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Salesforce Certified Platform User Experience Designer Sample Questions (Q201-Q206):

NEW QUESTION # 201

Cloud Kicks' support agents need to interact with customer information stored in several different objects when handling cases submitted from their web form.

In which two ways could the agent experience be made more efficient? Choose 2 answers

- A. Design custom Lightning Web Components for the customer to complete.
- B. Use Salesforce Flow to help complete fields required for case closure.
- C. Complete relevant information about the customer using Lightning Record Pages.
- D. Open links in new windows when agents click on details from case widgets.

Answer: B,C

Explanation:

To make the agent experience more efficient when handling cases submitted from their web form, two possible ways are to use Salesforce Flow and to complete relevant information about the customer using Lightning Record Pages. Salesforce Flow is a tool that allows the designer to automate business processes by creating guided, visual workflows. Flows can help agents to complete fields required for case closure by providing them with screens, logic, and actions that guide them through the process. Lightning Record Pages are customizable layouts that display information about a specific record, such as a case or a customer. Record pages can help agents to access and update relevant information about the customer using components, tabs, and related lists. Record pages can also be personalized for different profiles, roles, and app contexts.: Flow Builder | Salesforce Help : UX Designer Certification Prep: Designing with Flow Builder | Trailhead : Lightning Record Pages | Salesforce Help : UX Designer Certification Prep: Designing with Lightning Record Pages | Trailhead

NEW QUESTION # 202

The UX Designer at Cloud Kicks is asked to make the website size and content adapt to the screen size, platform and orientation. Which design should the design use?

- A. Reactive
- B. Refactored
- C. Responsive
- D. Proactive

Answer: C

Explanation:

The design that the UX Designer at Cloud Kicks should use to make the website size and content adapt to the screen size, platform and orientation is responsive. Responsive web design is a web design approach that uses HTML and CSS to automatically resize, hide, shrink, or enlarge, a website, to make it look good on all devices (desktops, tablets, and phones)¹. Responsive web design is not a program or a JavaScript, but a set of best practices that include using media queries, flexible grids, fluid images, and breakpoints to create a layout that can respond to any device being used to view the content². Responsive web design is one of the learning objectives for the Salesforce User Experience Designer certification³. [Responsive Web Design Introduction], [Responsive design - Learn web development], [Salesforce Certified User Experience Designer Exam Guide]

https://www.w3schools.com/html/html_responsive.asp

https://www.w3schools.com/Css/css_rwd_intro.asp

NEW QUESTION # 203

Cloud Kicks wants to use Paths for onboarding its sales representatives.

Which Path feature should be used to add onboarding value?

- A. Actions and recommendations component
- B. Integrated buttons to automate approvals
- C. A Key fields to complete before next Path stage

Answer: C

Explanation:

The Path feature that should be used to add onboarding value for the sales representatives is the Key fields component. The Key fields component allows the admin to specify up to five fields that are important or required for each stage of the Path. The sales reps can see and edit these fields directly from the Path, without scrolling through the record page. This helps to guide the reps on what information they need to gather or update at each stage, and ensures data quality and completeness. The Key fields component can also be used to enforce validation rules or required fields, by preventing the reps from moving to the next stage until they fill out the necessary fields. Reference:

.Set Up a Path

.Considerations and Guidelines for Creating Paths

:Optimize Sales Processes with Path in Salesforce

NEW QUESTION # 204

A UX Designer at Cloud Kicks (CK) is going to conduct discovery phase research to understand more about the customers' purchasing habits. They are interested in remotely observing customers' buying patterns over the course of a 2 -month period. Which research methodology should be used?

- A. Survey
- B. Focus Group
- C. **Diary Study**
- D. Usability Study

Answer: C

Explanation:

A diary study is a research methodology that involves asking participants to record their thoughts, feelings, behaviors, and activities over a period of time, usually in response to prompts or questions from the researcher¹. A diary study is suitable for Cloud Kicks (CK) to conduct discovery phase research to understand more about the customers' purchasing habits, as it will allow them to remotely observe customers' buying patterns over the course of a 2-month period. A diary study will also provide rich and contextual data on the customers' needs, preferences, motivations, and pain points, as well as the factors that influence their purchasing decisions¹. Salesforce User Experience Designer Exam Guide, Diary Studies: How to Conduct from Start-to-Finish

NEW QUESTION # 205

How should a UX designer differentiate between a voice and a tone?

- A. **Voice reflects the personality and tone is the way ones speaks**
- B. Voice reflects the expression and the tone is the way one designs
- C. Voice reflects the frequency and tone is one's pitch
- D. Voice reflects the character and tone is one's strength

Answer: A

Explanation:

Voice is the overall personality of the design, while tone is the way that personality is expressed. Voice represents the core characteristics of a design, such as the values, attitude, and emotions it conveys. Tone is how those characteristics are expressed in the design, such as the language, visuals, and other elements. For example, a design with a friendly voice might be expressed through warm colors, friendly imagery, and casual language. Salesforce has some great resources on voice and tone such as [1] and [2]. [1]<https://www.salesforce.com/blog/2017/11/voice-tone-brand-personality.html> [2]<https://www.salesforce.com/blog/2018/10/voice-tone-brand-personality-ux.html>

NEW QUESTION # 206

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For example, if you know that the applications will reside on an application Plat-UX-101 server, you probably want to spend ample time planning for connection and statement pooling, which are both discussed in this chapter.

