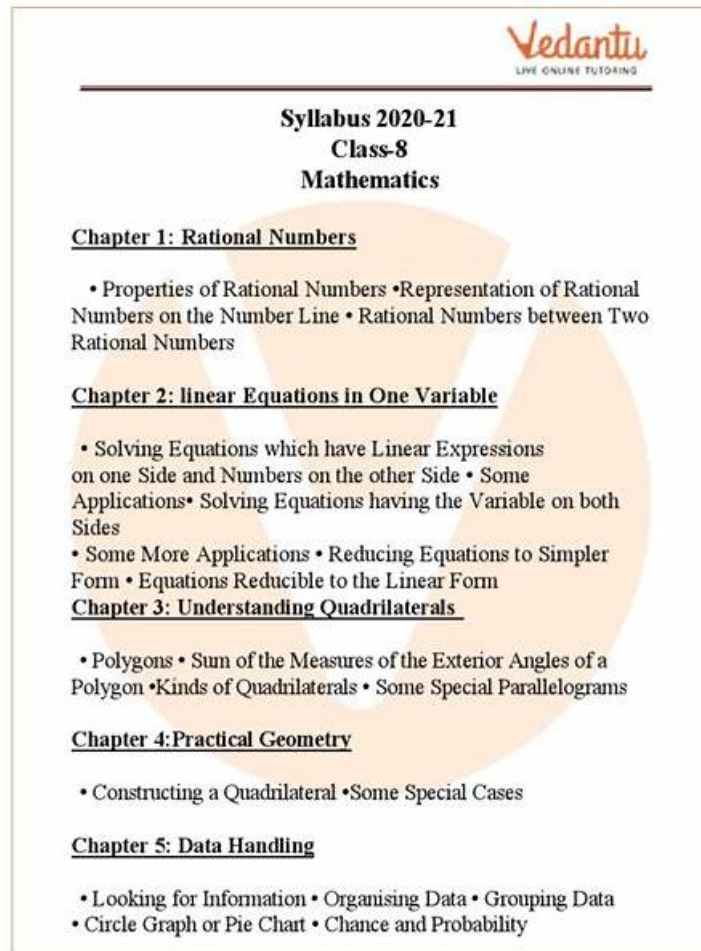


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Salesforce Certified Platform Strategy Designer Sample Questions (Q70-Q75):

NEW QUESTION # 70

A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company. What should they do to learn about the unique expectations of the company's customers?

- A. Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.
- B. Share prototypes of different interface directions with 100 people who regularly use their bank's app.
- C. Interview 8-10 customers about how banking fits into their lives and their ideal relationship with their bank.

Answer: C

Explanation:

Interviewing 8-10 customers about how banking fits into their lives and their ideal relationship with their bank is the best way to learn about the unique expectations of the company's customers. This method provides qualitative and contextual insights into the customers' needs, goals, pain points, and emotions. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-customer-interviews>

NEW QUESTION # 71

The design team at Cloud Kicks has created a vision for a new virtual try on tool for its products, which would apply to multiple product lines, brands, and regions.

Which roadmap should the strategy designer create to communicate the planned releases of multiple products in a single view?

- A. Portfolio roadmap
- B. Strategy roadmap
- C. Product roadmap

Answer: A

Explanation:

The best roadmap to communicate the planned releases of multiple products in a single view is a portfolio roadmap, as this helps show how different products align with the strategic goals and initiatives of the organization, and how they interrelate and depend on each other. A strategy roadmap or a product roadmap may not be able to capture the complexity and diversity of multiple products.

NEW QUESTION # 72

Cloud Kick's sales representatives are complaining about lack of flexibility when they need to create complex quotes and configure product solutions. What should the Strategy Designer recommend to streamline their sales cycle?

- A. Create a custom sales cycle that maps exactly to their needs
- B. Suggest to simplify the complex sales cycle to make it fit the standard setup
- C. Implement Revenue Cloud

Answer: C

Explanation:

The Strategy Designer should recommend implementing Revenue Cloud to streamline their sales cycle. Revenue Cloud is a Salesforce product that enables companies to create flexible and scalable revenue models, automate complex billing and revenue recognition processes, and provide a unified buying experience across channels. Revenue Cloud includes CPQ (Configure, Price, Quote) and B2B Commerce solutions that can help Cloud Kicks' sales representatives create complex quotes and configure product solutions more easily and accurately.

NEW QUESTION # 73

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. Service Mapping
- C. Journey 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 # 74

A strategy designer is seeing signals of success with a new product that is driving brand loyalty and decreasing consumers' environmental impact. How should a business case be built for continuing sustainable innovation through a view of a full product lifecycle?

- A. Source cheaper, locally-grown raw materials.
- **B. Extend customer journey maps to pre and post purchase.**
- C. Purchase carbon offsets for energy used in manufacturing.

Answer: B

Explanation:

A business case for sustainable innovation should demonstrate how the product creates value for both the company and the customers throughout its lifecycle, from pre-purchase to post-purchase. Extending customer journey maps to include these stages can help identify opportunities and challenges for enhancing the product experience and reducing environmental impact. Purchasing carbon offsets or sourcing cheaper materials may reduce some costs or emissions, but they do not address the full product lifecycle or the customer perspective.

NEW QUESTION # 75

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