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Salesforce Certified Platform Strategy Designer Sample Questions (Q129-Q134):

NEW QUESTION # 129

project team at Cloud Kicks framed this design challenge: "How might we help our customers amidst supply chain interruptions? What information is missing that belongs in all well-written challenge statements?"

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

Answer: B

Explanation:

A well-written challenge statement should clearly define the target user or persona to ensure the design solutions are tailored to their specific needs and contexts. Including the persona in the challenge statement focuses the team's efforts on creating solutions that are relevant and impactful for the intended audience.

NEW QUESTION # 130

Cloud Kicks (CK) has gone through a comprehensive redesign of its internal sales process to better embed it into the capabilities of Sales Cloud. CK's executive stakeholders are concerned there will be limited adoption by the sales team, as Sales Cloud is too new to them and their processes were mostly based on guided documents within Excel.

Which approach should the strategy designer recommend to aid the sales team in onboarding to Sales Cloud?

- A. Customize Sales Cloud to mimic existing sales process.
- **B. Use In-App Guidance and invest in change management.**
- C. Sync an Excel file with Salesforce Connect.

Answer: B

Explanation:

The strategy designer should recommend using In-App Guidance and investing in change management to aid the sales team in onboarding to Sales Cloud. In-App Guidance is a feature that allows creating prompts and walkthroughs within Salesforce to guide users through new features or processes. Change management is a process that involves planning, communicating, and supporting users through organizational changes, such as adopting new technologies or workflows.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/use-in-app-guidance-and-invest-in-change-management>

NEW QUESTION # 131

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. Purchase carbon offsets for energy used in manufacturing.
- **C. Extend customer journey maps to pre and post purchase.**

Answer: C

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 # 132

Cloud Kicks wants to launch a campaign that rewards customer behavior by giving away free merchandise, which key business criteria should be ensured?

- **A. Viability**

- B. Feasibility
- C. Desirability

Answer: A

Explanation:

The key business criteria that should be ensured for launching a campaign that rewards customer behavior by giving away free merchandise is viability. Viability is the degree to which a product or service is profitable and sustainable for the business. By giving away free merchandise, Cloud Kicks should ensure that the campaign is viable in terms of costs, revenues, risks, and benefits. Desirability or feasibility may not be the key criteria for this campaign, as they relate to the customer or technical aspects of the product or service.

NEW QUESTION # 133

A strategy designer at Cloud Kicks is assigned to a new project team with mixed backgrounds from around the company. How could a kickoff meeting help align the project team before they begin working together?

- A. Create a social contract and promote a detailed plan for how to execute on the new teams charter.
- **B. Facilitate activities to gain an understanding of each others' skills, communication styles, and expectations.**
- C. Outline chain of command and set ground rules for how to properly execute design thinking methodologies.

Answer: B

Explanation:

A kickoff meeting can help align the project team before they begin working together by facilitating activities to gain an understanding of each others' skills, communication styles, and expectations. This helps build trust, rapport, and collaboration among team members with different backgrounds and perspectives. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-kickoff-meeting>

NEW QUESTION # 134

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