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Salesforce Certified Platform User Experience Designer Sample Questions (Q115-Q120):

NEW QUESTION # 115

A UX Designer needs to create a visual representation of a user's series of steps to achieve a meaningful goal.

Which UX design method should be used?

- A. Site Map
- **B. User Flow**
- C. Lightning Flow
- D. User Persona

Answer: B

Explanation:

A user flow is a UX design method that creates a visual representation of a user's series of steps to achieve a meaningful goal. A user flow shows the path that a user takes from their entry point to their final action, such as signing up, purchasing, or completing a task. A user flow helps designers understand and optimize the user experience, as well as identify pain points, gaps, and opportunities for improvement. A user flow can take various forms, such as diagrams, wireframes, or prototypes, depending on the level of detail and fidelity required. Reference:

What Are User Flows In UX Design? [Full Beginner's Guide] - CareerFoundry What is a User Flow in UX Design? - updated 2023 | IxDF User Flows in UX Design: Definition, Benefits, and Best Practices

NEW QUESTION # 116

Which two consideration should be made when conducting a Consequence Scanning workshop?

Choose 2 answers

- **A. Bring together a cross-function group with varied experiences.**
- **B. Consider design ramifications to prevent misuse and protect communities.**
- C. Examine a product for potential inclusivity after it has been built
- D. Prioritize marketing opportunities when designing features of a product.

Answer: A,B

Explanation:

Consequence Scanning is a workshop method that helps teams to identify and mitigate the potential positive and negative impacts of their products or services on users, society, and the environment. When conducting a Consequence Scanning workshop, two important considerations are:

Consider design ramifications to prevent misuse and protect communities: This means that teams should think beyond the intended use cases and benefits of their products or services, and also consider the possible unintended or harmful consequences that may arise from their design choices. For example, teams should ask themselves how their products or services could be misused, abused, or exploited by malicious actors, or how they could affect vulnerable or marginalized groups, or how they could contribute to environmental or social issues. By considering these design ramifications, teams can proactively address and mitigate the ethical risks and challenges that may emerge from their products or services, and protect the well-being and interests of their users and communities.

Bring together a cross-function group with varied experiences: This means that teams should involve diverse and relevant stakeholders in the Consequence Scanning workshop, such as product managers, designers, developers, researchers, testers, marketers, legal experts, ethicists, users, or representatives from affected communities. By bringing together a cross-function group with varied experiences, perspectives, and backgrounds, teams can gain a more holistic and comprehensive understanding of the potential impacts of their products or services, and avoid blind spots, biases, or assumptions that may limit their vision or judgment. A cross-function group can also foster more creative and collaborative problem-solving, and generate more inclusive and responsible solutions.

How To Run a Consequence Scanning Workshop

Consequence scanning: How to mitigate risks in your service

Incorporate Ethics by Design Concepts

NEW QUESTION # 117

Cloud Kicks has already identified its user personas and is working with a UX Designer who wants to synthesize what the company knows about its users to create a shared understanding with the rest of the organization.

Which tool should the designer use?

- A. Prioritize Backlog
- B. Executive Summary
- **C. Empathy Map**

Answer: C

Explanation:

An Empathy Map is a tool used in UX design to synthesize and articulate what a design team knows about a user group. It helps in creating a shared understanding of user needs within an organization. The key features of an Empathy Map include:

User Insights: It captures what users say, think, do, and feel, providing a holistic view of their experiences and perspectives. This helps in understanding users at a deeper level.

Shared Understanding: By visualizing user attitudes and behaviors, an Empathy Map facilitates a common understanding among team members and stakeholders, ensuring that design decisions are aligned with user needs.

An Executive Summary (option A) provides a high-level overview of project objectives and outcomes but does not delve into user-centric insights. Prioritizing a Backlog (option C) is more about organizing and prioritizing tasks and features rather than synthesizing user research findings.

Reference: For guidelines on creating and using Empathy Maps, UX design resources such as the Nielsen Norman Group and the Interaction Design Foundation offer articles and guides on this and other UX research synthesis tools. These resources explain how to effectively use Empathy Maps to gain insights into user needs and foster empathy within design teams.

NEW QUESTION # 118

Cloud Kicks (CK) has been tracking the details of its storage facilities in an Excel sheet, where each facility is represented as a row and the details about each facility are represented by columns.

How should CK store this information in Salesforce?

- A. Objects to represent facility details and fields to store storage facilities
- B. Objects to represent both storage facilities and facility details
- **C. Objects to represent storage facilities and fields to store facility details**

Answer: C

Explanation:

The best way to store the information of Cloud Kicks' storage facilities in Salesforce is to use objects to represent storage facilities and fields to store facility details. This is because objects and fields in Salesforce are analogous to database tables and columns, respectively¹. Each object contains a set of fields that store data values, and each record is an instance of an object¹. Therefore, if Cloud Kicks wants to store the same information that they have in their Excel sheet, they can create a custom object called Storage Facility, and add fields for each detail that they want to track, such as location, capacity, inventory, and so on. Then, they can create records for each storage facility and populate the fields with the corresponding data. This way, they can store and manage their data in a structured and consistent way, and leverage the features and benefits of Salesforce, such as reports, dashboards, automation, and security^{2,3}.

Using objects to represent facility details and fields to store storage facilities is not a valid option, as it does not make sense to use objects as data values. Objects are meant to represent entities or concepts, not attributes or properties¹. Using objects to represent both storage facilities and facility details is also not a good option, as it would create unnecessary complexity and redundancy in the data model. Objects can be related to each other through various types of relationships, such as lookup, master-detail, or many-to-many⁴. However, in this case, there is no need to create a separate object for each facility detail, as they are not independent entities, but rather characteristics of the storage facilities. Creating a separate object for each detail would also require creating more fields, records, and relationships, which would increase the maintenance and storage costs, and reduce the performance and usability of the system⁵. Reference:

Learn All About Objects and Fields in Salesforce - Forcetalks

Mastering Salesforce CRM Administration - Packt Subscription

Overview of Salesforce Objects and Fields

Object Reference for the Salesforce Platform

Understand Custom & Standard Objects Unit | Salesforce Trailhead

NEW QUESTION # 119

Universal Containers (UC) has implemented Service Cloud. There is a flag field on the case object that marks a case as (Sensitive). UC requested that this flag can be viewed by all users who have access to the case but only be edited by the assigned case assessor. The case assessor is a lookup field on the case object. How can an architect achieve this requirement?

- A. Permission Set.
- **B. Custom Lightning Component.**
- C. Object Permissions.
- D. Field-level security

Answer: B

Explanation:

The best way to achieve the requirement of having a flag field on the case object that marks a case as sensitive and can be viewed by all users who have access to the case but only be edited by the assigned case assessor is to create a custom Lightning component. A custom Lightning component can use the Lightning Data Service to access the case record and its fields, and apply conditional rendering and editing logic based on the user's role and the case assessor field. This way, the flag field can be displayed to all users who can view the case, but only be editable by the user who is the case assessor. This solution also follows the principle of designing for performance and scalability, which is one of the learning objectives for the Salesforce User Experience Designer certification.[Create Custom, Reusable Lightning Components], [Lightning Data Service Basics], [Design for Performance and Scalability]

1: https://trailhead.salesforce.com/en/content/learn/modules/lex_dev_lc_basics/lex_dev_lc_basics_intro

2: https://trailhead.salesforce.com/en/content/learn/modules/lightning_data_service/lightning_data_service_intro

3: <https://trailhead.salesforce.com/en/content/learn/modules/ux-designer-certification-prep/design-for-performance-and-scalability>

NEW QUESTION # 120

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