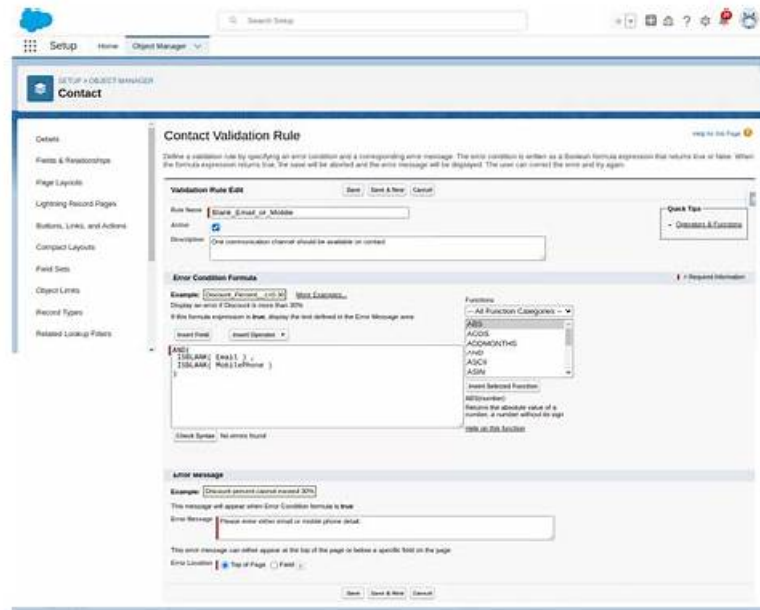


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## Salesforce Certified Platform User Experience Designer Sample Questions (Q171-Q176):

### NEW QUESTION # 171

A UX Designer creates a set of patterns and guidelines for including visual indicators letting a user know which form fields are required.

Which Usability Heuristic is being used in this case?

- A. User Control and Freedom
- **B. Visibility of system status**
- C. Error diagnosis and recovery

**Answer: B**

Explanation:

Visibility of system status is the usability heuristic that is being used in this case. Visibility of system status means that the system should always keep users informed about what is going on, through appropriate feedback within reasonable time. One way to apply this heuristic is to use visual indicators to let users know which form fields are required, such as asterisks, labels, or colors. This helps users to understand the expectations and requirements of the system, and to avoid errors or confusion. By providing clear and timely feedback, the system enhances the user experience and satisfaction. [Learn About User Experience Design Unit | Salesforce Trailhead](#), [\[10 Usability Heuristics for User Interface Design\]](#), [Salesforce User Experience \(UX\) Designer Certification Guide & Tips](#)

#### NEW QUESTION # 172

It is recommended to carefully consider which demographic data and for what purpose is fed into an AI model. Which reason explains this?

- **A. To avoid societal bias**
- B. To avoid interaction bias
- C. To avoid unconscious confirmation bias

**Answer: A**

Explanation:

Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems. Societal bias is the bias that results from the social norms, values, and expectations of a society or a culture. Societal bias can influence how people perceive, judge, and behave toward others, especially those who are different from them. Societal bias can also be embedded in the data that is used to train or validate AI models, which can then propagate or amplify the bias in the AI outputs or decisions. Therefore, it is recommended to carefully consider which demographic data and for what purpose is fed into an AI model, to avoid societal bias and its negative consequences. [Salesforce AI Associate: How to Avoid Bias from Demographic Data in AI Models](#), [Recognize Bias in Artificial Intelligence Unit | Salesforce Trailhead](#), [Designing Personalized User Experiences with Data AI | Salesforce](#)

#### NEW QUESTION # 173

Cloud Kicks (CK) has hired a UX Designer to help with the design of its Experience Cloud site. CK wants to understand the structure and layout of the navigation menu. Which activity should the designer use while card sorting?

- A. Arrange pages in the navigation menu by alphabetical order.
- **B. Have users sort the cards based on similar categories or groups.**
- C. Compare two versions of the navigation menu mockups to see which performs better.

**Answer: B**

Explanation:

Card sorting is a UX research method used to discover how people understand and categorize information. In a card sort, participants group ideas or information written on cards into different categories in a way that makes sense to them. The designer can use virtual cards, pieces of paper, or an online card sorting tool. Card sorting can help the designer to:

Assess the information architecture (IA) of a website or homepage

Learn how people understand different concepts or ideas, and how they feel about them Understand where users expect certain content to be found Get inspiration for labeling and grouping content or ideas In this case, the designer wants to understand the structure and layout of the navigation menu for the Experience Cloud site. The designer can use card sorting to learn how users would group and label the pages or features of the site, and what categories or subcategories they would expect to see in the navigation menu. This can help the designer to create a user-friendly and intuitive IA that matches the users' mental models and expectations.

To conduct a card sorting activity, the designer should:

Define the goal and scope of the card sort

Choose the type of card sort (open, closed, or hybrid)

Choose the format of the card sort (moderated or unmoderated)

Select the cards and categories to use  
Recruit and screen the participants  
Run the card sort sessions  
Analyze and interpret the results  
Apply the findings to the design

The correct answer is B, have users sort the cards based on similar categories or groups. This is the main task of a card sorting activity, where users are asked to group the cards (representing the pages or features of the site) into categories or groups that make sense to them. The designer can then analyze the results to see how users organize and label the information, and use that to inform the design of the navigation menu.

#### NEW QUESTION # 174

A UX Designer is hired to help create a brand new app for the AppExchange with a human-centered approach. Which strategy will most likely strengthen employee relationships the most?

- A. Send an anonymous survey to collect ideas from across the whole company.
- B. Create a first draft in a design team and then share it for feedback with employees.
- C. Invite employees from different departments and create a journey map together.

**Answer: C**

Explanation:

A journey map is a visual representation of the steps, emotions, and pain points that a user goes through when interacting with a product or service. A journey map can help the UX Designer understand the user's needs, goals, expectations, and frustrations, and identify opportunities for improvement or innovation<sup>12</sup> Creating a journey map together with employees from different departments is a strategy that can strengthen employee relationships the most, because it can:

Foster collaboration and communication: Inviting employees from different departments to create a journey map can help them share their perspectives, insights, and ideas, and learn from each other. This can also help them align on a common vision and goal, and build trust and respect among the team members<sup>34</sup> Increase engagement and ownership: Inviting employees from different departments to create a journey map can help them feel more involved and invested in the design process and the outcome. This can also help them develop a sense of ownership and responsibility for the product or service, and increase their motivation and satisfaction<sup>34</sup> Enhance creativity and innovation: Inviting employees from different departments to create a journey map can help them generate more diverse and creative solutions, as they can leverage their different skills, experiences, and backgrounds. This can also help them challenge their assumptions and biases, and explore new possibilities and opportunities<sup>34</sup> Create a first draft in a design team and then share it for feedback with employees: This is not a strategy that can strengthen employee relationships the most, because it can create a sense of exclusion and hierarchy among the employees. The design team may appear to be the sole authority and decision-maker, while the other employees may feel like passive observers or critics. This can also limit the diversity and quality of the feedback, as the employees may not have enough context or understanding of the design process and the user's needs<sup>34</sup> Send an anonymous survey to collect ideas from across the whole company: This is not a strategy that can strengthen employee relationships the most, because it can reduce the interaction and connection among the employees. An anonymous survey may not allow the employees to express their thoughts and feelings fully, or to receive any feedback or recognition for their contributions. This can also make the employees feel detached and indifferent about the design process and the outcome<sup>34</sup> Create a Journey Map Unit | Salesforce Trailhead How to Create a Customer Journey Map - UX Mastery How to Use Journey Mapping to Improve Employee Engagement How to Use Journey Mapping to Drive Collaboration and Innovation

#### NEW QUESTION # 175

A UX Designer wants to inform user stories based on user value and development effort. Which method should be used?

- A. Prioritization Matrix
- B. Customer Journey Map
- C. Card Sorting

**Answer: A**

Explanation:

A prioritization matrix is a method that helps UX designers to inform user stories based on user value and development effort. A prioritization matrix is a table that compares different user stories or features based on two criteria: user value and development effort. User value is the benefit or satisfaction that the user will get from using the feature. Development effort is the time, cost, and complexity involved in building the feature. By plotting user stories or features on a prioritization matrix, UX designers can identify

which ones are high-value and low-effort, which ones are high-value and high-effort, which ones are low-value and low-effort, and which ones are low-value and high-effort. This helps UX designers to prioritize the user stories or features that will deliver the most value to the user with the least amount of effort, and to deprioritize or eliminate the ones that will deliver the least value to the user with the most amount of effort. A prioritization matrix can also help UX designers to communicate and align with stakeholders and developers on the scope and feasibility of the project. **Prioritize User Stories and Features Unit | Salesforce Trailhead, How to Prioritize User Stories (and Build the Right Features), Salesforce User Experience (UX) Designer Certification Guide & Tips**

## NEW QUESTION # 176

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