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Exam : **Plat-UX-102**

Title : Salesforce Certified Platform
Strategy Designer

Vendor : Salesforce

Version : DEMO

NO.1 The strategy designer at Cloud Kicks is using a How Might We statement to frame their design challenge.

What should they do to test their statement to ensure it successfully guides their design process?

- A.** Use rapid ideation with project team
- B.** Test the statement with end users.
- C.** Launch an online survey

Answer: A

Explanation:

The best thing to do to test a How Might We statement to ensure it successfully guides the design process is to use rapid ideation with the project team, as this helps generate and evaluate multiple ideas that address the design challenge and reveal any gaps or assumptions in the statement. Testing the statement with end users or launching an online survey may not be effective or feasible ways to test a How Might We statement, as they are more suitable for testing solutions or gathering feedback.

NO.2 A strategy designer is working on an app for the financial industry and gets the sense that stakeholders don't share a common understanding of customer pain points.

What should the strategy designer create to align stakeholders on the most important customer issues'?

- A.** Service blueprint
- B.** Journey map
- C.** Data dashboard

Answer: B

Explanation:

A journey map is a tool that the strategy designer should create to align stakeholders on the most important customer issues. A journey map is a visual representation of the customer's experience with a product or service, from their perspective. It helps identify the customer's needs, goals, pain points, emotions, and touchpoints across different stages of their journey. It also helps prioritize and address the most critical customer problems or opportunities for improvement.

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

NO.3 A strategy designer is planning a remote workshop with a team from their partner company using a new digital collaboration tool. Many employees at the partner company have much less experience with technology.

Which activity should ensure the workshop is accessible to all participants?

- A.** Conduct an in-person session with the partner company; collaboration is best when done face-to-face.
- B.** Ask a friend to test the tools first and give feedback on how user-friendly the activities are.
- C.** Allow access to the tool ahead of time and make sure participants are familiar before getting started.

Answer: C

Explanation:

Providing early access to digital collaboration tools and ensuring all participants are comfortable using them before the workshop starts can enhance accessibility and participation. This preparation

helps level the playing field, especially for those less experienced with technology, ensuring a productive and inclusive session.

NO.4 A Cloud Kicks (CK) strategy designer is leading a project to create a new customer experience with digital and environmental touchpoints. The stakeholders want to understand how the designer is proposing CK will deliver the experience. Which tool should they use to explore the collaboration, structure, and processes that will be required?

- A. Service blueprint
- B. Journey map
- C. Empathy map

Answer: A

Explanation:

The best tool to explore the collaboration, structure, and processes that will be required to deliver a new customer experience with digital and environmental touchpoints is a service blueprint, as this helps illustrate how different actors, touchpoints, channels, activities, and resources interact and support each other in delivering the service. A journey map or an empathy map may not be able to capture the backstage aspects of service delivery.

NO.5 Cloud Kicks' (CK) product teams are well-led, productive, and meet their KPIs. However, the teams tend to become siloed and focused on their individual team priorities, occasionally leaving CK's customer experience fragmented.

Which tool should CK's strategy designer recommend to grow and nurture cross-departmental collaboration?

- A. V2MOM with shared methods.
- B. Roadmap of cross-product features
- C. Annual leadership summit

Answer: A

Explanation:

The best tool to grow and nurture cross-departmental collaboration is V2MOM with shared methods, as this helps align the teams around a common vision, values, methods, obstacles, and measures. A roadmap of cross-product features or an annual leadership summit may not be enough to foster ongoing collaboration and communication.

NO.6 Cloud Kicks (CK) works with various technology platforms built up over decades of acquisitions. Each platform has a different level of design maturity, which creates a very inconsistent user experience. To prioritize what to address first, CK needs to assess the business impact.

Which method is typically used to Quantify design debt?

- A. User interviews
- B. Heuristic analysis
- C. NPS or CSAT

Answer: B

Explanation:

Card sorting is a user-centered design technique ideal for optimizing website navigation. By involving end-users in organizing topics into categories that make sense to them, card sorting helps uncover user mental models and preferences for information architecture. This direct involvement ensures

the revised navigation menu is intuitive and user-friendly, addressing the issues users face in finding information.

NO.7 The strategy designer at Cloud Kicks has worked with the development team to create a cross-cloud 360 prototype based on a concept to create a better customer experience and help drive revenue.

What should the designer produce to get buy-in from the business stakeholders?

- A. Business user flow and journey map
- B. Business case and roadmap
- C. Business metrics and ROI map

Answer: B

Explanation:

The designer should produce a business case and a roadmap to get buy-in from the business stakeholders. A business case is a document that outlines the rationale, benefits, costs, risks, and alternatives of a proposed project or solution. A roadmap is a visual representation of the plan, timeline, milestones, and dependencies of a project or solution. Together, they can help communicate the value proposition, feasibility, viability, and desirability of the cross-cloud 360 prototype to the business stakeholders. A business user flow and journey map may show how the prototype works and what pain points it solves, but they do not provide enough information on the strategic aspects of the project. Business metrics and ROI map may quantify some aspects of the project, but they do not explain how or why the prototype was created.

NO.8 A strategy designer at Cloud Kicks conducted a series of interviews with business stakeholders and customers to gain insights into existing customer support operations and wrote the design challenge statement. Which option reflects the format of the design challenge statement?

- A. As a user, I want to see trending support resources upon the first login to customer support so I
- B. How might we save our existing customers time by preemptively serving the info they need to
- C. Unify platforms and centralize support operations to save customers time and reduce business

Answer: B

Explanation:

The format of the design challenge statement is how might we + verb + user + need + context, which is a solution-free way of framing a problem or opportunity space. Option B reflects this format by asking how might we save our existing customers time by preemptively serving them the info they need to deflect customer support calls. Option A is an example of a user story, which is a solution-oriented way of expressing a user requirement. Option C is an example of a goal statement, which is a high-level way of expressing a desired outcome.

NO.9 Cloud Kicks (CX) has spent several months working to align the entire company around a vision based on inclusivity in the digital age. Because this project will span several years, the design team is concerned the vision will eventually be lost.

What should CK do to maintain the vision and create transformative change?

- A. Align the vision to current industry trends.
- B. Continuously align business goals to the vision.
- C. Realize the vision must be driven by business goals.

Answer: B

Explanation:

CK should continuously align business goals to the vision to maintain the vision and create transformative change. Business goals are the specific and measurable objectives that support the vision. By aligning business goals to the vision, CK can ensure that every decision and action is consistent with the desired future state, and that the vision is not diluted or distorted over time. Aligning the vision to current industry trends may not be relevant or sustainable for CK's unique value proposition. Realizing that the vision must be driven by business goals may undermine the purpose and direction of the vision.

NO.10 A strategy designer at Cloud Kicks conducted a series of interviews with business stakeholders and customers to gain insights into existing customer support operations and wrote the design challenge statement.

Which option reflects the format of the design challenge statement"?

- A.** As a user, I want to see trending support resources upon the first login to customer support so I can save my time.
- B.** Unify platforms and centralize support operations to save customers time and reduce business costs.
- C.** How might we save our existing customers time by preemptively serving the info they need to deflect the customer support calls.

Answer: C

Explanation:

This option reflects the format of the design challenge statement. A design challenge statement is a statement that frames the problem to be solved in a human-centered and open-ended way. It typically follows the format of "How might we (HMW) + user + need + outcome". It helps inspire and guide the ideation and solution generation process.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/write-a-design-challenge-statement>

NO.11 A strategy designer is kicking off a project to reimagine the high-end private banking experience for a financial services company.

What should they do to learn about the unique expectations of the company's customers?

- A.** Share prototypes of different interface directions with 100 people who regularly use their bank's app.
- B.** Send a survey to all stakeholders about their banking app attitudes, preferences, and desires.
- C.** Interview 8-10 customers about how banking fits into their lives and their ideal relationship with their bank.

Answer: C

Explanation:

Interviewing 8-10 customers about how banking fits into their lives and their ideal relationship with their bank is the best way to learn about the unique expectations of the company's customers. This method provides qualitative and contextual insights into the customers' needs, goals, pain points, and emotions. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-customer-interviews>

NO.12 A pilot program for drone-delivered footwear reveals that while customers like the idea of

this service, the cost of delivering it outweighs the price customers are willing to pay. Which criterion is not being met?

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

Answer: C

Explanation:

Viability is the criterion that is not being met by the pilot program for drone-delivered footwear. Viability refers to how profitable or sustainable a product or service is, given the market demand and cost structure. It can be measured by comparing the revenue and expenses of the product or service, and assessing the return on investment or break-even point.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/create-a-business-model-canvas>

NO.13 Cloud Kicks wants to design a new line of service and has decided to conduct a Consequence Scanning workshop to assess the planned service development roadmap.

Which types of outcomes should result from a Consequence Scanning workshop"?

- A. Issues to act on, influence, or monitor
- B. Issues to stop, start, or continue
- C. Issues to accept, object., or withhold

Answer: A

Explanation:

A Consequence Scanning workshop is a method that helps assess the potential positive and negative impacts of a planned service or product on different stakeholders and scenarios. The outcomes of this workshop are issues to act on, influence, or monitor, which help prioritize actions and mitigate risks. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-a-consequence-scanning-workshop>

NO.14 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. Persuade the developer's boss and product manager to lend their support to the project, and the developer will likely come around.
- B. Invite the developer to do their own research and come up with alternate potential solutions that meet the brief.
- C. Create a persuasive story about the concept focusing on what the developer cares about and using their language.

Answer: C

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.

NO.15 A design team presents their vision for a new product, and their executive team has some fundamental questions about how the product strategy will drive business outcomes.

What should the strategy designer do to address these concerns?

- A.** Collect feedback and use it to define constraints for a new co-creation activity with stakeholders.
- B.** Share stories from research that show the design team understands the customers' needs.
- C.** Provide a breakdown of the strategy, linking features with consumer benefits and outcomes.

Answer: C

Explanation:

The design team should provide a breakdown of the strategy, linking features with consumer benefits and outcomes, to address the concerns of the executive team. This helps communicate the value proposition and rationale of the product vision, and how it aligns with the business goals and objectives. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/communicate-the-product-vision>

NO.16 Cloud Kicks' primary business goal for its new customer acquisition program is to increase diversity.

Which inclusive design tactic should help the company solve problems for the broadest possible audience?

- A.** Solve for one, extend to many through a persona spectrum.
- B.** Use Jobs to Be Done to increase empathy with the audience.
- C.** Hold focus groups with traditionally underrepresented participants.

Answer: A

Explanation:

Solving for one, extending to many through a persona spectrum is an inclusive design tactic that helps solve problems for the broadest possible audience. It involves creating personas that represent different levels of ability, context, and preference, and designing solutions that meet the needs of the most extreme cases, which can benefit everyone else as well.

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/solve-for-one-extend-to-many-through-a-persona-spectrum>