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Salesforce Certified Platform Strategy Designer Sample Questions (Q140-

Q145):

NEW QUESTION # 140

Cloud Kicks has uncovered a trend in parents and children wearing similar, coordinated fashion. A strategy designer is scoping a project to explore the potential of this opportunity. When should families be invited to co-create with designers?

- A. Roadmapping
- B. Prototyping
- C. Concepting

Answer: C

Explanation:

The best time to invite families to co-create with designers for a new footwear line is during the concepting phase, as this helps generate and validate ideas that meet the user needs and preferences, and foster user engagement and loyalty. Roadmapping or prototyping may not be suitable for co-creation, as they are more focused on planning and testing the solution.

NEW QUESTION # 141

Cloud Kicks' strategy designer is writing a challenge statement to inspire team ideation. What should they avoid in the challenge statement?

- A. Focusing on the root cause of current issues
- B. implying solutions to the challenge
- C. Basing the statement on a problem identified in research

Answer: B

Explanation:

A challenge statement should define the problem space without suggesting specific solutions, to encourage creative and open-ended ideation. Suggesting solutions within the statement can limit thinking and prevent the exploration of diverse and innovative ideas.

NEW QUESTION # 142

Cloud Kicks' users demonstrated behaviors and shared quotes on their excitement to use a new offering, as well as how it would influence their purchasing habits., during feedback sessions.

What do these qualitative findings Indicate about the new offering"?

- A. Desirability
- B. Feasibility
- C. Viability

Answer: A

Explanation:

These qualitative findings indicate desirability of the new offering. Desirability refers to how much customers want or need a product or service, and how it meets their expectations and emotions. It can be measured by observing customers' behaviors and reactions, such as excitement, interest, engagement, satisfaction, or recommendation.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/measure-the-success-of-the-initiative>

NEW QUESTION # 143

Cloud Kicks has released a wearable device for athletes but struggles to find product market fit. The design team begins an initiative to better understand user needs and improve the device.

What should the strategy designer do to engage with internal stakeholders invested in the project?

- A. Assign specific tasks to each stakeholder so they each add something important to the project,
- B. Survey stakeholders for insights and ideas, as their diverse perspectives are likely to uncover unmet needs.
- C. Align stakeholders on what success for the looks like and throughout the project,

Answer: C

Explanation:

Ensuring all stakeholders have a unified vision of success is crucial for maintaining project alignment and momentum. Regular involvement and clear communication about project goals and progress help keep stakeholders engaged and supportive, fostering a collaborative environment.

NEW QUESTION # 144

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 # 145

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