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## Salesforce Certified Platform Strategy Designer Sample Questions (Q151-Q156):

### NEW QUESTION # 151

Cloud Kicks (CK) has noticed that users struggle to find the information they are looking for via the company's website navigation menu. CK's strategy designer asks the design team to revise the menu by co-designing it with end users.

Which technique should be used to do this?

- **A. Card sorting**
- B. Heuristic review
- C. Consequence scanning

**Answer: A**

Explanation:

Card sorting is a technique that should be used to co-design the website navigation menu with end users. Card sorting is a method that involves asking users to organize items into groups or categories, and label them according to their preferences. It helps understand how users think about the information architecture and structure of a website, and design a menu that is intuitive and user-friendly. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-a-card-sorting-session>

#### **NEW QUESTION # 152**

In an effort to increase revenue, the Cloud Kicks design team proposes creating a new eCommerce tool where customers can easily search for products and access a bot that makes personalized recommendations. The team knows the cost to implement this new experience is significant.

Which tool should the team use to justify the strategy?

- **A. Business model canvas**
- B. Prioritization matrix
- C. Criteria scorecard

**Answer: A**

Explanation:

The Business Model Canvas is a strategic management tool that helps in visualizing and assessing various aspects of a business model. For justifying the strategy behind a significant investment like a new e-commerce tool, the canvas provides a structured way to evaluate the value proposition, customer segments, revenue streams, and cost structure, among other elements. This holistic view supports decision-making by clearly illustrating how the new tool aligns with the company's strategic goals and financial considerations.

#### **NEW QUESTION # 153**

A strategy designer is presenting the results of a design sprint including sketches of new concepts for an upcoming release. Several business stakeholders were not aligned on the priorities driving the design sprint outcomes and spent the meeting arguing about new directions in which they would like to take the product.

What should the strategy designer do to gain alignment?

- A. Refine the ideas to a higher fidelity so the stakeholders get a better sense of the vision,
- **B. Share research insights to build a deeper understanding and urgency around the problems to solve.**
- C. Add the stakeholders' ideas and agree to pursue both; it is more important to keep the peace on the team.

**Answer: B**

Explanation:

Grounding discussions in user research insights can refocus stakeholder conversations on user needs and the underlying problems the project aims to solve. This approach can help align stakeholders by emphasizing the importance of addressing these user-centered issues, moving beyond personal preferences or directions.

#### **NEW QUESTION # 154**

Cloud Kicks (CK) is interested in collecting data passively from customers while they are exercising in the company's latest tours plans to collect heart rate and activity levels and then overlay this data with self-reported weight, age, and health behavior information to provide fitness recommendations. What should a strategy designer recommend before CK commits to this project?

- **A. Consequence Scanning Workshop**
- B. Global Trend Analysis

- C. User Acceptance Testing

**Answer: A**

Explanation:

A strategy designer should recommend a Consequence Scanning workshop before CK commits to this project. A Consequence Scanning workshop is a method to identify and mitigate potential negative consequences of a product or service, such as privacy, security, or social issues. It involves mapping out the intended and unintended outcomes of the product or service, assessing their likelihood and severity, and devising actions to prevent or reduce harm. User Acceptance Testing or Global Trend Analysis may provide some insights, but they do not address the ethical implications in a systematic and proactive way.

#### **NEW QUESTION # 155**

A strategy designer wants to make a case to executive stakeholders to target a new, saturated market with the purpose of increasing new customer acquisition.

Which approach should the designer focus on?

- A. Create a clickable high fidelity prototype to assess feasibility and perform user research on
- **B. Restate business goals and show how design could be used to de-risk exploration of this**
- C. Make a presentation on design best practices and have industry experts speak on new market

**Answer: B**

Explanation:

The approach that the designer should focus on is to restate business goals and show how design could be used to de-risk exploration of this opportunity. This approach can help the designer align the new product vision with the executive stakeholders' expectations, needs, and priorities, and demonstrate how design methods and tools can help validate assumptions, identify risks, and test solutions in a saturated market. Making a presentation on design best practices or creating a clickable high fidelity prototype may not be enough to convince the executive stakeholders of the value proposition and feasibility of targeting a new market.

#### **NEW QUESTION # 156**

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