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No matter how good the product is users will encounter some difficult problems in the process of use, and how to deal with these problems quickly becomes a standard to test the level of product service. Our Plat-UX-101 study materials are not exceptional also, in order to enjoy the best product experience, as long as the user is in use process found any problem, can timely feedback to us, for the first time you check our Plat-UX-101 Study Materials performance, professional maintenance staff to help users solve problems.

## Salesforce Certified Platform User Experience Designer Sample Questions (Q139-Q144):

### NEW QUESTION # 139

Cloud Kicks wants to drive engagement on its website.

Which Salesforce feature should boost B2C engagement?

- A. Experience Cloud
- B. Marketing Cloud Account Engagement
- C. Marketing Cloud Personalization

**Answer: C**

Explanation:

Marketing Cloud Personalization is a Salesforce feature that can boost B2C engagement on Cloud Kicks' website. Marketing Cloud Personalization is a kind of technology solution that ingests customer engagement and profile data, then - using machine learning and AI - determines relevant messages, segmentation, and content for each customer, based on their preferences and affinities<sup>1</sup>. Marketing Cloud Personalization can help Cloud Kicks to create personalized and relevant experiences for their website visitors, such as showing them products, offers, or recommendations that match their interests, needs, or behaviors. Marketing Cloud Personalization can also help Cloud Kicks to optimize their website performance, such as increasing conversions, retention, loyalty, and revenue<sup>1</sup>.

Experience Cloud is another Salesforce feature that can help Cloud Kicks to create engaging websites, but it is not the best option for boosting B2C engagement. Experience Cloud is a platform that allows users to build branded digital experiences, such as websites, portals, forums, or mobile apps, that connect customers, partners, and employees with Salesforce data and processes. Experience Cloud can help Cloud Kicks to create interactive and collaborative websites that integrate with their CRM, but it does not provide the same level of personalization and intelligence as Marketing Cloud Personalization<sup>2</sup>.

Marketing Cloud Account Engagement is a Salesforce feature that is designed for B2B marketing automation, not B2C engagement. Marketing Cloud Account Engagement, formerly known as Pardot, is a solution that helps users to generate more leads, nurture them through email campaigns, and align sales and marketing efforts. Marketing Cloud Account Engagement can help Cloud Kicks to target and engage potential business customers, but it is not suitable for engaging individual consumers on their website<sup>3,4</sup>.

#### NEW QUESTION # 140

Cloud Kicks wants to create a site for its customers to manage events regardless of the device they are using. Which best practice should be used to provide this experience?

- A. Develop a separate native mobile app for Android and iOS.
- B. Create a responsive user interface.
- C. Launch two different interfaces from the same page.

**Answer: B**

Explanation:

A responsive user interface is a type of user interface that adapts to different screen sizes, resolutions, orientations, and devices, such as desktops, laptops, tablets, and smartphones. It uses flexible layouts, grids, images, and media queries to optimize the user experience and ensure usability, accessibility, and performance across different devices. A responsive user interface can help Cloud Kicks create a site for its customers to manage events regardless of the device they are using, as it can provide a consistent and seamless experience that meets the user needs and expectations. A responsive user interface can also reduce the development and maintenance costs and efforts, as it can use the same code base and content for different devices, rather than creating separate versions for each device. Reference:

1: User Experience Designer Certification Prep: Module 5: Design User Interfaces

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

3: What is Responsive Web Design?

To create a site for its customers to manage events regardless of the device they are using, Cloud Kicks should use the best practice of creating a responsive user interface. A responsive user interface is one that adapts to the screen size and orientation of the device, providing an optimal viewing and interaction experience for the user. A responsive user interface can use the same code base and content for different devices, reducing the development and maintenance costs and ensuring consistency and accessibility. A responsive user interface can also leverage the features and capabilities of the device, such as touch, gestures, camera, etc., to enhance the user experience.

Responsive User Interface

#### NEW QUESTION # 141

A UX Designer wants to remotely collect feedback from hundreds of users on tasks or activities that do not require much imagination or emotion.

Which testing approach should be used?

- A. A/B Testing

- B. Usability study
- C. Online surveys

**Answer: C**

Explanation:

Online surveys are a testing approach that allows a UX Designer to remotely collect feedback from hundreds of users on tasks or activities that do not require much imagination or emotion. Online surveys are useful for gathering quantitative data, such as ratings, rankings, preferences, and satisfaction levels. Online surveys are also relatively easy and inexpensive to administer and analyze.

Usability studies and A/B testing are testing approaches that require more interaction and observation from the UX Designer and the users, and are more suitable for tasks or activities that involve more complexity, creativity, or emotion. [Online Surveys], [Usability Studies], [A/B Testing]

#### **NEW QUESTION # 142**

Which criteria should the designer consider when selecting users for testing?

- A. traits of the most common demographic and ability
- B. Traits similar to friends and family
- C. Traits similar to customer personas
- D. Traits dissimilar to customer personas

**Answer: C**

Explanation:

The designer should consider the traits similar to customer personas when selecting users for testing. Customer personas are fictional representations of the target users of a product or service, based on user research and data. Customer personas help the designer to understand the needs, goals, behaviors, and preferences of the users, as well as their pain points and challenges. Customer personas also help the designer to empathize with the users and design solutions that meet their expectations and requirements. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas] When selecting users for testing, the designer should aim to recruit users who match the traits of the customer personas as closely as possible. This ensures that the users who participate in the testing are representative of the actual or potential users of the product or service, and that the feedback and insights gathered from the testing are valid and reliable. Selecting users who have traits similar to customer personas also helps the designer to evaluate the usability and user experience of the product or service from the user's perspective, and to identify and prioritize the areas for improvement. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation] Traits dissimilar to customer personas, traits similar to friends and family, and traits of the most common demographic and ability are not criteria that the designer should consider when selecting users for testing. These criteria can lead to biased or inaccurate results, as they do not reflect the diversity and complexity of the user population. Users who have traits dissimilar to customer personas may not have the same needs, goals, or expectations as the target users, and may provide feedback that is irrelevant or misleading. Users who have traits similar to friends and family may not be objective or honest in their feedback, and may have a different level of familiarity or expertise with the product or service than the target users. Users who have traits of the most common demographic and ability may not account for the variations and differences among the target users, and may exclude or marginalize the users who have special needs or preferences. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation][UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas], [UX Designer Certification Prep: User Testing and Evaluation]

#### **NEW QUESTION # 143**

A UX Designer wants to conduct customer interviews as part of discovery research.

Which best practice should be followed while conducting these interviews?

- A. Engage in a friendly and informal way.
- B. Analyze findings in the moment.
- C. Ignore vague or general answers.

**Answer: A**

Explanation:

Customer interviews are a qualitative research method that allows the UX Designer to understand the needs, goals, pain points, and behaviors of the target users. To conduct effective customer interviews, the UX Designer should follow some best practices, such as: Engage in a friendly and informal way: The UX Designer should try to establish rapport and trust with the interviewee, and make

them feel comfortable and relaxed. This can help elicit honest and candid responses, and encourage the interviewee to share more details and stories. The UX Designer should use a conversational tone, smile, and show interest and empathy<sup>12</sup> Ask open-ended questions: The UX Designer should avoid asking yes/no questions, or questions that lead or suggest a specific answer. Instead, the UX Designer should ask open-ended questions that allow the interviewee to express their thoughts and feelings in their own words. The UX Designer should also probe deeper by asking follow-up questions, such as "why?", "how?", or "can you tell me more about that?"<sup>12</sup> Listen actively and attentively: The UX Designer should focus on listening to the interviewee, and avoid interrupting, judging, or correcting them. The UX Designer should also use verbal and non-verbal cues, such as nodding, eye contact, and paraphrasing, to show that they are paying attention and understanding the interviewee. The UX Designer should also take notes or record the interview, with the interviewee's permission, for later analysis<sup>12</sup> Ignore vague or general answers: This is not a best practice, because vague or general answers can indicate that the interviewee is not comfortable, engaged, or clear about the question. The UX Designer should try to clarify the question, or ask more specific or concrete questions, to elicit more meaningful and relevant responses<sup>12</sup> Analyze findings in the moment: This is not a best practice, because analyzing findings in the moment can distract the UX Designer from listening to the interviewee, and bias their interpretation of the data. The UX Designer should wait until the interview is over, and review the notes or recordings, before analyzing the findings and identifying patterns, insights, and opportunities<sup>12</sup> Customer Interviews: The Ultimate Guide - User Interviews How to Conduct User Interviews - Interaction Design Foundation

## NEW QUESTION # 144

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