



Free Salesforce Certified Platform Strategy Designer (Plat-UX-102) Practice Questions

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Question 1

Question Type: MultipleChoice

Executive stakeholders have a variety of projects they want to bring to the market across multiple priorities. What is the most effective way a strategy designer could influence the stakeholders?

Options:

- A- Invite stakeholders as optional to all design team reviews.
- B- Create teambuilding events with stakeholders to build trust.
- C- Orient around outcomes that matter to stakeholders.

Answer:

C

Explanation:

The most effective way a strategy designer could influence the stakeholders is to orient around outcomes that matter to them, such as business value, customer satisfaction, or social impact. This helps align the strategy with the stakeholders' vision and priorities, and demonstrate the benefits and trade-offs of different solutions. Reference:
<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/influence-stakeholders-with-outcomes>

Question 2

Question Type: MultipleChoice

A global consumer package goods company is about to engage in a digital transformation effort to help siloed departments collaborate more efficiently. The strategy designer and an organizational designer partner to prototype new ways of cross-departmental collaboration. What is a key objective the team should focus on?

Options:

- A- Create a single enterprise-wide digital governance model.
- B- Have the final say in all intra-departmental decisions.
- C- Unify all organizational tech stacks under one platform

Answer:

A

Explanation:

A key objective for prototyping new ways of cross-departmental collaboration in a digital transformation effort is to create a single enterprise-wide digital governance model, as this ensures consistency, accountability, and quality across different departments. Having the final say in all intra-departmental decisions or unifying all organizational tech stacks under one platform are not realistic or desirable objectives.

Question 3

Question Type: MultipleChoice

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?

Options:

- 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. Reference:
<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/conduct-customer-interviews>

Question 4

Question Type: MultipleChoice

A strategy designer is presenting the results of a design sprint including sketches of new concepts for an upcoming release. Several business stakeholders were not aligned on the priorities driving the design sprint outcomes and spent the meeting arguing about new directions in which they would like to take the product.

What should the strategy designer do to gain alignment?

Options:

- A- Refine the ideas to a higher fidelity so the stakeholders get a better sense of the vision,
- B- Share research insights to build a deeper understanding and urgency around the problems to solve.
- C- Add the stakeholders' ideas and agree to pursue both; it is more important to keep the peace on the team.

Answer:

B

Explanation:

Grounding discussions in user research insights can refocus stakeholder conversations on user needs and the underlying problems the project aims to solve. This approach can help align stakeholders by emphasizing the importance of addressing these user-centered issues, moving beyond personal preferences or directions.

Question 5

Question Type: MultipleChoice

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"?

Options:

- 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. Reference:

<https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/invite-users-to-co-create-as-accessibility-experts>

Question 6

Question Type: MultipleChoice

An insurance company has a calc banding process that involves multiple team members, different departments, and many disparate systems

Which Salesforce automation tool should a strategy designer recommend to improve business process efficiency?

Options:

- A- Financial
- B- MuleSoft

C- Services Cloud

Answer:

B

Explanation:

The best Salesforce automation tool to recommend to improve business process efficiency for an insurance company that has a complex underwriting process is MuleSoft, as this helps integrate and orchestrate data and applications across different systems and platforms. Financial Services Cloud or Service Cloud may not be able to automate the underwriting process effectively.

Question 7

Question Type: MultipleChoice

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?

Options:

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

Answer:

B

Explanation:

The three main areas that should be focused on to assess feasibility of the solution are distribution channels, capabilities, and potential partners. Distribution channels are the ways or methods that a product or service reaches the customers, such as online, in-store, or direct. Capabilities are the skills, resources, or technologies that are required or available to implement a solution, such as platform features, integrations, or tools. Potential partners are the external entities or organizations that can help or support the delivery or operation of a

solution, such as suppliers, vendors, or consultants. These areas help evaluate the technical and operational feasibility of the solution, and identify the gaps or opportunities for improvement or innovation. Reference:

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

Question 8

Question Type: MultipleChoice

Claud Kicks (CK) wants to launch a new application that change the processes and operating procedures within the organization propose a rollout of the new application, CK's design team plans

on building and testing a Minimum Viable Product (MVP).

Which outcome should the team focus on when defining the MVP?

Options:

- A- Testing an outline of all features and possibilities of the product.
- B- Validating or invalidating the essential features of the product.
- C- Assessing essential features of the product with a large group of users.

Answer:

B

Explanation:

The purpose of building and testing a Minimum Viable Product (MVP) is to validate or invalidate the essential features of the product, that is, the features that deliver the core value proposition and solve the user's problem. Testing an outline of all features and possibilities of the product or assessing essential features of the product with a large group of users are not suitable outcomes for an MVP, as they may introduce unnecessary complexity or bias.

Question 9

Question Type: MultipleChoice

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?

Options:

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

Answer:

C

Explanation:

Effort is a factor that should be considered to minimize cost and maximize value when prioritizing ideas or features. Effort refers to the amount of time, resources, or complexity required to implement a solution. It helps estimate the cost-benefit ratio of each solution, and select the ones that deliver the most value with the least effort. Reference: <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/prioritize-ideas-with-a-priority-matrix>

Question 10

Question Type: MultipleChoice

A strategy designer wants to make a case to executive stakeholders to target a new, saturated market with the purpose of increasing new customer acquisition.

Which approach should the designer focus on?

Options:

- A- Make a presentation on design best practices and have industry experts speak on new market conditions.
- B- Create a clickable high fidelity prototype to assess feasibility and perform user research on desirability.

C- Restate business goals and show how design could be used to de-risk exploration of this opportunity.

Answer:

C

Explanation:

The approach that the designer should focus on is to restate business goals and show how design could be used to de-risk exploration of this opportunity. This approach can help the designer align the new product vision with the executive stakeholders' expectations, needs, and priorities, and demonstrate how design methods and tools can help validate assumptions, identify risks, and test solutions in a saturated market. Making a presentation on design best practices or creating a clickable high fidelity prototype may not be enough to convince the executive stakeholders of the value proposition and feasibility of targeting a new market.



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