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Salesforce Certified Platform User Experience Designer Sample Questions (Q93-Q98):

NEW QUESTION # 93

Cloud Kicks plans to release a new Salesforce product to its employees, who all have different backgrounds and experience levels within Salesforce.

Which onboarding design best practice would best support the product release?

- A. Provide written help documentation as the single source of truth for learning about new features.
- B. Create pop-ups to give users a full visualization of a product.
- C. Identify the message, audience, and purpose for content.

Answer: C

Explanation:

The best onboarding design practice for Cloud Kicks would be to identify the message, audience, and purpose for content. This would help them tailor the content to the different needs and preferences of their employees, and provide them with the most relevant and useful information. Providing written help documentation as the single source of truth for learning about new features (A) might not be engaging or effective for all users, especially those who prefer visual or interactive learning. Creating pop-ups to give users a full visualization of a product might be intrusive or overwhelming for some users, and might not explain the benefits or features of the product clearly. Identifying the message, audience, and purpose for content (B) is a key step in creating user-centered onboarding

design, as it helps to define the goals, scope, and tone of the content, and to align it with the user's needs, expectations, and motivations.Reference:

[UX Designer Certification Prep: Onboarding Design]

[UX Designer Certification Prep: Content Strategy]

[Salesforce Certified User Experience Designer Exam Guide]

NEW QUESTION # 94

Cloud Kicks (CK) has been tracking the details of its storage facilities in an Excel sheet, where each facility is represented as a row and the details about each facility are represented by columns.

How should CK store this information in Salesforce?

- A. Objects to represent facility details and fields to store storage facilities
- B. Objects to represent both storage facilities and facility details
- C. Objects to represent storage facilities and fields to store facility details

Answer: C

Explanation:

The best way to store the information of Cloud Kicks' storage facilities in Salesforce is to use objects to represent storage facilities and fields to store facility details. This is because objects and fields in Salesforce are analogous to database tables and columns, respectively¹. Each object contains a set of fields that store data values, and each record is an instance of an object¹. Therefore, if Cloud Kicks wants to store the same information that they have in their Excel sheet, they can create a custom object called Storage Facility, and add fields for each detail that they want to track, such as location, capacity, inventory, and so on. Then, they can create records for each storage facility and populate the fields with the corresponding data. This way, they can store and manage their data in a structured and consistent way, and leverage the features and benefits of Salesforce, such as reports, dashboards, automation, and security²³.

Using objects to represent facility details and fields to store storage facilities is not a valid option, as it does not make sense to use objects as data values. Objects are meant to represent entities or concepts, not attributes or properties¹. Using objects to represent both storage facilities and facility details is also not a good option, as it would create unnecessary complexity and redundancy in the data model. Objects can be related to each other through various types of relationships, such as lookup, master-detail, or many-to-many⁴. However, in this case, there is no need to create a separate object for each facility detail, as they are not independent entities, but rather characteristics of the storage facilities⁵. Creating a separate object for each detail would also require creating more fields, records, and relationships, which would increase the maintenance and storage costs, and reduce the performance and usability of the system⁵.Reference:

Learn All About Objects and Fields in Salesforce - Forcetalks

Mastering Salesforce CRM Administration - Packt Subscription

Overview of Salesforce Objects and Fields

Object Reference for the Salesforce Platform

Understand Custom & Standard Objects Unit | Salesforce Trailhead

NEW QUESTION # 95

A UX Designer at Cloud Kicks is planning out the company's website redesign using Experience Cloud and will help guide discovery.

Which three outputs of the discovery process should be prepare

Choose 3 answers

- A. interactive Prototypes
- B. High-Fidelity Mock-ups
- C. High-Level Wireframes
- D. Journey Maps
- E. User Personas

Answer: C,D,E

Explanation:

The discovery process is a crucial phase in any UX design project, as it helps to understand the user needs, business goals, and technical constraints of the problem¹. The discovery process typically involves various research methods, such as interviews, surveys, observations, and analytics, to gather data and insights about the users and the context of use². The outputs of the discovery process are artifacts that synthesize and communicate the findings and insights from the research. Some of the common outputs of the

discovery process are:

User personas: These are fictional representations of the target users, based on real data and insights, that describe their goals, motivations, pain points, behaviors, and preferences³. User personas help to empathize with the users and design solutions that meet their needs and expectations.

Journey maps: These are visualizations of the user's end-to-end experience with a product or service, from the initial trigger to the final outcome⁴. Journey maps help to identify the user's actions, thoughts, emotions, pain points, and opportunities for improvement at each stage of the journey.

High-level wireframes: These are low-fidelity sketches or diagrams that show the basic layout, structure, and functionality of the website or app. High-level wireframes help to define the information architecture, navigation, and content hierarchy of the solution, as well as test the usability and feasibility of the design concepts.

These three outputs are essential for planning out the website redesign using Experience Cloud, as they help to define the user requirements, the user flow, and the user interface of the solution. The other two options, interactive prototypes and high-fidelity mock-ups, are not outputs of the discovery process, but rather of the design and testing phases. Interactive prototypes are clickable simulations of the website or app that allow users to interact with the functionality and features of the solution. High-fidelity mock-ups are realistic and detailed representations of the website or app that show the final look and feel of the solution, including the colors, fonts, images, and icons. These two outputs are created after the discovery process, based on the feedback and validation from the user testing sessions.

For the UX Designer at Cloud Kicks, the three outputs of the discovery process that should be prepared are User Personas, Journey Maps, and High-Level Wireframes. User Personas are fictional characters that represent a target audience for the website, and are used to help guide the website design. Journey Maps are diagrams that illustrate the user's experience as they navigate the website, and provide insights into how the user interacts with the website. High-Level Wireframes are simple sketches of the website layout, and are used to organize the website's content and design elements. Interactive Prototypes and High-Fidelity Mock-ups are not necessary outputs of the discovery process, as they are more detailed representations of the design that come later in the design process. For more information, see the Salesforce Experience Cloud documentation (https://help.salesforce.com/articleView?id=experience_cloud_overview.htm&type=5).

NEW QUESTION # 96

Cloud Kicks wants to improve its Salesforce org to provide tailored functionality that enables sales representatives to provide quick, competitive pricing and close deals faster.

What is the benefit of Lightning Console Apps in this scenario for the sales representatives?

- A. They can add records to Favorites.
- B. They can organize items in the utility bar.
- C. They can complete actions with a single click.

Answer: C

Explanation:

Lightning console apps are designed to help users work faster and more efficiently by providing a workspace where they can access multiple records and their related records on the same screen. Users can complete actions with a single click, such as creating records, logging calls, sending emails, and updating fields, without losing context or switching tabs. Lightning console apps also support keyboard shortcuts, macros, and quick text to speed up common tasks. Lightning console apps are especially useful for sales representatives who need to provide quick, competitive pricing and close deals faster. They can also use Lightning console apps to view and manage their pipeline, collaborate with team members, and track their performance. Organizing items in the utility bar and adding records to Favorites are features that are available in any Lightning app, not just Lightning console apps. Salesforce Console in Lightning Experience, Create and Edit a Custom Lightning Console App, Create a Lightning Console App

NEW QUESTION # 97

Cloud Kicks wants to implement its company colors in all UI components, like buttons and icons, using a custom themes.

How does the Salesforce Lightning Design System (SLDS) ensure the UI components align with the theme?

- A. JS libraries loaded from a static resource
- B. Design tokens prefixed with "brand"
- C. CSS Hexcolors
- D. Builder panels

Answer: B

Explanation:

The Salesforce Lightning Design System (SLDS) is a set of design guidelines and resources for creating consistent and beautiful user experiences on the Salesforce platform. It provides UI components, icons, fonts, colors, and more that follow the best practices and accessibility standards of Salesforce. One of the features of SLDS is the ability to create custom themes that reflect the brand identity and personality of a company or an app. Custom themes can be implemented using design tokens, which are variables that store the values of the UI elements, such as colors, sizes, spacing, fonts, etc. Design tokens can be overridden or customized to change the appearance of the UI components without modifying the CSS or HTML code. To implement the company colors in all UI components, such as buttons and icons, using a custom theme, the UX designer should use the design tokens prefixed with "brand", such as \$brand-primary, \$brand-secondary, \$brand-accessible, etc. These design tokens control the color scheme of the UI components and can be assigned the values of the company colors. For example, to change the color of the primary button to the company's blue color, the UX designer can use the following design token:

\$brand-primary: #0070d2;

1: User Experience Designer Certification Prep: Module 7: Implement User Interfaces

2: Salesforce Lightning Design System: Customization

3: Salesforce Lightning Design System: Design Tokens

NEW QUESTION # 98

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