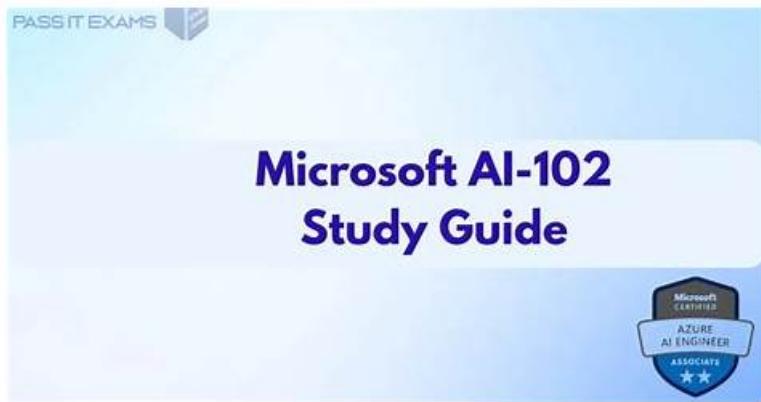


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Salesforce Certified Platform Strategy Designer Sample Questions (Q45-Q50):

NEW QUESTION # 45

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

Answer: A

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 # 46

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 # 47

The design team at Cloud Kicks has designed a desirable solution for customers that is viable to the company's business model. The strategy designer on the team now needs to determine the feasibility of the solution.

Which three main areas should be focused on to assess feasibility?

- A. Business ROI, data analytics, and customer engagement
- B. Distribution channels, capabilities, and potential partners
- C. User desirability, company viability, and deployment stability

Answer: B

Explanation:

The three main areas that should be focused on to assess feasibility of the solution are distribution channels, capabilities, and potential partners. Distribution channels are the ways or methods that a product or service reaches the customers, such as online, in-store, or direct. Capabilities are the skills, resources, or technologies that are required or available to implement a solution, such as platform features, integrations, or tools. Potential partners are the external entities or organizations that can help or support the delivery or operation of a solution, such as suppliers, vendors, or consultants. These areas help evaluate the technical and operational feasibility of the solution, and identify the gaps or opportunities for improvement or innovation.

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

NEW QUESTION # 48

Cloud Kicks customers have publicly challenged the company to use its market-leading position as an ethical force for good in social change. What is one way the company can embed ethical use principles into its day to day work?

- A. Quantitative Research
- B. Consequence Scanning
- C. Journey Mapping

Answer: B

Explanation:

One way the company can embed ethical use principles into its day to day work is by using Consequence Scanning, which is an agile practice that fits within an iterative development cycle and allows organizations to consider the potential consequences of their product or service on people, communities, and the planet. Consequence Scanning helps identify and mitigate potential harms or risks, and align the product or service with the organization's values and culture. Quantitative research or journey mapping may not be sufficient or effective for embedding ethical use principles.

NEW QUESTION # 49

Cloud Kicks' sales team is reporting an increased rate of churn. The Support team is frequently bombarded with customer requests for less complicated user experience. The development team sees the risk in changing a mature product.

What should a strategy designer recommend to help create alignment between the team?

- A. Define acceptance criteria and acceptance testing to validate intended outcomes.
- B. Create a prioritized product roadmap to ensure future releases address known challenges.
- **C. Share stories from customer research to create a common understanding of challenges.**

Answer: C

Explanation:

The best recommendation to help create alignment between the team is to share stories from customer research to create a common understanding of challenges, as this helps empathize with the customer pain points and needs and foster a user-centric mindset. Creating a prioritized product roadmap or defining acceptance criteria and testing may not address the root cause of the misalignment or the complexity of the user experience.

NEW QUESTION # 50

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