

Salesforce Plat-UX-102

Salesforce Certified Platform Strategy Designer

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Questions**

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Latest Version: 6.0

Question: 1

A strategy designer and a UX team have recently workshopped and developed a plan around the team's purpose and how they will align with the rest of the organization's goals and objectives. Which alignment and accountability document should be used after this workshop to bring the plan to reality?

- A. V2MOM
- B. RACI
- C. UX vision

Answer: A

Explanation:

V2MOM stands for Vision, Values, Methods, Obstacles, and Measures. It is a tool that helps align teams around common goals and objectives, and track progress and results. It is used by Salesforce to bring plans to reality after workshops and ideation sessions.

<https://trailhead.salesforce.com/en/content/learn/modules/align-your-team-with-v2mom>

V2MOM is an acronym that stands for Vision, Values, Methods, Obstacles, and Measures. It is a tool used by Salesforce and recommended in their strategy design processes to align teams and bring strategic plans to fruition. After a workshop where a strategy designer and UX team develop a plan around the team's purpose and organizational alignment, using V2MOM helps to articulate the Vision of what they want to achieve, the Values that are most important to them, the Methods they will use to get there, the Obstacles they anticipate, and the Measures they will use to know whether they are successful. This framework ensures clarity and alignment, making it the ideal document to transition from planning to execution.

Question: 2

Cloud Kicks (CK) wants to drive more business, brand loyalty, and product awareness at its retail partner stores. CK would like to have the ability to effectively run promotions and optimize in-store visits.

Which Salesforce product should be recommended for this business need?

- A. Loyalty Cloud
- B. Marketing Cloud
- C. Consumer Goods Cloud

Answer: C

Explanation:

Consumer Goods Cloud is a Salesforce product that helps consumer goods companies optimize in-store visits, run promotions, increase sales, and improve customer loyalty. It is designed for businesses that sell products through retail partners and want to enhance their relationships with them. <https://www.salesforce.com/products/consumer-goods-cloud/overview/> For a business like Cloud Kicks looking to enhance brand loyalty, product awareness, and optimize in-store experiences, Consumer Goods Cloud is the recommended Salesforce product. It is designed specifically for the consumer goods industry to improve retail execution and drive more business through better in-store experiences, efficient route planning for sales reps, and promotion execution. Marketing Cloud is more suited for digital marketing campaigns across multiple channels, and Loyalty Cloud focuses on building customer loyalty programs, which doesn't directly address the need for optimizing in-store visits as Consumer Goods Cloud does.

Question: 3

Cloud Kicks has generated a handful of ideas to solve the challenge of customer dissatisfaction over long waiting periods between order placement and delivery.
Which method should the strategy designer use to help stakeholders decide which ideas to build-

- A. Priority matrix
- B. Data analysis
- C. Design critique

Answer: A

Explanation:

A priority matrix is a method that helps stakeholders decide which ideas to build by evaluating them based on two criteria, such as impact and feasibility. It helps prioritize the most valuable and viable solutions and eliminate the ones that are not worth pursuing.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/prioritize-ideas-with-a-priority-matrix>

A Priority Matrix is a tool used in decision-making to help stakeholders prioritize tasks or ideas based on their urgency and importance. For Cloud Kicks, facing a challenge with customer dissatisfaction due to long waiting periods, a Priority Matrix will help the team to visually plot the ideas based on their potential impact on solving the issue and the effort required to implement them. This method allows for a structured comparison of ideas, making it easier to decide which ones to build on.

Question: 4

The design team at Cloud Kicks is making the case for analogous research as part of the design process for a brand new experience.

What should analogous research help them accomplish?

- A. Bring fun into an otherwise boring project.
- B. Explain a complex strategy to varied stakeholders.
- C. Generate unexpected ideas and increase empathy.

Answer: C

Explanation:

Analogous research is a type of research that involves looking at examples from other domains or industries that have similar challenges or goals as the design project. It helps generate unexpected ideas and increase empathy by exposing the design team to different perspectives and solutions. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-analogous-research>

Question: 5

A start-up specializing in creating healthcare apps for both patients and family caregivers is looking for ideas to develop new features. The company plans on organizing a brainstorming session with staff members from various teams.

What is a rule strategy designers should follow when facilitating a brainstorming session?

- A. Emphasize critique of proposed ideas.
- B. Explore qualitative assessment of proposed ideas.
- C. Encourage participants to build on proposed ideas.

Answer: C

Explanation:

One of the rules of facilitating a brainstorming session is to encourage participants to build on proposed ideas, rather than criticize or dismiss them. This fosters a collaborative and creative environment where ideas can be improved and refined.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/facilitate-a-brainstorming-session>

Question: 6

Poll results reveal consumers would like to be future-ready through more inclusive products and experiences.

What should the strategy designer intentionally do to drive this outcome?

- A. Design with exclusion experts.
- B. Increase the design timeline.
- C. Set customer acquisition targets for diverse audiences.

Answer: A

Explanation:

Designing with exclusion experts means involving people who have been historically excluded or marginalized by existing products or services in the design process. This helps drive more inclusive outcomes by ensuring that the solutions meet the needs and preferences of diverse audiences. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/design-with-exclusion-experts>

Question: 7

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>

Question: 8

Cloud Kicks wants to start providing coupons to its digital consumers. In addition to Marketing Cloud, which product should be recommended?

- A. B2C Commerce
- B. Revenue Cloud
- C. Service Cloud

Answer: A

Explanation:

B2C Commerce is a Salesforce product that helps businesses create engaging and personalized online shopping experiences for their customers. It integrates with Marketing Cloud to enable coupon management, promotion tracking, and customer segmentation.

<https://www.salesforce.com/products/commerce-cloud/b2c-commerce/>

Question: 9

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

Answer: B

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>

Question: 10

Cloud Kicks learns that some website visitors, especially those who can't see high-contrast color palettes, do not convert into customers.

What should the strategy designer do to solve for this accessibility challenge?

- A. Ideate marketing concepts to reach new audiences.
- B. Conduct an empathy workshop to understand the audience.
- C. Invite users to co-create as accessibility experts.

Answer: C

Explanation:

Inviting users to co-create as accessibility experts means involving users who have accessibility needs or challenges in the design process as collaborators and consultants. This helps solve for the accessibility challenge by ensuring that the design meets the standards and expectations of the target audience. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/invite-users-to-co-create-as-accessibility-experts>

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