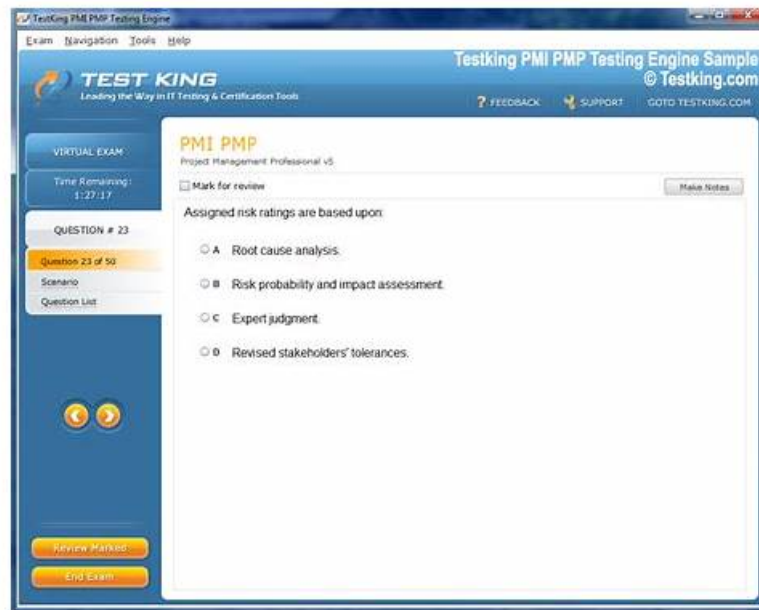


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## Salesforce Certified Platform Strategy Designer Sample Questions (Q75-Q80):

### NEW QUESTION # 75

Cloud Kicks wants to create a loyalty program to deepen the engagement of its customers. When evaluating ideas for this program, which criteria should strategy designers use?

- A. Desirability, viability, and feasibility
- B. Competitive advantage, impact, and own ability
- C. Novelty, privacy, and

**Answer: A**

Explanation:

When evaluating ideas for a loyalty program, considering desirability (customer appeal), viability (business sustainability), and feasibility (practical implementation) ensures a balanced assessment. These criteria help in selecting ideas that are not only attractive to customers but also align with business goals and can be realistically executed.

#### NEW QUESTION # 76

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

**Answer: C**

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>

#### NEW QUESTION # 77

Cloud Kicks' product team is working with the sales team to identify a new feature to add to their next product release. A developer on the team believes it may be on an upcoming Salesforce Release. Which resource should be used to verify this?

- A. Salesforce Developer Release Notes
- B. Salesforce Architects Product Roadmaps
- C. Salesforce Lightning Design System Release Notes

**Answer: A**

Explanation:

Salesforce Developer Release Notes provide detailed information on upcoming features and updates, including new functionalities that might be relevant to the team's needs. Checking these notes can confirm whether the anticipated feature will be part of a future Salesforce release, aiding in planning and decision-making.

#### NEW QUESTION # 78

A health and wellness company wants to create a 10-year vision for its business. Which external context for innovation is the least risky trend to influence the company's strategy?

- A. Perception shift: Feelings toward the efficacy of wellness products in the next 10 years
- B. Demographic shift: Number of affluent and educated young professionals in the U.S. in the next
- C. Market shift: The stability of the economy and consumers buying power in the next 10 years

**Answer: A**

Explanation:

The least risky trend to influence the company's strategy for a health and wellness company that wants to create a 10-year vision for its business is perception shift: feelings toward the efficacy of wellness products in the next 10 years, as this is more likely to be stable and predictable than market shift or demographic shift, which are more volatile and uncertain.

#### NEW QUESTION # 79

Cloud Kicks' existing customers are loyal, but the company believes its total addressable market is larger.

What should their strategy designer explore to increase market share?

- A. Reinvesting in existing products
- **B. Diversifying product offerings**
- C. Deepening customer engagement

**Answer: B**

Explanation:

The strategy designer should explore diversifying product offerings to increase market share. This means creating new products or services that appeal to different customer segments or needs, and expanding the customer base and revenue potential of the business. <https://trailhead.salesforce.com/en/content/learn/modules/salesforce-strategy-designer-certification-prep/diversify-product-offerings>

## NEW QUESTION # 80

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