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## **Salesforce Certified Platform Strategy Designer Sample Questions (Q59-Q64):**

**NEW QUESTION # 59**

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

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

**Answer: C**

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 # 60

A strategy designer is facilitating a critique on a concept for their company's new loyalty program, and they're getting a lot of subjective feedback representing personal opinions.

What is the most common reason for this, assuming good intent from all participants?

- A. The non-designers do not have the skills needed to give effective critique on design work.
- B. The designer has not properly defined the guidelines for the critique session.
- C. The critique does not have the right participants in the room; there are too many dominant personalities.

**Answer: B**

Explanation:

Subjective feedback often occurs when the parameters of a critique are not clearly established. Providing clear guidelines helps participants understand the context, objectives, and specific areas where feedback is needed, focusing the discussion on constructive and objective observations rather than personal preferences.

#### NEW QUESTION # 61

A strategy designer is teaching a marketing team how to use the How Might We format for challenge framing.

What is the reason the statement should say "How might we" instead of "How will we"?

- A. It allows the team to explore solutions without committing to one right away.
- B. "Will" assumes the problem can be solved without due diligence.
- C. Marketing teams do not have the responsibility to drive design challenges.

**Answer: A**

Explanation:

The How Might We format for challenge framing uses the word "might" instead of "will" because it implies a sense of possibility and curiosity, rather than certainty or obligation. It allows the team to explore solutions without committing to one right away, which encourages creativity and experimentation. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/frame-challenges-with-how-might-we-statements>

#### NEW QUESTION # 62

Cloud Kicks (CK) wants to make sure its customers understand the link between its product and its goal of sustainable manufacturing. CK initiates a project to integrate sustainable messaging into its commerce experience. What should the strategy designer use to ensure the new sustainability messaging is desirable to customers?

- A. Customer interviews
- B. Content strategy
- C. Journey mapping

**Answer: A**

Explanation:

Conducting customer interviews is a direct and effective method to ensure that sustainability messaging resonates with customers. Through these conversations, the strategy designer can gather insights into customer values and preferences, guiding the development of messaging that aligns with customer expectations and enhances the desirability of the brand's commitment to sustainable practices.

#### NEW QUESTION # 63

Cloud Kicks' product team is focused on a new business casual clothing line that they think will account for over half of the company's revenue in the future.

Which trend should influence desirability the most?

- A. Supply chain issues that delay product availability
- B. Digital product passports' to help prevent counterfeiting
- C. Hybrid work emphasizing the need for color and comfort

**Answer: C**

Explanation:

The most influential trend for desirability in designing a new business casual clothing line is hybrid work emphasizing the need for color and comfort, as this reflects the changing preferences and expectations of customers in a post-pandemic world. Digital product passports to help prevent counterfeiting or supply chain issues that delay product availability are not trends that affect desirability directly, but rather trust and availability.

#### NEW QUESTION # 64

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