloud Kicks (CK) is creating a high-priority loyalty program as part of a larger engagement strategy for the company. Several top leaders want to remain involved but don't have much time to invest.

What should CK's strategy designer do to keep these leaders informed and invested, avoiding project disruption due to a lack of alignment?

- A. Create individual plans for working with top leaders based on their preferred cadence and type of involvement.
- B. Create a communication plan based on leaders' interest, influence, and level of support for the work.
- C. Create three moments that matter, where top leaders will be invited to provide feedback.

Answer: C

Explanation:

Identifying key moments in the project timeline for leaders to provide input ensures their involvement is focused and meaningful, without requiring a significant time commitment. This approach keeps leaders engaged and informed, facilitating strategic input at critical stages while minimizing disruptions.

NEW QUESTION # 47

A strategy designer is pitching a vision presentation to their customer's lead to get final approval for a new project. The lead is not comfortable or familiar with design thinking and has been distrustful of the process so far. Investing in this new initiative will put their reputation on the line.

Which strategy should the designer employ to communicate the vision?

- A. Ask each team member to present a few slides to signal the presentation is the result of many people's ideas and consensus.
- B. Ask the customer to participate in the presentation pitch the vision to their lead to signal buy-in and shared ownership of the project work.
- C. Ask a master presenter to stand in on the project and deliver the vision; they know how to sway any hesitant executive

Answer: B

Explanation:

Involving the customer in the presentation can demonstrate internal support and shared commitment to the project, helping to alleviate the lead's concerns. This collaboration can foster trust in the design thinking process and the project's potential impact, facilitating approval.

NEW QUESTION # 48

A design team is working on the challenge: "How might we provide tools to enable customers to resolve service issues by themselves rather than escalating to human representatives?" Which bot metrics should the strategy designer suggest to assess the impact of their work?

- A. Customer satisfaction rate
- B. Human takeover rate
- C. Total conversations

Answer: A

Explanation:

The customer satisfaction rate is a critical metric for assessing the effectiveness of self-service tools in resolving issues. It measures users' satisfaction with their interactions and outcomes, providing insight into the bot's impact on improving the self-service experience and reducing the need for escalation.

NEW QUESTION # 49

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