

Salesforce Plat-UX-102

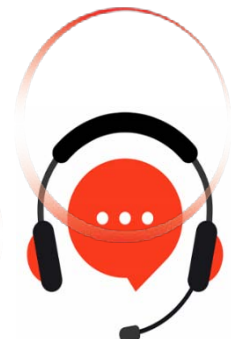
Salesforce Certified Platform Strategy Designer

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Question: 1

Cloud Kicks wants to improve its business model to be closer to its customers and provide quantifiable improvements to business efficiency. Which framework should be used to drive the success of the new business model?

- A. Feasible, Viable, Impactful
- B. Usable, Feasible, Cost-Effective
- C. Desirable, Feasible, Viable

Answer: C

Explanation:

Salesforce Strategy Design relies heavily on the core Human-Centered Design framework balancing Desirability (customer value), Feasibility (technical/operational capacity), and Viability (business sustainability). In the Platform Strategy Designer context, this question belongs primarily to Tools and Artifacts. In Tools and Artifacts, the key is to select the method, framework, artifact, or Salesforce capability that directly addresses the uncertainty in the scenario and supports an evidence-based decision. The desirability-feasibility-viability model deliberately balances three different questions: whether customers value the idea, whether the organization can deliver it, and whether the business can sustain it economically. Strong concepts sit at the intersection rather than optimizing only one dimension. Here, Desirable, Feasible, Viable is the strongest choice because it most directly matches the outcome, constraint, or decision described in the scenario. The other choices may be useful in a different stage or for a different question, but they do not address the central requirement as directly. Feasible, Viable, Impactful focuses attention elsewhere, while Usable, Feasible, Cost-Effective addresses a related concern without providing the same fit to the scenario's stated objective. That distinction is important on the exam: select the method or capability that resolves the specific uncertainty in the scenario rather than the option that is merely plausible in a broader project.

Study Guide Topics: Tools and Artifacts

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Question: 2

A strategy designer creates a bridge from the project vision to product development through prioritization. Which factor should be considered to minimize cost and maximize value?

- A. Effort
- B. Velocity
- C. Usability

Answer: A

Explanation:

Prioritization matrices evaluate Effort vs. Value/Impact to optimize development resources and minimize cost while delivering maximum customer/business value. In the Platform Strategy Designer context, this question belongs primarily to Tools and Artifacts. In Tools and Artifacts, the key is to select the method, framework, artifact, or Salesforce capability that directly addresses the uncertainty in the scenario and supports an evidence-based decision. Effort is a practical prioritization input because it represents the cost, complexity, time, and organizational capacity required to deliver an initiative. Comparing effort with expected value or impact helps teams make transparent trade-offs and direct limited resources toward the strongest opportunities. Here, Effort is the strongest choice because it most directly matches the outcome, constraint, or decision described in the scenario. The other choices may be useful in a different stage or for a different question, but they do not address the central requirement as directly. Velocity focuses attention elsewhere, while Usability addresses a related concern without providing the same fit to the scenario's stated objective. That distinction is important on the exam: select the method or capability that resolves the specific uncertainty in the scenario rather than the option that is merely plausible in a broader project.

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Question: 3

Cloud Kicks (CK) understands that all members of its cross functional remote team can contribute to the design of a product through collaborative activities. Which tools should CK use while conducting the next synchronous journey mapping session?

- A. Design creation tools
- B. Whiteboarding tools
- C. Presentation tools

Answer: B

Explanation:

Digital whiteboarding tools (e.g., FigJam, Miro, Mural) enable real-time collaborative co-creation, card sorting, and journey mapping across cross-functional remote teams. In the Platform Strategy Designer context, this question belongs primarily to Tools and Artifacts. In Tools and Artifacts, the key is to select the method, framework, artifact, or Salesforce capability that directly addresses the uncertainty in the scenario and supports an evidence-based decision.

For synchronous remote collaboration, a shared digital whiteboard gives all participants a common visual workspace in which they can add, move, group, annotate, and discuss information in real time. That makes it well suited to participatory journey mapping and other co-design activities. Here, Whiteboarding tools is the strongest choice because it most directly matches the outcome, constraint, or decision described in the scenario. The other choices may be useful in a different stage or for a different question, but they do not address the central requirement as directly. Design creation tools focuses attention elsewhere, while Presentation tools addresses a related concern without providing the same fit to the scenario's stated objective. That distinction is important on the exam: select the method or capability that resolves the specific uncertainty in the scenario rather than the option that is merely plausible in a broader project.

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Question: 4

A start up company that develops machine learning based tools which track the performance of carbon offsets wants to reinforce the positive perception of the validity of its data. The company starts by developing a need statement and a challenge statement. What is the commonality between the two statements?

- A. Both are tactics intended to solve a problem.
- B. Both are solution-free statements.
- C. Both explain the scope of the possible solution.

Answer: B

Explanation:

Both need statements and challenge statements focus purely on framing user needs and problems without prescribing specific solutions or prematurely locking in technical tactics. In the Platform Strategy Designer context, this question belongs primarily to Value Design. In Value Design, the strategy designer links validated human needs to business outcomes and external context, then defines measurable signals that show whether the intended value is actually being created. Need statements and challenge statements should define the problem space without prescribing the implementation. Solution-free framing protects exploration, prevents premature convergence, and gives the team room to generate multiple ways of achieving the intended customer and business outcome. Here, Both are solution-free statements. is the strongest choice because it most directly matches the outcome, constraint, or decision described in the scenario. The other choices may be useful in a different stage or for a different question, but they do not address the central requirement as directly. Both are tactics intended to solve a problem. focuses attention elsewhere, while Both explain the scope of the possible solution. addresses a related concern without providing the same fit to the scenario's stated objective. That distinction is important on the exam: select the method or capability that resolves the

specific uncertainty in the scenario rather than the option that is merely plausible in a broader project.

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Question: 5

The design team at Cloud Kicks has designed a desirable solution for customers that is viable to the company's business model. The strategy designer on the team now needs to determine the feasibility of the solution. Which three main areas should be focused on to assess feasibility?

- A. Distribution channels, capabilities, and potential partners
- B. Business ROI, data analytics, and customer engagement
- C. User desirability, company viability, and deployment stability

Answer: A

Explanation:

Feasibility focuses on operational capacity, technical capabilities, distribution channels, and strategic partners required to execute and deliver the solution. In the Platform Strategy Designer context, this question belongs primarily to Tools and Artifacts. In Tools and Artifacts, the key is to select the method, framework, artifact, or Salesforce capability that directly addresses the uncertainty in the scenario and supports an evidence-based decision. Feasibility is broader than software implementation. It includes the capabilities, channels, operating model, resources, partnerships, and constraints required to deliver the proposition reliably. These factors determine whether a desirable and viable concept can actually work in the real organization. Here, Distribution channels, capabilities, and potential partners is the strongest choice because it most directly matches the outcome, constraint, or decision described in the scenario. The other choices may be useful in a different stage or for a different question, but they do not address the central requirement as directly. Business ROI, data analytics, and customer engagement focuses attention elsewhere, while User desirability, company viability, and deployment stability addresses a related concern without providing the same fit to the scenario's stated objective. That distinction is important on the exam: select the method or capability that resolves the specific uncertainty in the scenario rather than the option that is merely plausible in a broader project.

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