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Salesforce Certified Platform Strategy Designer Sample Questions (Q146-Q151):

NEW QUESTION # 146

A strategy designer at Cloud Kicks discovered a complex UX problem with its online shopping platform and now needs to effectively describe the problem in the customer context. This description should speak to the urgency of the problem, be a call-to-action for others to be involved, and inspire hope for change.
Which type of statement should the designer make?

- A. Mission
- B. Needs
- C. Challenge

Answer: C

Explanation:
A challenge statement effectively articulates a complex UX problem by framing it in a way that highlights its significance, encourages involvement, and inspires action. It positions the issue as an opportunity for improvement, motivating the team to engage in finding solutions and driving positive change.

NEW QUESTION # 147
While conceptualizing a new footwear line, the design team gained feedback that both employees and consumers are seeking more sustainable products. Leaders need more rationale to justify the investment.
Which values-based design principle should be used to reinforce this feedback?

- A. Focus on creating enduring advantage
- B. Use energy from renewable resources.
- C. Create products from recycled materials.

Answer: C

Explanation:
The best values-based design principle to use to reinforce the feedback that both employees and consumers are seeking more sustainable products is to create products from recycled materials, as this helps reduce environmental impact, conserve resources, and demonstrate social responsibility. Using energy from renewable resources or focusing on creating enduring advantage may not be directly related to the product design.

NEW QUESTION # 148
At a 15-person stakeholder workshop, the Cloud Kicks' design team shared three strategic opportunities and discussed the insights that led to them. They were well-received, and the leaders looked pleased. The design team then led a brainstorm on each opportunity.
What is the reason the strategy designer should recommend dot voting at this point?

- A. Dot voting is the fastest way to prioritize and make decisions.
- B. Dot voting focuses conversation on a few ideas with the most importance to the group,
- C. Dot voting lets everyone know what the leaders believe to be the right answers.

Answer: B

Explanation:
Dot voting is a democratic and quick way to gauge group consensus on the most valued ideas. It narrows down numerous ideas to those most critical to the group, facilitating focused discussions on priorities and driving alignment on strategic opportunities.

NEW QUESTION # 149
A strategy designer at Cloud Kicks conducted a series of interviews with business stakeholders and customers to gain insights into existing customer support operations and wrote the design challenge statement.
Which option reflects the format of the design challenge statement"?

- A. Unify platforms and centralize support operations to save customers time and reduce business costs.
- B. How might we save our existing customers time by preemptively serving the info they need to deflect the customer support calls.
- C. As a user, I want to see trending support resources upon the first login to customer support so I can save my time.

Answer: B

Explanation:
This option reflects the format of the design challenge statement. A design challenge statement is a statement that frames the problem to be solved in a human-centered and open-ended way. It typically follows the format of "How might we (HMW) + user + need + outcome". It helps inspire and guide the ideation and solution generation process.
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/write-a-design-challenge-statement

NEW QUESTION # 150
Cloud Kicks (CK) is going through a digital transformation exercise around its customer support capabilities. CK's strategy designer suggests to include Omni-Channel as a part of the company's transformation discovery.
Which channel is included in Salesforce Omni-Charmel capabilities?

- A. Messaging
- B. Onsite Visit
- C. Self-Service

Answer: A

Explanation:
The channel that is included in Salesforce Omni-Channel capabilities is messaging, which allows customers to communicate with agents via SMS, Facebook Messenger, WhatsApp, or other messaging platforms. Onsite visit or self-service are not channels that are supported by Omni-Channel.

NEW QUESTION # 151
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