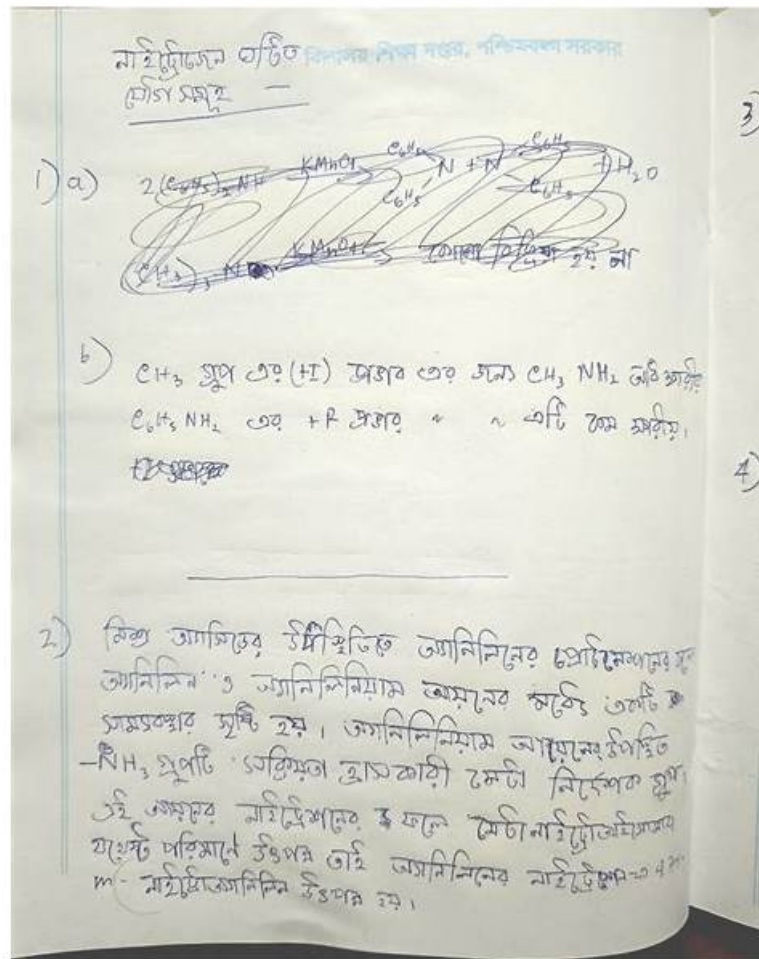


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## Salesforce Certified Platform Strategy Designer Sample Questions (Q34-Q39):

### NEW QUESTION # 34

The strategy designers at Cloud Kicks are leading a large number of projects initiated by various stakeholders. They implement an Impact & Effort matrix to help them prioritize their work.

What is the purpose of an Impact & Effort matrix?

- A. To classify projects according to their level of urgency.
- **B. To prioritize projects based on key goals outlined in project framing**
- C. To compare products based on predefined criteria to enable stakeholder discussion

**Answer: B**

Explanation:

The purpose of an Impact & Effort matrix is to prioritize projects based on key goals outlined in project framing. An Impact & Effort matrix is a tool to evaluate and compare projects based on two criteria: the impact they have on achieving the desired outcomes, and the effort they require to implement. Projects that have high impact and low effort are usually prioritized, while projects that have low impact and high effort are usually deprioritized. An Impact & Effort matrix does not compare products based on predefined criteria or classify projects according to their level of urgency.

### NEW QUESTION # 35

A strategy designer at Cloud Kicks leads a development team whose stakeholders are notorious for misunderstanding and undervaluing research-driven UX design.

Which approach should the designer propose to increase the desire for research-driven decisions?

- **A. Align UX research goals with stakeholders' goals**
- B. Strictly align to stakeholders' business requirements.
- C. Create high-fidelity prototypes to gain design buy-in.

**Answer: A**

Explanation:

The best approach to increase the desire for research-driven decisions among stakeholders who misunderstand and undervalue research-driven UX design is to align UX research goals with stakeholders' goals, as this helps demonstrate the value and relevance of research for achieving business outcomes. Creating high-fidelity prototypes or strictly aligning to stakeholders' business requirements may not address the root cause of the lack of desire for research.

### NEW QUESTION # 36

Cloud Kicks is launching a new online store and wants to ensure the team follows an ethical decision-making process and that the delivered product does not accrue ethical debt.

Which methodology should be suggested?

- A. Human-Centered Design
- **B. Consequence Scanning Workshop**
- C. Jobs to be Done Framework

**Answer: B**

Explanation:

A Consequence Scanning Workshop is designed to anticipate and address the potential impacts of technology projects, focusing on ethical considerations. It helps teams identify and mitigate negative consequences, ensuring decisions contribute to ethical outcomes and avoiding ethical debt.

### NEW QUESTION # 37

Cloud Kicks (CK) notices a significant customer churn due to a disconnect between product features and user needs. Which course of action should CK's strategy designer propose to improve the situation?"

- A. Clarify requirements and enable quality assurance teams with better acceptance criteria.
- B. Request product owners to envision future state and provide better requirements.
- **C. Facilitate a co-creation workshop to help generate ideas grounded in research insights.**

**Answer: C**

Explanation:

The strategy designer should propose facilitating a co-creation workshop to help generate ideas grounded in research insights, to improve the situation of customer churn due to a disconnect between product features and user needs. A co-creation workshop is a method that involves collaborating with stakeholders and users to ideate and prototype solutions based on research findings and user feedback. It helps create solutions that are aligned with user needs and expectations, and increase user engagement and satisfaction. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-co-creation-workshop>

### NEW QUESTION # 38

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives which outcome?

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

**Answer: B**

Explanation:

When a strategy designer creates an empathy map based on research insights, their deep understanding of the customer drives desirability as an outcome. Desirability is the degree to which a product or service meets or exceeds the expectations, needs, and desires of the customers. By creating an empathy map, a strategy designer can gain a holistic and empathetic view of the customer's thoughts, feelings, actions, and pain points. This can help the designer create solutions that are more attractive, satisfying, and meaningful for the customers. Viability and feasibility are not driven by empathy maps, as they relate to the business and technical aspects of a solution.

### NEW QUESTION # 39

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