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Salesforce is a well-known Customer Relationship Management (CRM) platform that has been used by businesses of all sizes to manage their customer interactions. With the rapid growth of the platform, there has been a need for a user experience designer who can design and develop user interfaces for the Salesforce platform. This is where the Salesforce User-Experience-Designer (Salesforce Certified User Experience Designer) Exam comes into play.

>> User-Experience-Designer Reliable Dumps Sheet <<

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

NEW QUESTION # 115
Which two would be considered responsive design best practices?
Choose 2 answers

- A. Specify breakpoint sizes.
- B. Use separate URLs per device.
- C. Utilize pop-up windows.
- D. Minimize page weight.

Answer: A,D

Explanation:
Responsive design is a web design approach that aims to make web pages adapt to different screen sizes and resolutions, ensuring good usability and user experience across all devices. Some of the best practices for responsive design are:
* Specify breakpoint sizes: Breakpoints are the points at which the layout of a web page changes based on the width of the viewport. For example, a web page may have a two-column layout on a desktop, a single-column layout on a tablet, and a stacked layout on a mobile phone. Specifying breakpoint sizes helps to create a fluid and flexible layout that responds to the device capabilities and user preferences.
Breakpoints can be specified using media queries in CSS, which allow applying different styles depending on the media features, such as width, height, orientation, resolution, etc. For example:
@media (max-width: 600px) { /* Styles for screens that are 600px or smaller */ }
@media (min-width: 601px) and (max-width: 900px) { /* Styles for screens that are between 601px and 900px */ }
@media (min-width: 901px) { /* Styles for screens that are 901px or larger */ }
* Minimize page weight: Page weight is the amount of data that a web page transfers to load on a browser.
It includes the size of the HTML, CSS, JavaScript, images, fonts, and other resources that make up the web page. Minimizing page weight helps to improve the performance, speed, and user satisfaction of a web page, especially on mobile devices that may have limited bandwidth, battery, and processing power. Some of the ways to minimize page weight are:
* Optimize images: Images are often the largest contributors to page weight, so it is important to optimize them for the web. This means choosing the right format, size, resolution, and compression level for each image, as well as using responsive images techniques, such as the srcset and sizes attributes, to deliver the most appropriate image for each device and screen size.
* Implement caching: Caching is a technique that stores a copy of a web page or its resources on the browser or the server, so that they can be reused without having to be downloadedagain. This reduces the amount of data that needs to be transferred and improves the loading time of a web page. Caching can be implemented using HTTP headers, such as Cache-Control and Expires, or using service workers, which are scripts that run in the background and intercept network requests.
* Minify and concatenate files: Minification is a process that removes unnecessary characters, such as whitespace, comments, and formatting, from the code files, such as HTML, CSS, and JavaScript, to reduce their size. Concatenation is a process that combines multiple code files into one, to reduce the number of HTTP requests that the browser needs to make. Both minification and concatenation can help to reduce the page weight and improve the performance of a web page.
* Use a content delivery network (CDN): A CDN is a network of servers that are distributed across different locations and regions, and that store and deliver copies of a web page or its resources to the users. A CDN can help to reduce the page weight and improve the speed of a web page by serving the content from the nearest server to the user, reducing the latency and bandwidth consumption.
The other two options, using separate URLs per device and utilizing pop-up windows, are not considered responsive design best practices, as they can create usability and accessibility issues for the users. Using separate URLs per device means creating different versions of a web page for different devices, such as example.com for desktop, m.example.com for mobile, and t.example.com for tablet. This approach can lead to inconsistent and fragmented user experiences, as well as duplicate content and SEO problems.
Utilizing pop-up windows means creating new browser windows that open on top of the current web page, usually to display advertisements, notifications, or forms. This approach can be annoying and intrusive for the users, as well as difficult to close or navigate on small screens.
References: Responsive Design: Best Practices and Considerations | Toptal, Responsive design - Learn web development | MDN, The Beginner's Guide to Responsive Web Design in 2023 - Kinsta, Responsive Design Best Practices. by Nick Babich - UX Planet

NEW QUESTION # 116
A UX Designer has completed discovery, research analysis, and ideation.
How should they prepare for the next phase?

- A. Build partnerships.
- B. Create business model canvas.
- C. Continue iterating.
- D. Determine what to prototype.

Answer: D

Explanation:
Explanation
The next phase for a UX designer after completing discovery, research analysis, and ideation is to determine what to prototype.
Prototyping is the process of creating a model, mock-up, or simulation of a user interface to test out ideas and gain feedback from users. Prototyping can be done in a variety of ways, from low-fidelity paper prototypes to high-fidelity digital prototypes. It is

important to consider the purpose of the prototype and the amount of detail needed to accurately test out the user experience.
To prepare for the prototyping phase, a UX designer should review the research data and user insights gathered during the discovery, research analysis, and ideation stages. They should determine what needs to be tested out and create a plan for creating the prototype, considering the level of fidelity needed, the resources available, and the timeline. Additionally, they should consider what metrics they want to measure when testing the prototype, such as user engagement, usability, and satisfaction.
References:
[1] https://www.salesforce.com/blog/2019/12/ux-design-prototyping.html [2] https://uxplanet.org/the-importance

NEW QUESTION # 117
A UX Designer has recently released a feature on experience Cloud and wants to know if the feature was successful and track usability over time.
Which research methodology should be used?

- A. Quantizing
- B. Qualitative
- C. Qualification
- D. Quantitative

Answer: D

Explanation:
Explanation
Quantitative research methodology should be used to measure the success and usability of a feature on Experience Cloud.
Quantitative research involves collecting and analyzing numerical data that can be measured, compared, or statistically tested.
Quantitative research can help answer questions such as:
How many users are using the feature?
How often are they using it?
How long does it take them to complete a task with the feature?
How satisfied are they with the feature?
How does the feature affect key performance indicators, such as conversion rates, retention rates, or revenue?
Quantitative research methods can include surveys, analytics, A/B testing, usability testing, and benchmarking.
These methods can provide objective and reliable data that can be used to evaluate the impact and effectiveness of a feature on Experience Cloud.
Qualitative research methodology, on the other hand, involves collecting and analyzing non-numerical data that can reveal users' attitudes, behaviors, motivations, and preferences. Qualitative research can help answer questions such as:
Why are users using or not using the feature?
What are their pain points, needs, and goals with the feature?
How do they feel about the feature?
What are their expectations and feedback for the feature?
How does the feature fit into their context and workflow?
Qualitative research methods can include interviews, focus groups, observations, diary studies, and card sorting. These methods can provide rich and detailed insights that can be used to understand the user experience and identify opportunities for improvement.
Both quantitative and qualitative research methods are valuable for UX design, but they serve different purposes and answer different types of questions. In this case, the UX designer wants to know if the feature was successful and track usability over time, which are questions that can be best answered by quantitative research methods.
References: User Research Methods, Quantitative vs. Qualitative Usability Testing, 8 Essential Usability Testing Methods for UX Insights

NEW QUESTION # 118
A UX Designer at Cloud Kicks is having difficulty getting its developers to see why the design changes would improve the user experience.
How should the designer help mitigate pushback from developers?

- A. A Share research notes from previous projects with them.
- B. Get buy-in from the development lead first and let them persuade others.
- C. Work together on setting up UX Indicators.

Answer: C

Explanation:
The best way for the designer to help mitigate pushback from developers is to work together on setting up UX Indicators. UX Indicators are a set of metrics that measure the user experience of a product or feature, such as usability, satisfaction, engagement, and adoption1. By working together on setting up UX Indicators, the designer and the developers can align on the goals and expectations of the design changes, and use data and evidence to evaluate their impact. This can help to reduce the subjective opinions and assumptions that might cause pushback, and foster a collaborative and user-centered culture. Sharing research notes from previous projects with them (A) might not be very helpful, as the research might not be relevant or applicable to the current project, and the developers might not trust or understand the research methods or findings. Getting buy-in from the development lead first and let them persuade others (B) might not be very effective, as it might create a top-down or hierarchical approach that does not involve the developers in the design process, and might make them feel excluded or ignored. References:
* UX Designer Certification Prep: UX Indicators

NEW QUESTION # 119
Cloud Kicks' Sales team needs in-App Guidance for key functions and processes so they can maximum their time.
In which three ways should a UX Designer customize the Salesforce Help Menu to meet this request/ Choose 3 answers

- A. Provide the user with asite map of all the content.
- B. Create a just-in-time pop-up content based on new feature rollouts.
- C. Provide access to specific Trailhead or MyTrailhead content.
- D. Add links to printable tipsheets or training videos.
- E. Add links to a company dictionaryor glossary of key terms.

Answer: B,C,D

Explanation:
Explanation
A UX Designer can customize the Salesforce Help Menu to meet the request of providing in-app guidance for key functions and processes for the Cloud Kicks' Sales team in the following ways:
Add links to printable tipsheets or training videos: This can help the Sales team to learn and review the key functions and processes at their own pace and convenience. The tipsheets or videos can be hosted on internal or external websites, and can be added to the custom help menu section in the Help Menu settings1. The links can have descriptive labels and icons to make them easy to identify and access.
Create a just-in-time pop-up content based on new feature rollouts: This can help the Sales team to get familiar with the new features and functionalities that are introduced in the app. The pop-up content can be created using the In-App Guidance Builder2, which allows the UX Designer to define the content type, style, placement, timing, and audience of the pop-up. The pop-up content can include text, images, videos, or links to more resources.
Provide access to specific Trailhead or MyTrailhead content: This can help the Sales team to gain skills and knowledge on the key functions and processes in a gamified and interactive way. The Trailhead or MyTrailhead content can be customized to match the business goals and branding of Cloud Kicks3. The content can be added to the custom help menu section in the Help Menu settings1, or embedded in the app using the Trailhead Component4.
References:
Customize the Help Menu in Lightning Experience
Create In-App Guidance for Your Users
Customize Your Learning Experience with MyTrailhead
Add the Trailhead Component to Your App

NEW QUESTION # 120
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