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Salesforce Certified Platform User Experience Designer Sample Questions (Q59-Q64):

NEW QUESTION # 59

Cloud Kicks marketing development representatives need to process incoming leads. Understanding the typical lead to opportunity is essential to the design.

Which three new records would typically be created when they convert a lead?

Choose 3 answers

- A. Converted Lead
- B. Activity

- C. Opportunity
- D. Contact
- E. Account

Answer: C,D,E

Explanation:

When a lead is converted in Salesforce, three new records are typically created: a contact, an account, and an opportunity. A contact is a person who is associated with an account and has a role in a sales process. An account is a company or organization that is a potential or existing customer. An opportunity is a sales deal that is in progress or has been closed. These records are linked together and use the information from the lead record. The lead record becomes read-only and is marked as converted. Reference: Converting Leads
Lead Conversion in Salesforce

NEW QUESTION # 60

A UX Designer is asked to design a new application built on Salesforce. What should be their first step?

- A. Create branding sets for each audience using Experience Builder.
- B. Find and review relevant AppExchange packages.
- C. Become familiar with the Salesforce Lightning Design System (SLDS) component blueprints.
- D. Design a series of custom web component for the app.

Answer: C

Explanation:

The Salesforce Lightning Design System (SLDS) is a collection of design guidelines, resources, and tools that help create consistent, beautiful, and accessible user experiences across the Salesforce platform. Component blueprints are one of the key resources that the SLDS provides. They are framework-agnostic, accessible HTML and CSS code snippets that can be used to create UI elements such as buttons, cards, menus, and more. A UX Designer who is asked to design a new application built on Salesforce should become familiar with the SLDS component blueprints as their first step, because they can help them to: Understand the structure, behavior, and appearance of the standard Salesforce components and how they can be customized or extended.

Follow the SLDS design principles and best practices, such as clarity, efficiency, consistency, and beauty.

Ensure that the application is responsive, adaptive, and compatible with different devices and screen sizes.

Leverage the SLDS design tokens, icons, and utilities to create a coherent and scalable visual language.

Reduce the development time and effort by reusing the existing code and avoiding duplication.

The other options are not the best first steps for a UX Designer who is asked to design a new application built on Salesforce. Creating branding sets for each audience using Experience Builder is a later step that involves applying the visual identity and style of the application to different user segments and channels. Finding and reviewing relevant AppExchange packages is a research step that can help to identify existing solutions or features that can be integrated or adapted to the application. Designing a series of custom web components for the app is a development step that can be done after defining the requirements, wireframes, and prototypes of the application.

Lightning Design System, Lightning Design System Create the World's Best Enterprise App Experiences Design System Fundamentals Component Blueprints Ready-to-use HTML and CSS UI elements provide the foundation for Salesforce experience development Go to Blueprints Tokens Visual design values and attributes that ensure branding and UI consistency at scale View Tokens Design Guidelines Design principles and best practices that guide beautiful, consistent, user-friendly product experiences Read Guidelines Tools New! Easy-to-use tools help all Trailblazers optimize workflows and bring Salesforce ideas to life Get Tools Blueprint Overview - Lightning Design System, Blueprint Overview - Lightning Design System What's New Getting Started Platforms Design Guidelines Kinetics Accessibility Component Blueprints Overview Accordion Activity Timeline Alert App Launcher Avatar Avatar Group Badges Brand Band Breadcrumbs Builder Header Button Icons Cards Chat Docked Utility Bar Dueling Picklist Dynamic Icons Dynamic Menu Expandable Section Feeds File Selector Files Form Element Global Header Global Navigation Icons Illustration Input List Builder Lookups Map Menus Notifications Page Headers Panels Path Picklist Pills Progress Indicator Prompt Radio Button Group Rich Text Editor Scoped Notifications Scoped Tabs Select Spinners Tabs Textarea Tiles Timepicker Toast Tooltips Tree Grid Trees Trial Bar Vertical Navigation Vertical Tabs Visual Picker Welcome Mat Utilities Design Tokens Icons Tools Resources Blueprint Overview Component blueprints are framework agnostic, accessible HTML and CSS used to create components in conjunction with our implementation guidelines. For more details, check out the glossary on the FAQ page. Show Filters Showing 85 blueprints, 183 variants. Accordion Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nActivity Timeline Responsive Adaptive Styling Hooks Prototype Base \n\nAlert Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nApp Launcher Responsive Adaptive Styling

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NEW QUESTION # 61

Cloud Kicks wants to create an external facing site where users can:

- * Manage and submit cases via the web.
- * Browse and search Knowledge Base articles.
- * Contact Support via live chat.

Which cloud should be used to design an appropriate solution for CK's users?

- A. Sales Cloud
- B. Marketing Cloud
- C. Experience Cloud
- D. Service Cloud

Answer: C

Explanation:

Experience Cloud is the best cloud to design an appropriate solution for Cloud Kicks' users. Experience Cloud allows the business to create an external facing site where users can manage and submit cases via the web, browse and search Knowledge Base articles, and contact Support via live chat. Experience Cloud also provides branding options, personalization features, and collaboration tools to enhance the user experience and engagement. Experience Cloud integrates with Service Cloud, which is the cloud that provides the case management, knowledge base, and live chat functionalities. Therefore, Experience Cloud is the cloud that enables the design of the user interface, while Service Cloud is the cloud that enables the backend service processes.[Experience Cloud Overview] (<https://www.getapp.com/operations-management-software/a/salesforce-1-service-cloud/compare/salesforce-community-cloud/>), [Service Cloud Overview] (<https://titandxp.com/salesforce-experience-cloud-vs-service-cloud/>)

NEW QUESTION # 62

Cloud Kicks' administrator has a requirement to make the user experience for a complex process more engaging for internal users. Which Salesforce functionality should be used?

- A. Screen flow
- B. Process Builder
- C. Lightning Survey

Answer: A

Explanation:

Screen flow is a Salesforce functionality that allows the UX Designer to create interactive workflows for the users with just a few clicks. With screen flow, the UX Designer can create step-by-step workflows that include screens for data entry, decision points based on user input, and automated actions based on their responses. Screen flow can make the user experience more engaging by presenting the users with what they need, when they need it, and using their input to guide them and automate their tasks. Screen flow can also be customized and embedded in various ways, such as on a Lightning page, a button, a utility bar, or an Experience Cloud page.¹²³ Lightning Survey is a Salesforce functionality that allows the UX Designer to create and distribute surveys to collect feedback from customers, employees, or partners. Lightning Survey is not suitable for creating complex processes or workflows, but rather for measuring satisfaction, loyalty, or engagement.⁴ Process Builder is a Salesforce functionality that allows the UX Designer to create and automate business processes without code. Process Builder can perform actions based on criteria, such as updating records, sending emails, or invoking flows. Process Builder is not suitable for creating interactive workflows with screens, but rather for automating background tasks.⁵ Get Started with Screen Flows Unit | Salesforce Trailhead How to Create a Salesforce Screen Flow | Salesforce Ben

5 Ways to Get Started with Screen Flows - Salesforce Admins

Create and Distribute Surveys with Salesforce Feedback Management

Automate Your Business Processes with Process Builder

NEW QUESTION # 63

Which two resources of the Salesforce Lightning Design System (SLDS) could be used to make custom application look, act, and sound like Salesforce?

Choose 2 answers

- A. Full functional components
- B. In-App Guidance
- C. Blueprints and tokens
- D. Guidelines for voice and tone

Answer: C,D

Explanation:

The Salesforce Lightning Design System (SLDS) is a collection of resources that help you create user interfaces that are consistent with the Salesforce Lightning principles, design language, and best practices. The SLDS resources that could be used to make custom applications look, act, and sound like Salesforce are:

Blueprints and tokens: Blueprints are ready-to-use HTML and CSS UI elements that provide the foundation for Salesforce experience development. Tokens are visual design values and attributes that ensure branding and UI consistency at scale. By using blueprints and tokens, you can create custom components that follow the SLDS design standards and patterns.

Guidelines for voice and tone: Voice and tone guidelines help you write clear, concise, and consistent content that reflects the

Salesforce brand personality and values. By using voice and tone guidelines, you can create custom applications that communicate effectively and respectfully with your users.

The SLDS resources that are not relevant to make custom applications look, act, and sound like Salesforce are:

Full functional components: Full functional components are pre-built Lightning components that provide out-of-the-box functionality and interactivity. They are not part of the SLDS, but rather part of the Lightning Component Library. You can use full functional components to speed up your development process, but they are not necessary to make custom applications look, act, and sound like Salesforce.

In-App Guidance: In-App Guidance is a feature that allows you to create and deliver contextual help and training to your users within your application. It is not part of the SLDS, but rather part of the Salesforce Platform. You can use In-App Guidance to enhance your user experience and adoption, but it is not essential to make custom applications look, act, and sound like Salesforce.

NEW QUESTION # 64

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