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Salesforce Certified Platform Strategy Designer Sample Questions (Q21-Q26):

NEW QUESTION # 21

Cloud Kicks asks to see a roadmap denoting how the design team will turn their product vision into reality. What should the team do when developing their roadmap?

- A. Set expectations that once the roadmap is approved It will not be modified.
- **B. Ensure stakeholders stay connected and aligned during roadmap development**
- C. Focus on features, including detailed outputs associated with each one.

Answer: B

Explanation:

The team should ensure stakeholders stay connected and aligned during roadmap development, when creating their roadmap to turn their product vision into reality. This helps avoid misalignment or confusion among stakeholders, and ensure that the roadmap reflects their feedback and expectations. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-roadmap>

NEW QUESTION # 22

Cloud Kicks' (CK) stakeholders have some concerns about a newly created CX vision because they struggle with imagining how it will impact CK's current product.

What should a strategy designer do to alleviate the stakeholders' concerns?

- A. Prototype an aspect of the vision that interact with the current product and share insights
- B. Share associated Objectives & Key with stakeholders to put the vision in a business context.
- C. Organize a brainstorming session to provide stakeholders with a chance to reassess the vision.

Answer: A

Explanation:

A CX vision is a statement that describes the desired future state of the customer experience. It should be inspiring, aspirational, and feasible. To alleviate stakeholders' concerns about how it will impact the current product, a strategy designer should prototype an aspect of the vision that interacts with the current product and share insights with stakeholders. This can help them visualize and understand how the vision can be realized and what benefits it can bring. A brainstorming session may not be helpful if the stakeholders are already skeptical about the vision. Sharing objectives and key results may provide some context, but they do not show how the vision will affect the product.

NEW QUESTION # 23

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

Answer: C

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 # 24

During requirements discovery for a new mobile app for Cloud Kicks, different business units are proposing conflicting requirements for some of the key use cases. Which methodology should be used to resolve conflicts and promote consensus?

- A. Journey Mapping
- B. Prioritization Matrix
- C. SWOT Analysis

Answer: B

Explanation:

The methodology that should be used to resolve conflicts and promote consensus among different business units is a prioritization matrix. A prioritization matrix is a tool to evaluate and compare requirements based on two or more criteria, such as impact, effort,

urgency, or importance. Requirements that score high on the chosen criteria are usually prioritized, while requirements that score low are usually deprioritized or eliminated. A prioritization matrix can help different business units reach a common understanding and agreement on the most critical and valuable requirements for the key use cases. A journey map or a SWOT analysis may not be effective for resolving conflicts or promoting consensus, as they do not provide a clear and objective way to rank requirements.

NEW QUESTION # 25

A strategy designer is working on a future digital commerce vision for Cloud Kicks. What should the designer focus on when engaging technical stakeholders?

- A. Explore feasibility and opportunities for future innovation.
- B. Ensure all ideas have buy-in from technical stakeholders.
- C. Minimize technical stakeholders' input at this early stage.

Answer: A

Explanation:

The designer should focus on exploring feasibility and opportunities for future innovation when engaging technical stakeholders. Feasibility refers to how possible or realistic it is to implement a solution, given the technical constraints or requirements.

Opportunities for future innovation refer to the potential or possibilities for creating new or improved solutions, leveraging the latest technologies or trends. Both aspects help foster a collaborative and creative dialogue between the designer and the technical stakeholders, and ensure that the solution is both viable and desirable.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/engage-technical-stakeholders>

NEW QUESTION # 26

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