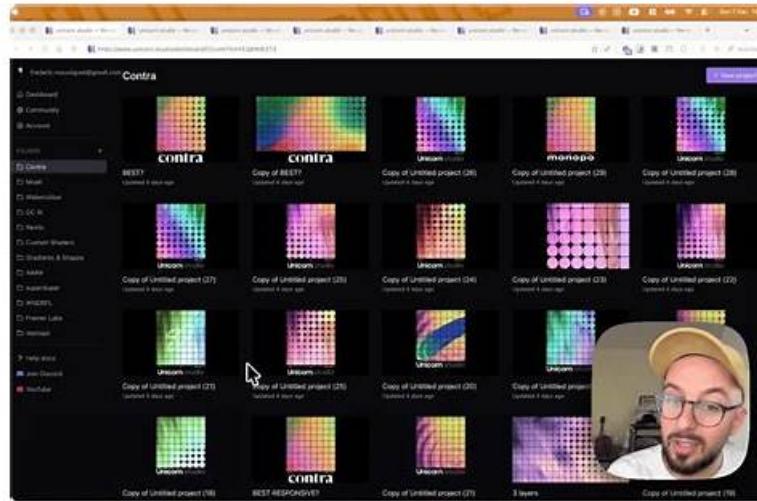


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## Salesforce Certified User Experience Designer Sample Questions (Q64-Q69):

### NEW QUESTION # 64

A Development team is not valuing the results of a usability testing session. How should acceptance of the results be increased?

- A. The Development team can perform script testing.
- B. **Include links to best practice articles for each finding.**
- C. Create a new prototype to demonstrate improvement.
- D. Invite team members to observe usability sessions.

**Answer: B****NEW QUESTION # 65**

A UX Designer wants to use Paths to provide guidance about which activities sales representatives should be doing at each stage of the opportunity lifecycle.

Which two elements could be used in the Path's Guidance for Success sections?

- A. Lightning Component
- B. Images and Links
- C. Rich Text
- D. Progress Indicator

**Answer: B,C**

Explanation:

The Path's Guidance for Success sections can include the following two elements:

\* Images and Links: Images and links can be used to provide visual cues and additional resources for the sales representatives. For example, an image of a checklist or a link to a best practice document can help the reps complete the required tasks at each stage. Images and links can be added using the rich text editor in the Path Settings page.

\* Rich Text: Rich text can be used to provide text-based guidance, such as tips, reminders, instructions, or motivational messages. For example, a rich text guidance can tell the reps what information they need to gather from the customer or what actions they need to take to move the opportunity forward. Rich text can be formatted using the rich text editor in the Path Settings page. References:

\* : Set Up a Path

\* : Considerations and Guidelines for Creating Paths

\* : Optimize Sales Processes with Path in Salesforce

The two elements that can be used in the Path's Guidance for Success section are Images and Links and Rich Text. Images and Links can be used to provide visual elements to the Guidance for Success section, while Rich Text can be used to provide text-based explanations and instructions. In addition, a Progress Indicator can be used to show the user's progress through the Path. Images and Links can be used to provide visual elements to the Guidance for Success section. For example, if the user needs to read an article, a link to the article can be included, as well as an image of the article cover.

Similarly, if the user needs to view a video, a link to the video and an image of the video can be included.

Rich Text can be used to provide text-based explanations and instructions. This can include explanations of what the user should be doing at each stage of the Path, as well as any other helpful information.

Finally, a Progress Indicator can be used to show the user's progress through the Path. This can help the user understand where they are in the Path and how far they have left to go.

References:

[1] [https://help.salesforce.com/articleView?id=path\\_guidance.htm&type=5](https://help.salesforce.com/articleView?id=path_guidance.htm&type=5) [2] <https://help.salesforce.com/article>

**NEW QUESTION # 66**

A Sales team is having trouble interacting with Contact records in Sales Cloud. They cannot find the information they need, and many of the visible record fields are not relevant to sales activities. On top of that, they complain the page load time is very long. Which approach should be recommended to improve their experience?

- A. Move all unused fields to a separate section at the bottom of the page.
- B. Run the Salesforce Optimizer App to identify fields not in use.
- C. Implement In-App Guidance to help users focus on the most important fields.

**Answer: B**

Explanation:

The best approach to improve the Sales team's experience with Contact records in Sales Cloud is to run the Salesforce Optimizer App to identify fields not in use. The Salesforce Optimizer App is a free tool that scans the Salesforce org and provides a diagnostic report on the performance and health of the org<sup>1</sup>. It analyzes how the org uses various features, such as fields, triggers, layouts, profiles, reports, and more, and suggests customizations and improvements based on best practices<sup>1</sup>. By running the Salesforce Optimizer App, the Sales team can find out which fields are not being used or are redundant, and remove or hide them from the Contact record page. This way, they can simplify the page layout, reduce the page load time, and focus on the fields that are relevant to their sales activities<sup>2</sup>.

Moving all unused fields to a separate section at the bottom of the page is not a good option, as it does not solve the problem of having too many fields on the page. It would still affect the page load time and the user experience, as the users would have to scroll

down to see the entire page. Moreover, it would not help the users to find the information they need, as the fields would not be organized in a logical or meaningful way<sup>3</sup>.

Implementing In-App Guidance to help users focus on the most important fields is also not a good option, as it does not address the root cause of the problem, which is having too many fields on the page. In-App Guidance is a feature that allows admins to create custom prompts and walkthroughs to guide users through tasks or processes on Salesforce Lightning pages<sup>4</sup>. It can be useful for user training, onboarding, or adoption, but it cannot replace the need for a clean and efficient page layout. In fact, having too many prompts or walkthroughs on the page can be distracting and annoying for the users, especially if they are not relevant or helpful<sup>4</sup>.

References:

- \* Run the Salesforce Optimizer App
- \* Improve Your Implementation with Salesforce Optimizer
- \* Page Layouts
- \* In-App Guidance in Lightning Experience

## NEW QUESTION # 67

A UX Designer has been asked to improve Salesforce adoption among salesrepresentatives at Cloud Kicks.

After conducting stakeholder and user interviews, the designer finds there is no clear, consistent sales process.

What should the designer do next?

- A. Recommend Field Level Validation to ensure users are entering the correct data.
- B. Log the findings and move forward with presenting possible solutions.
- C. Tell the customer they need to improve operations before any work can be done.
- D. **Conduct a workshop with stakeholders to align on the current state and build consensus.**

### Answer: D

Explanation:

Explanation

A UX designer's role is not only to design solutions, but also to facilitate collaboration and communication among stakeholders and users. A clear, consistent sales process is essential for Salesforce adoption, as it defines the steps and actions that sales representatives need to take to close deals. Without a common understanding of the sales process, the UX designer cannot design a Salesforce solution that meets the needs and expectations of the users and the business. Therefore, the designer should conduct a workshop with stakeholders to align on the current state and build consensus on the desired future state. A workshop is an interactive session where the designer can use various techniques, such as journey mapping, persona creation, user stories, and prioritization, to elicit the pain points, goals, and requirements of the stakeholders and users. A workshop can also help the designer to establish trust and rapport with the participants, and to gain their buy-in and feedback for the proposed solution<sup>12</sup>. References: Salesforce Adoption Strategies | Salesforce Trailhead, 6 Guiding Principles to Maximize Your Salesforce Adoption | Salesforce Admins

## NEW QUESTION # 68

Cloud Kicks has identified a Trusted Advisor persona as their primary focus for the next iteration.

Which key business process defining their work should be analyzed to make sure the delivered experience fits their needs?

- A. **Maintaining relationships with existing customers**
- B. Customizing and administering Salesforce
- C. Managing sales pipeline and forecasting

### Answer: A

Explanation:

According to the Salesforce Trailhead, the Trusted Advisor persona spends 3+ hours a day maintaining relationships with existing customers. They upsell products, grow deals, and manage renewals. This persona also spends time prospecting for new opportunities in existing accounts and gathering requirements from prospects<sup>1</sup>. Therefore, the key business process that defines their work and should be analyzed to make sure the delivered experience fits their needs is maintaining relationships with existing customers. This process involves understanding the customer's needs, goals, expectations, and satisfaction, as well as providing them with relevant solutions, support, and value. The UX Designer should focus on creating a user interface that enables the Trusted Advisor to easily access and update customer information, communicate and collaborate with customers, and track and measure customer loyalty and retention<sup>23</sup>.

\* Managing sales pipeline and forecasting: This is not the key business process that defines the work of the Trusted Advisor persona, but rather the Data Expert persona. The Data Expert persona spends 3+ hours a day on reporting and sales forecasting.

They also spend 1-3 hours managing the sales pipeline and tools for the sales team1

\* Customizing and administering Salesforce: This is not the key business process that defines the work of the Trusted Advisor persona, but rather the Sales Leader persona. The Sales Leader persona spends most of their day managing, coaching, and training sales reps. They also spend time managing tools and processes for sales reps, which includes customizing and administering Salesforce1 References:

- \* Learn About Sales Cloud Personas Unit | Salesforce Trailhead
- \* How to Increase Your Sales with Personas for Salesforce Users | RTS Labs
- \* How to Use Journey Mapping to Improve Employee Engagement

## NEW QUESTION # 69

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