



Salesforce

Plat-UX-102 Exam

Salesforce Certified Platform Strategy Designer

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<https://www.directcertify.com/salesforce/plat-ux-102>

Question 1. (Single Select)

A strategy designer and a UX team have recently workshoped 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

Correct 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. (Single Select)

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.

Correct 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 3. (Single Select)

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.

Correct 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 4. (Single Select)

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

Correct 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 5. (Single Select)

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.

Correct 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>



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