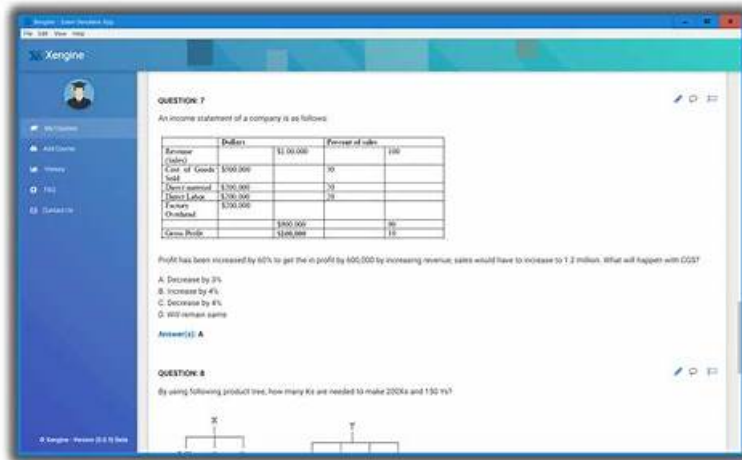


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Salesforce Certified Platform User Experience Designer Sample Questions (Q124-Q129):

NEW QUESTION # 124

Cloud Kicks has an existing customer Experience Cloud portal that is performing well. Which has the highest probability of increasing customer engagement?

- A. Choosing personalized branding
- B. Recognizing peers with badges
- C. Customizing page layouts

Answer: B

Explanation:

In the context of an existing Customer Experience Cloud portal that is already performing well, the goal is to further increase customer engagement by adding elements that encourage interaction and participation. Recognizing peers with badges is a highly

effective way to achieve this because:

Personalization and Gamification: Badges introduce an element of gamification and personalization, which can significantly increase engagement. Users are motivated to participate and contribute to the community when they see a tangible recognition of their efforts and achievements.

Community Building: Recognizing contributions with badges helps in building a stronger community by highlighting active members and encouraging others to contribute. It fosters a sense of belonging and appreciation among users.

While personalized branding (option A) and customizing page layouts (option B) can enhance the user experience, they do not directly incentivize user interaction and contribution as effectively as recognizing contributions through badges does.

Reference: For insights on implementing badges and gamification strategies in Salesforce Experience Cloud portals, Salesforce's official documentation and community resources offer guidelines and best practices. These resources discuss various ways to enhance user engagement and community building within the Salesforce ecosystem.

NEW QUESTION # 125

Cloud Kicks is incorporating Relationship Design principles into its business model and customer offerings wherever possible. Which principle would represent their company strategy?

- A. Prioritizing engagement over number of impressions
- B. Highlighting product benefits over uncovering customer needs
- C. Reframing products in terms of outputs over outcomes

Answer: A

Explanation:

The principle that would represent Cloud Kicks' company strategy is prioritizing engagement over number of impressions. This principle is based on the intention mindset of Relationship Design, which means engaging with clear purpose and focusing on the quality of interactions rather than the quantity¹. Reframing products in terms of outputs over outcomes (A) is not a Relationship Design principle, as it does not consider the value or impact of the products for the customers. Highlighting product benefits over uncovering customer needs is also not a Relationship Design principle, as it does not show empathy or understanding of the customers' problems or goals.**Reference:**

Embrace the Relationship Design Mindsets Unit | Salesforce Trailhead

NEW QUESTION # 126

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 prepared?
Choose 3 answers

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

Answer: B,C,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 # 127

What are three benefits of asking the user to think aloud during a user task? Choose 3 answers

- A. Flexibility
- B. Natural process
- C. Raw stream of thought
- D. Unbiased behavior
- E. No special equipment needed

Answer: A,C,E

Explanation:

Asking the user to think aloud during a user task has the following benefits:

A) No special equipment needed. Thinking aloud is a simple and low-cost method that does not require any special equipment or software. The user only needs a microphone or a phone to record their voice, and the tester only needs a way to listen and observe the user's actions.

D) Flexibility. Thinking aloud is a flexible method that can be applied to various types of tasks, products, and platforms. It can also be conducted remotely or in-person, synchronously or asynchronously, moderated or unmoderated, depending on the needs and preferences of the tester and the user.

E) Raw stream of thought. Thinking aloud provides a raw and rich stream of data that reveals the user's thoughts, feelings, expectations, assumptions, motivations, and frustrations as they interact with the product. It can help the tester to understand the user's mental model, decision-making process, and satisfaction level.

NEW QUESTION # 128

Cloud Kicks (CK) is going to launch a new Salesforce process for its Customer Service team. After Launch, CK wants to ensure the process is working well for its customer service representatives.

Which three Salesforce tools should be used to track and measure the adoption of the new process?

Choose 3 answers

- A. Chatter polls
- B. User Engagement Dashboard and Report
- C. Custom Permission Sets
- D. Visualforce App
- E. Salesforce Surveys for user Satisfaction

Answer: A,B,E

Explanation:

To track and measure the adoption of the new process, CK should use the following Salesforce tools:

User Engagement Dashboard and Report: This tool provides insights into how users are interacting with Salesforce, such as the number of logins, page views, actions, and time spent. It can help CK identify which users are adopting the new process and which ones need more training or support.

Salesforce Surveys for user Satisfaction: This tool allows CK to create and send surveys to its customer service representatives to collect feedback on the new process, such as their satisfaction, challenges, and suggestions. It can help CK measure the impact of the new process on the user experience and satisfaction.

Chatter polls: This tool enables CK to create and post simple polls on Chatter to gather quick opinions or preferences from its customer service representatives. It can help CK engage with its users and get their input on the new process.

1: User Engagement Dashboard and Report

2: Salesforce Surveys for user Satisfaction

3: Chatter polls

NEW QUESTION # 129

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