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Salesforce

Plat-UX-102

Salesforce Certified Platform Strategy
Designer Exam Dumps

QUESTION & ANSWERS

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Salesforce Plat-UX-102 Exam Syllabus Topics:

Section	Objectives
	- Stakeholder alignment • 1. Cross-functional relationship mapping • 2. Stakeholder engagement strategies
Topic 1: Intangible Deliverables	- Communication and visioning • 1. Vision presentation techniques • 2. Storytelling for product strategy

- Strategic direction
 - 1. Innovation opportunity identification
 - 2. Business outcome alignment

Topic 2: Value Design

- Challenge framing and problem definition
 - 1. Defining effective challenge statements
 - 2. Understanding organizational dynamics
- Salesforce platform capabilities
 - 1. Feasibility, desirability, viability assessment
 - 2. High-level platform feature mapping

Topic 3: Tools and Artifacts

- Co-creation methods
 - 1. Stakeholder workshops
 - 2. Design collaboration techniques

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Salesforce Certified Platform Strategy Designer Sample Questions (Q61-Q66):

NEW QUESTION # 61

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 persona being designed for
- C. The desired outcome

Answer: C

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 # 62

Cloud Kicks' strategy designer needs to communicate a new product vision but is only able to access key stakeholders virtually
Which technique should the designer use to ensure the audience remains engaged?

- A. Ask open ended questions to the audience to maintain their involvement.
- B. Unsure half of the meeting time is dedicated to answering questions.
- C. Turn the camera off so the audience can focus on the sides presented

Answer: A

Explanation:

The technique that the designer should use to ensure the audience remains engaged is to ask open-ended questions to the audience to maintain their involvement. Open-ended questions are questions that require more than a yes or no answer, and invite the audience to share their thoughts, opinions, or feedback. Asking open-ended questions can help the designer capture the audience's attention, interest, and curiosity, as well as encourage interaction and dialogue. Turning the camera off may reduce the visual connection and rapport with the audience. Dedicating half of the meeting time to answering questions may not be enough to keep the audience engaged throughout the presentation.

NEW QUESTION # 63

A global retailer has received customer complaints because items that are advertised sell out too quickly. There is a disconnect between marketing and fulfillment teams and their systems.

Which tool should the strategy designer use to identify the root causes, dependencies, and opportunities for improvement?

- **A. Stakeholder interviews**
- B. Service blueprint
- C. Journey map

Answer: A

Explanation:

The best tool to identify the root causes, dependencies, and opportunities for improvement in a situation where items that are advertised sell out too quickly is stakeholder interviews, as this helps gather insights and feedback from different perspectives and roles involved in the marketing and fulfillment processes. A service blueprint or a journey map may not be able to diagnose the problem without first understanding the stakeholder needs and expectations.

NEW QUESTION # 64

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

Answer: B

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 # 65

Cloud Kicks has expanded its business recently by offering customizable footwear and the ability to price by customer. Along with Sales Cloud, they are looking into additional product options that would help sales reps configure their orders easily.

Which Salesforce product should be considered for this business need?

- A. Marketing Cloud
- **B. Revenue Cloud**
- C. Commerce Cloud

Answer: B

Explanation:

Revenue Cloud is a Salesforce product that should be considered for this business need. It helps sales reps configure their orders easily by providing guided selling, dynamic pricing, contract management, billing automation, and revenue recognition features. It integrates with Sales Cloud to enable seamless quote-to-cash processes. <https://www.salesforce.com/products/revenue->

NEW QUESTION # 66

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