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Salesforce Certified Platform Strategy Designer Sample Questions (Q57-Q62):

NEW QUESTION # 57

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. Criteria scorecard
- C. Prioritization matrix

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 # 58

A strategy designer is working with a team to assess and prioritize potential opportunities for an upcoming product release using the Design Thinking methodology.

Which next step should the designer recommend to assist with prioritization?

- A. Survey users and prioritize building their most desired features.
- **B. Test for desirability and refine ideas based on feasibility**
- C. Analyze the feature feasibility and let technology drive future designs.

Answer: B

Explanation:

In the Design Thinking process, testing for desirability ensures that ideas meet user needs and preferences. Refining these ideas based on feasibility takes into account the practical aspects of implementation, ensuring that the prioritized opportunities are both desirable to users and achievable by the team.

NEW QUESTION # 59

A strategy designer at Cloud Kicks (CK) has crafted a vision for a sustainable future digital commerce strategy, with an emphasis on efficiency for both users and business logistics.

As they design and develop CK's new mobile app, how should the designer ensure alignment to the vision?

- A. Research design patterns applicable to digital commerce and business logistics.
- **B. Establish KPIs and instill checkpoints in the product development process.**
- C. Design a usability testing recruit plan that leans heavily on environmentalists.

Answer: B

Explanation:

The designer should establish KPIs and instill checkpoints in the product development process to ensure alignment to the vision of a sustainable future digital commerce strategy. KPIs stand for Key Performance Indicators, which are metrics that measure the progress and success of a product or service against predefined goals and objectives. Checkpoints are moments in the product development process where the team reviews the work done so far, validates the assumptions and hypotheses, and adjusts the plan

or direction as needed. Both methods help monitor and evaluate the alignment of the product with the vision, and ensure that the product delivers value to both users and business. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/establish-kpis-and-instill-checkpoints-in-the-product-development-process>

NEW QUESTION # 60

Cloud Kicks is going to conduct research with users of products to better understand their needs.

What are some safeguards that should be put in place to ensure the research is conducted ethically?

- A. A customer journey map, research scenario, and a RAID log
- **B. A code of conduct, ethics training, and a research data handling policy**
- C. A hypothesis, project plan, and financial reimbursement for users

Answer: B

Explanation:

Some safeguards that should be put in place to ensure the research is conducted ethically are a code of conduct, ethics training, and a research data handling policy. A code of conduct is a set of principles and guidelines that define ethical behavior and expectations for researchers and participants. Ethics training is a way to educate researchers on ethical issues and best practices in conducting research. A research data handling policy is a document that specifies how research data will be collected, stored, accessed, shared, analyzed, and disposed of in a secure and compliant manner. A customer journey map, research scenario, and a RAID log are tools for planning and documenting research activities, but they do not address ethical issues. A hypothesis, project plan, and financial reimbursement for users are elements of research design and execution, but they do not ensure ethical conduct.

NEW QUESTION # 61

Cloud Kicks (CK) is working on enhanced functionality for an existing sales application.

What should CK do to ensure the proposed design is compatible with the current data model?

- A. Perform end user testing.
- **B. Run a technical design critique.**
- C. Create high fidelity prototypes.

Answer: B

Explanation:

A technical design critique is a method that helps ensure the proposed design is compatible with the current data model by inviting feedback from technical experts, such as developers or architects. It helps identify potential issues or gaps in the design and suggest improvements or alternatives. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/run-a-technical-design-critique>

NEW QUESTION # 62

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