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Salesforce Certified Platform User Experience Designer Sample Questions

(Q10-Q15):

NEW QUESTION # 10

Cloud Kicks' Sales team needs In-App Guidance for key functions and processes so they can maximize their time.

In which way should a UX Designer customize the Salesforce Help Menu to meet this request?

- A. Provide links to external resources, such as training videos or a company dictionary.
- **B. Show a site map of all the content.**
- C. Create a docked prompt based on new feature rollouts.

Answer: B

Explanation:

Confirmation bias is the tendency to seek, interpret, and remember information that confirms one's preexisting beliefs or hypotheses, while ignoring or discounting information that contradicts them¹. Confirmation bias can affect user feedback sessions by influencing how the researcher designs the test, asks the questions, observes the behavior, and analyzes the data of the users. Confirmation bias can lead to inaccurate or incomplete insights, and ultimately to poor design decisions².

One way to avoid confirmation bias in user feedback sessions is to allow the user to explore the application without specific questions regarding which tasks to perform. This can help the researcher to observe the user's natural and spontaneous interaction with the application, without imposing any expectations or assumptions on them. This can also help the user to express their honest opinions and feelings about the application, without being influenced by the researcher's questions or suggestions. This can result in more authentic and unbiased feedback, and more reliable and valid insights³.

Asking open-ended questions staying away from questions regarding feelings is not a good way to avoid confirmation bias in user feedback sessions, because it can limit the depth and richness of the feedback, and miss the opportunity to understand the user's emotions and motivations. Open-ended questions are questions that allow the user to answer in their own words, rather than choosing from a predefined set of options. Open-ended questions are useful for eliciting more detailed and nuanced feedback, and for exploring the user's thoughts and feelings about the application. However, asking open-ended questions alone is not enough to prevent confirmation bias, as the researcher may still unconsciously frame the questions in a way that leads the user to confirm their hypotheses, or interpret the answers in a way that supports their beliefs. Asking questions regarding feelings is also important, as it can help the researcher to understand the user's emotional response to the application, and how it affects their satisfaction, engagement, and loyalty⁴.

Asking specific questions about known pain points to confirm your hypothesis is a bad way to avoid confirmation bias in user feedback sessions, because it can introduce the researcher's bias into the feedback process, and influence the user's perception and behavior. Asking specific questions about known pain points can lead the researcher to focus only on the information that confirms their hypothesis, and ignore or dismiss the information that challenges or contradicts it. It can also lead the user to pay more attention to the pain points that the researcher mentions, and overlook or downplay the other aspects of the application. This can result in skewed and distorted feedback, and misleading and invalid insights⁵.

NEW QUESTION # 11

Cloud Kicks (CK) wants to build a custom component for a complex opportunity process. CK's UX Designer is creating a three-step flow with modals and needs to select the main buttons for the "Continue", "Cancel", and "Back" actions.

Which set should be chosen to adhere to the Salesforce Design System guidelines for button usage?

- A. Brand button for "Cancel" and "Continue"; Neutral button for "Back"
- B. Brand button for "Continue", "Cancel", and "Back"
- **C. A Neutral button for "Cancel" and "Back"; Brand button for "Continue"**

Answer: C

Explanation:

According to the Salesforce Design System guidelines for button usage, the brand button should be used for the primary action on a page or modal, such as "Save" or "Continue". The neutral button should be used for secondary or tertiary actions, such as "Cancel" or "Back". The brand button should have more visual weight and contrast than the neutral button, to indicate its importance and guide the user's attention. Therefore, the best option for the Cloud Kicks custom component is to use a brand button for "Continue" and neutral buttons for "Cancel" and "Back". Trailhead: Systems Design with SLDS, Salesforce Developers: Buttons, Lightning Design System: Buttons

NEW QUESTION # 12

What is the relationship between inclusive design and accessible design?

- A. Accessible and inclusive design are both methodologies based on guidelines.
- **B. Inclusive design is a methodology and accessible design is based on guidelines.**
- C. Accessible design is a methodology and inclusive design is focused on the outcome.

Answer: B

Explanation:

Inclusive design and accessible design are both important aspects of creating products and services that are usable and enjoyable for everyone, regardless of their abilities, preferences, or contexts. However, they are not the same thing. Inclusive design is a methodology that involves designing with and for people who have a range of diverse needs and experiences. Inclusive design aims to create solutions that are not only accessible, but also equitable, respectful, and empowering for all users¹². Accessible design is based on guidelines that help ensure that products and services can be perceived, understood, operated, and interacted with by people with disabilities. Accessible design follows standards such as the Web Content Accessibility Guidelines (WCAG), which provide technical specifications and best practices for making web content accessible³⁴. Inclusive design and accessible design are not mutually exclusive, but rather complementary. Inclusive design can help inform accessible design by providing insights and feedback from diverse users and stakeholders. Accessible design can help support inclusive design by providing a baseline of quality and compliance for products and services. By applying both inclusive design and accessible design, UX designers can create more inclusive, accessible, and delightful experiences for everyone. Inclusive Design & Accessibility - Salesforce Designer - Medium, Product Accessibility and Inclusive Design - Salesforce.com, Learn the Elements of an Accessible Webpage Unit | Salesforce Trailhead, How Can Tech Be More Inclusive? Salesforce's New VP of Accessibility & Inclusive Design Offers Answers - Salesforce News, [Designing for Web Accessibility Unit | Salesforce Trailhead]

NEW QUESTION # 13

What are two benefits of inclusive design?

Choose 2 answers

- A. Removing the need for 508 compliance
- B. Tailoring a solution to one type of user
- **C. Extending access to more users**
- **D. Reducing friction for users in achieving their goals**

Answer: C,D

Explanation:

Inclusive design is a design approach that aims to create products and services that are accessible and usable by as many people as possible, regardless of their abilities, preferences, or circumstances. Some of the benefits of inclusive design are :

Extending access to more users: By considering the diverse needs and situations of users, inclusive design can expand the reach and impact of the product or service. For example, designing a website that is compatible with screen readers can benefit not only users who are blind or visually impaired, but also users who are in low-light environments or have low bandwidth.

Reducing friction for users in achieving their goals: By removing unnecessary barriers and providing multiple ways of interaction, inclusive design can enhance the user experience and satisfaction. For example, designing a mobile app that supports voice input and output can benefit not only users who have difficulty typing or reading, but also users who are multitasking or have their hands busy.: [UX Designer Certification Prep: Designing for Accessibility and Inclusion | Trailhead] : [Inclusive Design | Salesforce Developer Guide] Inclusive design is a practice of designing products, services, and experiences that are accessible and usable for as many people as possible, regardless of ability, age, gender, race, language, or culture. By incorporating inclusive design practices, you can extend access to more users and reduce friction for users in achieving their goals. Salesforce provides more information on the benefits of inclusive design here: <https://www.salesforce.com/blog/2020/11/what-is-inclusive-design.html>.

NEW QUESTION # 14

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 innovation¹² 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 members³⁴ 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 satisfaction³⁴ 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 opportunities³⁴ 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 needs³⁴ 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 outcome³⁴ 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 # 15

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