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Salesforce

Plat-UX-102

Salesforce Certified Platform Strategy
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QUESTION & ANSWERS

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Salesforce Certified Platform Strategy Designer Sample Questions (Q116-Q121):

NEW QUESTION # 116

A job listing company has launched a campaign around the adoption of its social app for professional networking. What should the team measure to gain the most trustworthy perspective and discourage artificially increasing (or "hacking") the company success metrics?

- A. New connections made between users
- B. New account activations
- C. Number of times a user opens the app per day

Answer: A

Explanation:

The best way to measure the success of a social app for professional networking is to track the new connections made between users, as this reflects the value proposition and user engagement of the app. Measuring the number of times a user opens the app per day or the new account activations may not capture the true impact of the app, as users may open the app without interacting with others or create accounts without using them.

NEW QUESTION # 117

Cloud Kicks (CK) is creating a loyalty program to deepen the engagement of its customers. CK has arrived at a concept that meets its brief, but the developer remains skeptical.

Which approach should the strategy designer take to get the developer's support?

- A. Create a persuasive story about the concept focusing on what the developer cares about and using their language.
- B. Invite the developer to do their own research and come up with alternate potential solutions that meet the brief.
- C. Persuade the developer's boss and product manager to lend their support to the project, and the developer will likely come around.

Answer: A

Explanation:

To gain the developer's support, crafting a compelling narrative that resonates with their values and concerns is effective. This approach involves presenting the concept in a way that aligns with the developer's interests and technical perspective, facilitating understanding and buy-in.

NEW QUESTION # 118

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

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 # 119

Cloud Kicks' design team learns of the desire for sustainable materials while co-creating personalization concepts with their West Coast influencers. Which method should the team use improve feasibility of this concept direction?

- A. Review and align with company V2MOM
- **B. Run a cost benefit analysis.**
- C. Create a functional prototype.

Answer: B

Explanation:

The best method to improve feasibility of a concept direction that involves sustainable materials is to run a cost benefit analysis, which is a quantitative way of comparing the costs and benefits of different alternatives and finding the optimal solution. Creating a functional prototype or reviewing and aligning with company V2MOM may not address the feasibility issue directly.

NEW QUESTION # 120

A strategy designer is hired to help service agents pool their shared knowledge, see the bigger picture, and understand what may be causing poor and disjointed support experiences, and where other pain points and opportunities may lie. Which method of co-design workshop should be used?

- **A. Journey mapping**
- B. Ideation
- C. Prototyping

Answer: A

Explanation:

The best method of co-design workshop to help service agents pool their shared knowledge, see the bigger picture, and understand what may be causing poor and disjointed support experiences, and where other pain points and opportunities may lie is journey mapping, which is a visual representation of the user's journey across different touchpoints and channels. Ideation or prototyping may not be suitable for synthesizing and analyzing existing service experiences.

NEW QUESTION # 121

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